

# Why Chime upgraded to SurveyMonkey Enterprise to better fuel mobile banking growth



With over 8 million customers, Chime is the largest and fastest-growing challenger in the mobile banking space. Read on to learn how collecting, sharing, and collaborating on data across cross-functional teams have been key to driving the company's growth.

## THE CHALLENGE

### More timely, secure feedback to drive action

Early on, Chime used the self-serve SurveyMonkey platform for collecting feedback on certain behavior sets and for researching industry competitors. As the company grew, Chime purchased additional accounts so more people could collect and share data. At one point, Chime was managing 15 separate accounts, which were a mix of paid individual and team accounts. With data protection and compliance being critical in the financial services industry, Chime decided to upgrade to SurveyMonkey Enterprise for its compliance and security features, and advanced capabilities.

Head of User Research, Chuck Liu, explains how Chime was growing and needed customer feedback and analysis tools to help scale an organization to hundreds of people while prioritizing data quality and data security at the same time. In addition to helping protect sensitive data, there was the issue of meeting compliance mandates within a highly regulated space.



**Chuck Liu**  
Head of User Research  
Chime

**“When it comes to personal consumer information, like PII, if a financial services company faces a breach, it’s game over.”**

Chuck Liu, Head of User Research, Chime

## THE ANSWER

### Sophistication minus complication

For Liu and his team, ease of use, complex data analytics, and migration at scale were all factors that led him to upgrade to SurveyMonkey Enterprise. Account controls, single sign-on, and robust compliance features were also key drivers that influenced the company's move to Enterprise.

**“We want to maintain a transparent culture, but there are also different levels of access and purviews. From a regulatory standpoint, having an added level of user control, security settings, and access points are very important to us.”**

Chuck Liu, Head of User Research, Chime

“SurveyMonkey is not only simple to use, but it also has a lot of different tools and different ways of using those tools to get really, really deep. Someone can easily self-serve for quick insights, but if they want to get more complex, we can offer a little bit of training there and they can be on their way,” says Liu.

## THE RESULTS

### Clear goals and strong alignment spell success

A strong alignment powered by a centralized data flow keeps the entire company focused on its “members-obsessed” mission. Chime strives to empower every employee to be an expert—with SurveyMonkey's Enterprise plan enabling smarter decision-making every step of the way.

Liu says the company's strategy and each team's objectives and key results (OKRs) and metrics are surrounded by the research that Chime conducts using SurveyMonkey. “A lot of people refer back to the datasets and really dig in—and they're all from SurveyMonkey.”

#### Industry

Financial Services

#### Use case

Customer Satisfaction

Market Research

Product Research

#### Product

SurveyMonkey Enterprise

#### Success factor

Ability to scale

Improve security and compliance

Easily collaborate and share key insights

**“SurveyMonkey is such an integral tool to what we do as a team—the executive team, product managers, designers, engineers—all of us get together and we utilize the SurveyMonkey data to set our entire roadmap and strategy.”**

Chuck Liu, Head of User Research, Chime