

Case Study

learnin3.com

Growing a Business Through Customer Feedback

Learning.com is a leader in web-delivered curricula and assessment. With their Sky digital education environment, Learning.com helps teachers and education professionals improve instruction by enabling them to focus on their students and spend less time in classroom management tasks like fielding curriculum requirements and building lesson plans. This level of service requires an in-depth understanding of the community that Learning.com supports and, as a result, they often reach out to their customer base through the Survey Analytics platform.

Because Learning.com offers so many services and serves about 4 million students and educators throughout the U.S., they often have to conduct their market research at odd hours and access that information around the clock. Because Survey Analytics is available to users at any time, anyone in the company is able to access and analyze important data as they tailor their materials to their target audience.

Utilizing survey technology for several years now, Learning.com has

- launched more than 100 surveys per year. These surveys go out to educators, students, trainees, administrators, education professionals, and many more.
- followed each round of educator training with a survey request for feedback. All teachers that learn how to utilize Learning.com solutions are able to offer their feedback about the process and Learning.com continually optimizes their procedure based on that feedback.
- saved money by fielding the research themselves. Instead of gathering insight through costly focus groups or buying industry reports, Learning.com finds the data they need when they need it by launching the surveys themselves.
- gathered unique, singular information about the field of education. Because of their targeted research, Learning.com has exclusive insight into the fields of education and its intersections with technology.

Learning.com has listened to their community and has changed a number of things about their company as a result: from their search interface to the look and feel of their brand. Because of their ability to remain relevant and deliver exactly what their customers need, Learning.com grown more than three times its original size in the past several years in spite of the recession. They largely attribute this growth to their level of customer insight.

“Our strategy is to be in constant dialogue with our customers on every level of our business,” says Candace Petersen, President and Chief Operating Officer of Learning.com, “Survey Analytics and QuestionPro have allowed us to do just that. And because of the insight that we’ve gained through their service our business has continued to grow and stay true to our customers even through an economic downturn.”

As Learning.com moves forward, they will continue to take advantage of the incredible tools at Survey Analytics that empower their employees. And, as Learning.com maintains its reputation for a learning platform with reliability and ease-of-use functions, Survey Analytics will be there to help them stay in stride with their audience.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web based survey software providers. We truly believe that you will not find a better value on the web today.



Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.

SURVEY ANALYTICS

SurveyAnalytics.com
3518 Fremont Ave N #598
Seattle, WA, 98109
USA

Global / Americas
Seattle, US
+1 (800) 326-5570

Europe / Middle East
London, UK
+44 (20) 7871-4079

Asia Pacific / Australia
Auckland, NZ
+64 (9) 950-3305