



Case Study

\$15 Billion Company Reduces Survey Research Cost by over 80% while Increasing Research Assets



Executive Summary

Fortune 500 Company outsources 20-30 surveys a year.

Survey Data is incompatible because of the different formats used by the companies conducting the surveys.

Qualtrics takes its survey solution in-house, centralizing survey data.

Yearly cost of Qualtrics roughly equals the cost of 1-2 outsourced projects.

Qualtrics becomes the company's survey solution for years to come.

Cost-savings are noticed at the corporate level.

Obstacle

Discontinuity in survey tools between departments led to mounting costs and overuse of customer and employee feedback resources.

Obstacle

A publicly traded S&P 500 company with nearly 10,000 employees and more than \$2 billion in revenue determined that they needed a solution that would enable them to gather and store information regarding their customers and employees. The solution would need to represent the corporation's many different brands that would send surveys to different groups. They also needed a solution that could accommodate well over 100 user accounts and could be administered and overseen by one individual. This system needed to be easy enough for an average employee to use, yet have the sophistication required by their market research department for advanced surveys.

In the past, departments had not been able to create surveys using the same platform because of the different levels of survey needs. Internally, there were multiple software products, as well as a lack of communication regarding the surveys done by different departments or individuals. This

Action

Qualtrics licensed to provide a corporation-wide solution and integrate with existing CRM tool.

inconsistency caused numerous problems, including the burnout of customer email lists. Realizing that their ability to collect customer and employee feedback was seriously impaired, they were faced with a decision between increasing spending to obtain quality feedback or finding a Solution that could address the issues causing the problems.

Action

The corporation began an intense period of survey product research, evaluating all of the software products used internally and also products that had never been used there. After intensive comparisons, the corporation decided to go with Qualtrics because of the administrative capabilities, the product foresight, and the willingness of Qualtrics to adapt the product to the future needs of the corporation.

Adoption of the tool came quickly. Within the first 2 months over 50 employee accounts were created. Soon after their adoption of the survey tool the corporation

Outcome

Single corporate administrator of EFM tool. All departments and brands on the same system. Survey assets shared between brands.

decided that they wanted to integrate the tool with their Siebel CRM solution. Their objective was to drive smart surveys from their database and tie survey responses back into their CRM solution. After a few collaborative phone calls, this integration was implemented and is now used by their customer satisfaction group.

Outcome

Since the implementation of the Qualtrics survey solution, the corporation can control the surveys sent out by its brands. Survey assets are now shared between departments, eliminating wasted resources and man-hours. They have more efficiently been able to evaluate new products and customer satisfaction. This has led them to make more profitable decisions internally and externally. There are now over 160 employees world-wide with survey accounts at this corporation.

About Qualtrics Qualtrics is a leading answer to the demand for corporate research and feedback tools. Recognizing that the need for research tools in corporations is wide and diverse, Qualtrics provides a survey tool that is both user-friendly and powerful—putting answers within reach of every employee, not only of specialized software experts. In addition, Qualtrics provides cutting-edge solutions for corporations looking for a push-button approach to gathering knowledge resources, such as Panel Management, Enterprise Feedback Management, and Voice of the Customer, and Research Services such as Survey Project Reviews, Dynamic Data Reports, and Data Analysis Consulting. Qualtrics clients include industry leaders such as Kodak, Micron, Intel, Forbes, Ameriprise, Celebrity, and Royal Caribbean.

