Fresh Award Win Highlights SmartSurvey's Growing Presence in Global Online Survey Software Market

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Latest tech accolade caps a series of award wins during the Summer of 2019

Tewkesbury 9th
September 2019: Leading UK-based digital survey solutions provider, SmartSurvey, has been named a Rising Star in the Online Survey Software category of the Summer 2019 Customer Success Report, published by B2B software specialists Featured Customers. This latest accolade swiftly follows SmartSurvey's award win with business technology software reviewers G2 Crowd, which is reflective of the online survey provider's growing reputation and appeal in the global online survey software market.

Having launched in 2010, the rapidly growing online survey specialist, who is experiencing 40% year on year growth, has already become a trusted survey supplier to some of the world's leading brands across multiple sectors.

SmartSurvey was one of only a few companies who successfully met the criteria necessary for inclusion in the survey software category of FeaturedCustomers' Customer Success Report. The online survey provider earned their Rising Star award based on the authentication, quality and volume of their customer success content across a mix of case studies, testimonials and user reviews from multiple third-party sites.

Having seen how crucial research has become to the success of market leaders in both B2B and B2C sectors, companies of all sizes are now looking at how they can better utilise their data to make smarter decisions. They have realised the power that gathering internal and external feedback provides in helping them develop better strategies across marketing, training, employee relations, customer engagement and more; driving significant impact to their profitability and market share. Consequently, the demand for simple to use, quality survey software continues to grow. SmartSurvey's ability to meet these requirements, together with the advanced performance and high levels of security offered by their survey software, has led to the company already successfully helping more than 250, 000 customers worldwide.

The latest awards are a great endorsement for the company and offers a marker towards their next stage of development, which SmartSurvey's CEO, Mo Naser is extremely excited about:

"We are really delighted with this achievement, which together with our earlier award win with G2 Crowd, reflects our emergence as a significant player in the global online survey software market. Given today's heightened customer concerns around data protection and security due to current Brexit uncertainties, our ability to provide clients with a completely UK based offering, both regards to our team and data, which is hosted on UK based servers, puts us at a distinct advantage. It is a value proposition, which very few of our rivals can offer. And it is an opportunity we are relishing, as we look forward to providing even more customers with the higher levels of data security assurances, they need to collect feedback throughout their business and drive better decisions and outcomes."

More details about the Rising Star award, the Summer 2019 Customer Success Report and SmartSurvey's profile, which includes detailed product scorecard ratings is available at: https://www.featuredcustomers.com/vendor/smartsurvey

Notes to editors

About SmartSurvey:

SmartSurvey is a UK-based provider of digital survey solutions. Launched in 2010, the company has rapidly grown into one of the leading online survey software suppliers in the UK and across Europe. Its powerful, secure and easy to use software, enables customers to create innovative surveys and questionnaires that helps them to deliver impactful results. A trusted provider for its customers, SmartSurvey is an ISO 27001 accredited and Cyber Essentials Plus Certified company, which hosts all its data securely on UK-based servers.

For more information go to: www.smartsurvey.co.uk

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SmartSurvey

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