

How best-in-class organizations drive growth with surveys



In this guide:

Teams need access to data insights, and organizations need to provide the tools to make that happen. With the growing number of options for data sources and services, companies are challenged to decide which ones will provide the most value for the most people.

Read on to learn how surveys can make powerful data accessible everywhere, to anyone in the organization, and add value to business decisions.



- 01** **INTRODUCTION**
Data, data everywhere. But, where will it lead you? ----- 3
- 02** **MARKET RESEARCH**
Use survey data to build better products and services ----- 7
- 03** **MARKETING**
Use survey data to optimize the customer journey ----- 11
- 04** **CUSTOMER EXPERIENCE**
Use survey data to turn customers into loyal advocates ----- 15
- 05** **HUMAN RESOURCES**
Use survey data to build a more engaged workforce ----- 19
- 06** **IT & LEADERSHIP**
Use survey data to empower the entire organization ----- 23

INTRODUCTION

Data, data everywhere. But, where will it lead you?

Everyone is talking about data-driven decisions. From marketing to product development, customer success to HR, organizations are hungry for data insights that will lead to success. In fact, **84% of enterprises** have launched advanced analytics and Big Data initiatives to bring greater accuracy to their decision-making. However, you can have too much of a good thing. Today's enterprises are grappling with 2 fundamental data problems:



96% of customers said that survey insights helped them innovate faster

A data avalanche

The amount of information stored in the world's IT systems is doubling about every two years.* [And, organizations have responsibility or liability for about 85% of that information.](#) The sheer volume of data can bog down business systems and make it difficult to prioritize what data really matters—and is actionable.

No context around collected data

Big data can help businesses piece together what happened, but doesn't always provide the full story. In fact, [80% of data is "dark and untouched,"](#) meaning it's never used to make improvements or changes.

Why surveys hold the keys to better decisions

The world has become a competitive place, where keeping up is hard, but staying on top is even harder. [At the current churn rate, about half of today's S&P 500 firms will be replaced over the next 10 years.](#) Disruptors are changing the rules of the game in virtually every industry—from lodging to logistics and transportation.

Organizations have to revamp how they make decisions in response to rapid fire market changes. Teams need to understand what people are saying about their company, whether they are customers, prospects, employees, or market influencers. The “voice of the customer” holds new importance as a source of data that needs to flow freely across the organization, and inform decisions for all teams.

Enterprises stakeholders need answers to real-world questions:

Are my customers happy?
Why aren't my products selling?
Why are my employees leaving?
Is our company innovating?

HR, marketing, product, and customer experience teams have shifting roles that reach outside traditional boundaries. But all have one common need: data must be accessible **everywhere** for **anyone**.

Empowering teams with survey data

There is a way to put the power of data into the hands of the people who need it: surveys. Surveys allow teams to gather data that uncovers not just the “what” but the “why” behind the stats.

“ Surveys are the simplest way to collect and analyze data, which can be used in our own platforms to make smart strategic decisions. ”

Jeff Meucci
Vice President, F500 financial services company

Survey data, when reviewed alongside operational data, provides additional context to the data teams gather every day. By viewing data in existing workflows and within the apps teams use every day, teams can get the full story, spot issues more quickly, and take action to make improvements.



87% of customers say surveys empowered employees to make better business decisions

For HR, that means better recruiting and retention insights. For marketers, it's tapping into prospects and their preferences. Customer satisfaction teams can capitalize on opportunities and pinpoint areas for improvement. For IT, surveys are a tool to help teams safely gather the kind of powerful data that drives better decisions, while maintaining security and control.

 HR Recruit and retain employees	 CX Pinpoint areas for improvement
 MARKETING Tap into prospect preferences	 IT Gather data in a secure manner

“

We use surveys externally to gain valuable insight into the world of our customers and internally to better understand our employees and how we can improve our processes. ”

Neil Owen
Executive Vice President, Ntara, Inc.

People Powered Data empowers the entire organization



MARKET
POWERED
DATA



PRODUCT RESEARCH

Will my ideas work?



MARKETING

How do I create more personal campaigns?



CUSTOMER
POWERED
DATA



CX

Are my customers satisfied?



EMPLOYEE
POWERED
DATA



HR

Are my employees happy?



IT

How can we safely gather feedback at scale?

Use survey data to build better products and services

It's a sad truth: 95% of the 30,000 new products launched each year will fail.* Most companies believe they've done their research, yet the top 10 list of failed products come from the world's largest, most sophisticated companies, who likely had enough data to know better.



56%

of companies face limited or shrinking budgets but continued demand for market research

The question is: does your data tell you what you need to know? Behind every stat is a story, and that's where product research efforts can fall short. Teams may have data, but hearing the voice of your customer in that data is critical to understanding what people really want.

A survey provides just that. It's the most direct way to connect with people in real time to verify a gut instinct, prioritize feature sets, or measure customer response. Get fast feedback at any point in the process to refine a product, tweak a message, or respond to what your competitors are doing.

We call it **Market Powered Data**. It's the key to better understanding what kind of products customers and prospects will respond to, and what market gaps are waiting to be filled.

Market Powered Data answers product questions like:

- How do customers feel about our products?
- What features are most important?
- What gaps are there in our competitors offerings?
- When should we launch our next product?

Add survey data to explore, build, test & iterate

Survey data helps pinpoint your value and build a product roadmap based on data—versus a best guess—to generate real revenue.

Survey your prospects and customers to:



Analyze market trends



Test product concepts, pricing, and usability



Optimize product versioning



Understand consumer perception and behavior



A/B test ad copy and marketing messaging



Establish benchmarks and make comparisons

“ It’s a great tool to be able to get feedback from your customers or clients. You can aggregate and splice the survey information in many ways to spot trends. ”

Product Manager
Medium Enterprise Health Care Company

SurveyMonkey Enterprise for product research

SurveyMonkey Enterprise is the leading survey platform for business, offering advanced features, ease of use, and integrations that allow organizations to securely gather data at scale.

Get real-time feedback from your target audience

Choose from a global panel of trusted users with [SurveyMonkey Audience](#). Select respondents by the attributes that best represent your target audience—from demographic information, to employment, education, or lifestyle preferences. Accrue, manage and allocate panel credits to be used throughout the organization.

Gather market research data from anyone, anywhere

Use the [SurveyMonkey Anywhere](#) mobile app to collect market research on-the-go. SurveyMonkey Anywhere runs on iOS and Android and includes an offline mode so you can collect data even without a network connection. Use QR codes to make it easy to gather market data out in the field. Use the app to turn any mobile device into a kiosk to survey your audience wherever they are.

Quickly create professional and effective surveys

Collect data with confidence by leveraging over 2,500 expert-certified questions and over 100 easy-to-customize templates for product, ad, and price testing, plus more. Add commonly used research questions to the Custom Question Bank so your team can reuse them again and again. Use randomization options for questions, pages, or blocks of pages to get the most reliable results, and to reduce biases.



How Helix Sleep uncovered a game-changing feature

3

Product iterations found through surveys

70%

Customers interested in a cooling pillow

50%

Time saved in product development process

Personalized Z's

In addition to concept testing, Helix Sleep uses surveys for product feedback, customer satisfaction, and more.

When Helix Sleep decided to branch out from its successful line of personalized mattresses into pillow products, it was a small start-up with one market research resource. Founder Jerry Lin decided a survey would provide a quick reality check on a new product concept.

Launching product surveys through SurveyMonkey, Helix Sleep concluded that consumers preferred one adjustable pillow to several different ones, with 70% of respondents noting they would pay extra for a cooling pillow cover.

After three fast concept testing surveys, the cooling feature was built into a new pillow that **sold out in the first month**. Product development time was cut in half, and the new insights inspired a third product line for Helix Sleep—sheets.

"We wouldn't be able to launch the right products at the right price point and be able to grow our business and brand without SurveyMonkey Audience."

Jerry Lin
Co-founder and CEO

Ready to get started?

Contact us

Learn more

Use survey data to optimize the customer journey

Getting that “click” is important for marketers. Because every click signals a preference, an intent, or a “no thanks” that needs to be captured and used to customize outreach. Leading companies have proven the value of personalization and the positive impact it can have on sales and customer loyalty.



37%

of consumers said that personalized transactions were the most significant factor in satisfying customer interactions.

Consider Amazon’s purchase recommendations, or Netflix’s suggested watch lists: these sites are the training grounds for customers who now expect to be recognized for who they are and what they want. [More than 85% of mobile marketers](#) report success with personalization, including higher engagement, revenue, and conversions.

This era of “have it your way” requires companies to rely not just on data, but on the stories the data tells. From awareness to purchase, loyalty, and retention, surveys can capture feedback at every touchpoint of the customer lifecycle to enrich the experience.

That’s the idea behind Customer Powered Data. Surveys can help organizations gain insights into the story beyond the “click.” These insights can be critical in developing more meaningful experiences and personalized campaigns that convert prospects into customers, and turn customers into loyal advocates.

Customer Powered Data answers questions like:

- What messages will grab attention?
- How can I engage prospects?
- How do my customers feel about our brand?
- How can I keep our products top of mind?

Add survey data to drive awareness, purchase, retention, and loyalty

Surveys can help you connect prospects and customers with meaningful content, messaging, and offers at every stage of the purchase and post sales process. Marketers can build buyer personas, enrich leads, and segment prospects with survey data to deliver more personalized and meaningful experiences. Sales teams can get insights into purchase behavior to build better selling models.

Survey your prospects and customers to:



Identify and segment your target audience



Test and track brand awareness



Test ads, including concept, offer, and message



Enrich leads with direct feedback



Analyze customer sentiment



Conduct win-loss surveys to understand purchase behavior

“ SurveyMonkey is easy to use—creating a new survey is very fast and reports are well done. The integration with Marketo allows us to push survey information directly to the lead database. ”

Director of Digital Marketing, CCH Targetik

SurveyMonkey Enterprise for marketing

SurveyMonkey Enterprise is designed to help with today's toughest marketing challenges. With advanced features, marketers get fast, accurate insights into customer preferences and buying habits.

Create customized surveys that align with your brand voice

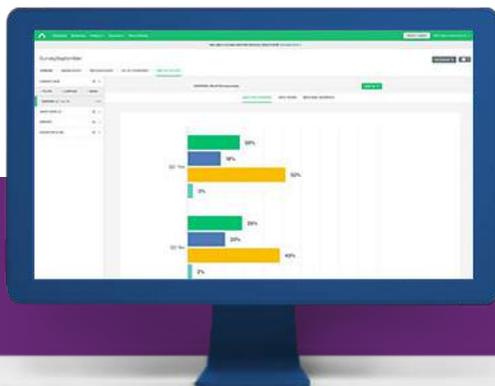
SurveyMonkey Enterprise makes it easy to quickly create a survey that will get results. We offer over 100 templates that support things like logo and ad copy testing, plus more than 2,500 questions created by expert survey scientists. Customize the experience for your respondents with custom logo themes, white-labeling, Custom Question Bank, Custom URLs, and Custom subdomain capabilities that allow you to create a survey that ties to your brand and drives traffic back to your website.

Gather data at multiple touch points, wherever your prospects are

Gather data throughout the customer journey at multiple touchpoints such as your website, over email, on social media, in your mobile app, or even out in the field using QR codes. Use the SurveyMonkey Anywhere mobile app to turn any device into a kiosk that can be used at events, in retail environments, or on the street—even if you don't have a network connection. SurveyMonkey supports 57 different languages for multilingual surveys, so you can reach users around the world.

Automate your surveys and easily share data across your team

SurveyMonkey Enterprise supports greater collaboration by making collected data accessible to all team members. Incorporate survey data into over 80 different applications, including Marketo, Eloqua, Salesforce, and Tableau. Our integrations allow teams to use data in automated processes and existing workflows. Workgroups make it easy for large teams to work on multiple survey projects and easily share results.



How one company used surveys to pinpoint sales opportunities and buying intent



Use case:

Audience segmentation



Product:

Marketo



Success factor:

Increased MQLs

A leading education services provider needed to better understand the markets and verticals with the most sales potential to better prioritize their selling efforts. As Marketo users, they knew the answers might lie in their database of prospects and customers, so they turned to SurveyMonkey to get fast answers to their questions.

After receiving and analyzing thousands of survey responses, the team was able to pinpoint the biggest opportunities for their sales team, and deliver relevant content to individuals who expressed interest in specific market trends and topics. In addition, since the company included purchase intent and budget cycle questions in their surveys, they were able to integrate this information with Marketo, and automate meeting requests with the most qualified prospects.

"SurveyMonkey Marketo integration has allowed us to keep the economy of scale, but still have personalization of content to the end customer."

Web Developer & Digital Strategist
Leading Education Service Provider

Ready to get started?

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Use survey data to turn customers into loyal advocates

Like any good relationship, the one you have with your customers takes work. Keeping customers satisfied is worth the effort—it leads to greater loyalty, more revenue opportunities, and a competitive advantage for your company.



\$338 BILLION

is the cost to businesses from consumers defecting to a competitor

That's the upside. If customers aren't satisfied, everyone pays. [In a global survey](#), nearly 70% of consumers said they had ended a relationship due to poor customer service alone. In worse news: nearly two-thirds of consumers who ended relationships turned to a competitor, costing businesses [\\$338.5](#) billion a year in defections and abandoned purchases.

Staying on top of customer satisfaction means gathering data at all interaction points—from purchase to onboarding to post-service requests. It comes from listening to your customers and getting their opinions so you can make informed changes to your business strategy.

It's called Customer Powered Data—and it holds the keys to building stronger customer relationships and lifelong advocates of your company and brand. By using surveys to proactively engage with customers on a regular basis, organizations can maintain an open dialogue that uncovers new opportunities for growth.

Customer Powered Data answers questions like:

What can we do to reduce customer churn?

How can I uncover more cross-sell and upsell opportunities?

What's the best way to resolve service problems?

How can we get our customers to promote our brand?

Use survey data to support customer satisfaction, upsell, references, and retention

Creating customer-centric experiences gives companies a competitive advantage. In a recent report, [consumers](#) stated that the biggest opportunities for improving the customer experience were greater proactivity and improved personalization. Organizations who invest proactively to connect with customers have a improve the chance of establishing loyalty, creating upsell opportunities, and boosting retention.

Improve customer satisfaction by using surveys:



of users have improved the customer experience as a result of survey data



Get onboarding feedback from new customers



Securing customer references to use in future sales



Solicit support feedback to pinpoint problem areas



Measure customer sentiment using NPS and CSAT surveys

“ Instead of having a 5-10 minute phone call with an unhappy customer, we can now just send them a 1-2 minute survey and get most the data we need to continue a return or adjustment process. It saves me time, saves our customers time, and puts us at ease because everything is recorded. ”

Krista Farquar
Customer Service , AF

SurveyMonkey Enterprise for customer experience

SurveyMonkey Enterprise includes advanced features to help teams automate the process of connecting with customers, gaining feedback, and tracking the experience.

Create customized surveys that align with your brand

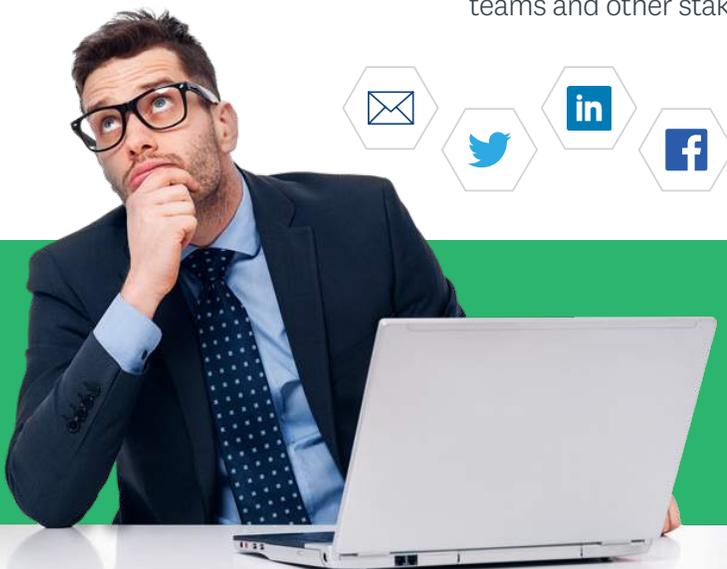
SurveyMonkey offers over 100 expert templates, more than 2,500 questions created by expert survey scientists, and AI-driven features like Genius that make it easy to ask the right questions and create a survey that gets results. Personalize your surveys with custom themes, white-label surveys, Customized URLs, Custom subdomains, and a Custom Question Bank, so you can ensure a consistent brand experience for your customers.

Reach your customers where they are

Connect with customers at multiple touchpoints and make it easy for them to give you feedback whether it is through your website, over email, on social media, in your mobile app, or out in the field using QR codes. Use the [SurveyMonkey Anywhere](#) app with offline mode to reach your customers out in the field, even if you don't have a network connection. Set-up recurring surveys to ensure that you are gathering feedback often, and build dashboards to see how your Net Promoter Score® (NPS) and customer satisfaction is trending over time.

Better understand the full customer experience with integrations

Gain insights on where you stand with customers by tracking your NPS. Trigger surveys based on key events and automate the process of collecting and tracking this feedback from your CRM, such as Salesforce or Gainsight, to better understand potential opportunities as well as areas for improvement. Share insights—such as upsell and renewal opportunities—with sales teams and other stakeholders across the organization.



Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld.

How one organization standardized patient feedback across 50 clinics with surveys



Use case:
Customer experience



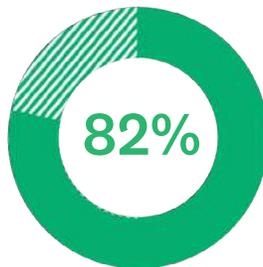
Product:
SurveyMonkey Enterprise



Success factor:
NPS score of 100

For a large healthcare organization in a major metro area, bedside care was under fire. Patient feedback was negative, and the organization's 30,000 employees and multiple locations had no standard way of tracking response through different systems—from legacy platforms to manual pen and paper.

Using SurveyMonkey, the organization was able to deploy a consistent method to collect and analyze feedback and recommend specific actions. Patient satisfaction has improved and physicians and administrators are pleased to have new best practices that are consistent throughout the organization.



82% of people trust the voice of the customers over brand and product copy

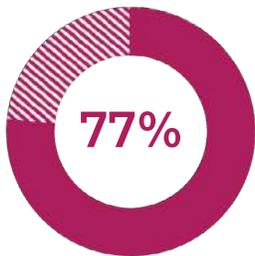
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Use survey data to build a more engaged workforce

Today's employees have a lot of options. New technologies make it easy to connect with employers, apply for jobs, and get insights into their worth. **Millennials**, who will make up **75% of the workforce** by 2025, are 3 times more likely than other generations to change jobs. And keeping employees loyal has become a challenge—55% of millennials say they are not engaged in their current jobs.



77% of customers were able to improve employee engagement by using surveys

That puts pressure on HR departments to attract qualified employees, and keep them onboard. Employees want flexibility, they want work-life balance, they want a positive corporate culture, and—most importantly—they want to be heard.

Employee Powered Data gives companies a way to connect with their workforce at all stages of the employee lifecycle. From recruitment to onboarding, development, and retention, companies can use surveys to gauge employee performance, nurture engagement, and reduce attrition.

Leading companies use surveys to check in with employees early and often, and determine the effectiveness and value of HR programs. From onboarding to training to reviews, surveys provide a measurable way to evaluate subjective areas—like team dynamics, engagement and satisfaction—and take steps towards improvement.

Employee Powered Data answers questions like:

How do we know if a candidate will fit in?

Do our employees understand our company values?

What can we do to retain good people?

Why are our employees leaving?

Use survey data to help you recruit, onboard, develop, and retain employees

Employee surveys are an easy way for companies to collect actionable feedback from across their organization at scale. Gathering data on a regular basis can help companies understand employees holistically and improve engagement. With pre-built surveys and automated deployment, surveys help organizations easily connect with employees on the topics that matter most.

Survey your employees to:



46%

of HR professionals list retention as their top challenge



Get feedback on the recruiting process



Conduct training feedback and quizzes



Gain insights on New Hire and Onboarding programs



Provide 360 degree performance reviews



Gauge engagement with Pulse surveys



Collect feedback during exit interviews

“Employee Engagement is what we focus on—and SurveyMonkey’s built-in AI feature helps us easily create questions.”

Human Resources
F100 telecommunications carrier

SurveyMonkey Enterprise for HR

SurveyMonkey Enterprise has advanced features that help HR teams holistically understand their employees, improve engagement and build a stronger workforce.

Strengthen your brand—and your organization

Create surveys that are an extension of your brand with white-labeled surveys, Custom Subdomain, and a Custom Question Bank. Pre-built HR templates, such as Employee Evaluation, Team Performance, or Employee Engagement, make it easy to send surveys quickly, and include surveys within other HR programs.

Get candid feedback

Safely capture feedback in a way that ensures employee privacy. Conduct surveys with anonymous responses so employees feel comfortable offering their opinions. Make sure all respondents are employees with Respondent Authentication, and use permissions and roles-based workgroups to ensure only authorized people can see results from confidential surveys, such as employee reviews.

Make it work for your organization

Conduct surveys that probe on the specific issues that impact your company. Schedule recurring surveys to track response and sentiment over time, identify problem areas or opportunities, and take action. Use pre-built integrations or APIs to tie this data back into existing systems, such as your ATS or HRIS. You can even tailor your survey to a global audience with multilingual support.

“SurveyMonkey is an effective way to get tangible data points about the employee experience. You can use anonymous or direct surveys to target a group or a specific person—and understand the challenges they face during their employment.”

Customer Service
F100 telecommunications carrier

How one company used surveys to retain new talent



Use case:
Employee retention



Product:
SurveyMonkey Enterprise



Success factor:
Cut onboarding by 3 months

A global materials science maker of fabrics, fibers, ropes, cables, medical devices, and electronic components prided itself on building a positive company culture. The company believed that long-term employees were highly valuable, but was also committed to creating an environment that would attract new talent.

However, the company was dealing with an unexpectedly high turnover amongst interns. A quick “state of the union” survey uncovered that intern accommodations were problematic. The survey also identified other areas of improvement, and helped the company accelerate the onboarding process by 2 to 3 months. The company was able to dramatically increase the talent pool of interns, providing a potential new source of long-term employees.

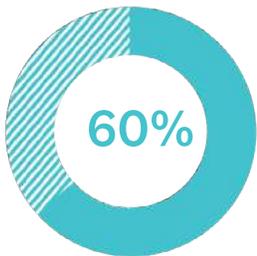
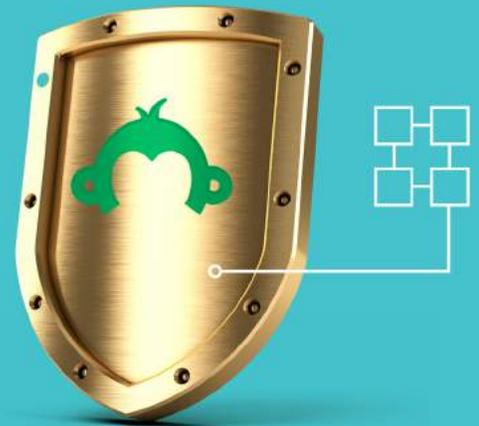
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Use survey data to empower the entire organization

IT and leadership are caught in a balancing act: support innovation and growth while keeping the organization safe and compliant. That means providing access to data that can be shared across the company and empowers teams make better, data-driven decisions.



60% of SurveyMonkey customers realize a return on investment (ROI) within 4 months

Data governance and security are especially important for large organizations who are gathering data at scale. IT needs to be able to control how data is collected, who has access to it, and how it's being used. In addition, data sources must be secured, especially if that data contains sensitive information about customers or employees.

As data become increasingly aligned with corporate decisions and success, organizations must find a way to support data collection and access while staying on top of potential threats. Surveys are an ideal tool for teams to securely capture data insights that add context to business decisions, offering value to all parts of the organization.

Use survey data to drive insights organization wide

Gathering data on a regular basis can help companies understand employees holistically and improve engagement. With pre-built surveys and automated deployment, surveys help organizations easily connect with employees on the topics that matter most.

Surveys help decision makers and IT departments to:

- Drive innovation and collaboration by giving teams access to survey insights
- Support smarter decisions by integrating survey data in workflows
- Provide access to data that is secure and compliant
- Manage how survey data is collected and used

SurveyMonkey Enterprise for business

SurveyMonkey Enterprise offers advanced features, governance, security, ease of use, and integrations that allows organizations to safely gather data at scale.

Administration and governance:

Increased visibility for a more holistic view of data

The SurveyMonkey Enterprise centralized user administration provides a single view of all data being collected within an organization, offering more control and visibility into who can access what data, how, and when it's being used. Global settings allow admins to enforce settings across the entire account to support internal policies. Centralized survey data and account consolidation allows IT to manage and allocate costs to appropriate departments.

Enhanced security and compliance:

Gather data with trust and confidence

User authentication with SSO, auditing, and other security measures ensure your confidential survey data is protected. SurveyMonkey supports the standard IT protocols and encryption, HIPAA, response management, and deletion (for GDPR compliance), ADA Compliance, and FERPA. All data is housed in SSAE-16 SOC II compliant secure data centers with world-class physical and network security.

Integrations and APIs:

Get a deeper understanding of data

SurveyMonkey supports over 80 integrations with leading CRM, marketing automation, email, reporting, and social applications, including Marketo, Eloqua, and Salesforce. With our APIs, you can build custom integrations, which allows our customers to easily trigger surveys from other apps, or combine survey results with existing business data.

Collaboration at scale:

Data and insights for anyone

Easily collaborate as a team to create better surveys and drive deeper insights across your organization. Permission and role-based work-groups ensure that protected data, such as HR and corporate governance, stays in the hands of authorized users.

Customization and branding:

Create a consistent brand experience

Customize your surveys with white-label options, Custom Terms of Use, or Custom Subdomains to increase relevance for respondents. Help teams create consistent surveys that align with your brand by leveraging a shared library where you can add themes, corporate logos, colors, and Custom Question Banks.

Dedicated customer support:

Get help when and how you need it

All SurveyMonkey Enterprise accounts have access to the customer success team to help with onboarding and implementation of best practices. Get 24/7 phone and priority email support, plus access to survey research experts to provide best practices and vetted survey questions.

Minimal change management

With millions of active users on our platform, most organizations who are looking for an enterprise survey solution learn that their teams are already using SurveyMonkey, which minimizes the need for training and onboarding. We can help you migrate and consolidate all survey data, even from other platforms, under one service and a centralized managed account. Features, like Account Control, help you onboard new users and migrate existing ones, at scale.

Ready to get started?

[Contact us](#)

[Learn more](#)