



CUSTOMER STORY

# DISH Network

**With more than 13 million subscribers, DISH Network** doesn't just use Alchemer to collect feedback. They also automate, consolidate, and streamline several business processes, saving the company time and money.

Together with fellow Business Operations Manager, Larissa Murphy, Sean figured out how to match data collected in Alchemer with DISH Network's existing HR and sales data. They integrated Alchemer with SQL and Tableau to create customizable dashboards.

## ABOUT DISH NETWORK

DISH Network Corporation (NASDAQ: DISH), through its subsidiaries, provides over 13 million pay-TV subscribers with the highest quality programming and technology with the most choices at the best value. Subscribers enjoy a high-definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

## ABOUT ALCHEMER

Founded in 2006, Alchemer puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, Alchemer collects more than a million survey responses every day. **To learn more, call Alchemer at 1.800.609.6480 or visit [www.alchemer.com](http://www.alchemer.com) today.**

## “A Better Tool.

The funny thing is that at the time (in 2012) we had no idea just how powerful Alchemer actually was or how much value it would bring to our organization. At face value, it just seemed like a better tool.

Sean P.,  
Business Operations Manager  
DISH Networks

## Easier Than You Think

“Although they weren’t out-of-the-box integrations, creating them was easier than you’d think,” said Larissa. “With a little basic coding on our part we were up and running.” In addition to surveying thousands, the team at DISH Networks use Alchemer to create unexpected uses such as Sales Training, Hotel Recommendations, and Calendaring.

### **AUTOMATING SALES TRAINING**

Alchemer automates many logistics of sales training, allowing people to sign up for specific guidance, while tracking a variety of data, including attendance, topic, and geographic information. Plus it automates a variety of workflows, such as triggering printing requests for corresponding materials, and soliciting feedback after it’s over.

### **INTERNALIZING HOTEL RECOMMENDATIONS**

Sean and Larissa created a Yelp-like internal reviewing tool that allows employee to share candid feedback about hotels where they’ve stayed. Since DISH employees often find themselves traveling for work, they created an internal way to compare notes about the best hotels in various locations, given the company’s budget considerations.

### **SIMPLIFYING CALENDARING**

The department needed a master calendar that it could use to coordinate company events, while also keeping track of individual employees’ time off requests. Using Alchemer, SQL, and Tableau, the team was able to develop an easy-to-use tool that everyone across the organization now uses.

“**The only real limitation was our imagination.**

Suddenly we realized just how much potential there was to use Alchemer for all kinds of data collection. The only real limitation was our imagination.

Sean P.,  
Business Operations Manager  
DISH Networks

**Call your account manager or 800.609.6480 to learn more.**

**Alchemer**  
Formerly SurveyGizmo

168 Centennial Parkway, #250  
Louisville CO, 80027

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