Top 3 Qualtrics alternatives + why do Qualtrics users switch?

Deep analysis

Whitepaper by Survicate

21/11/2025
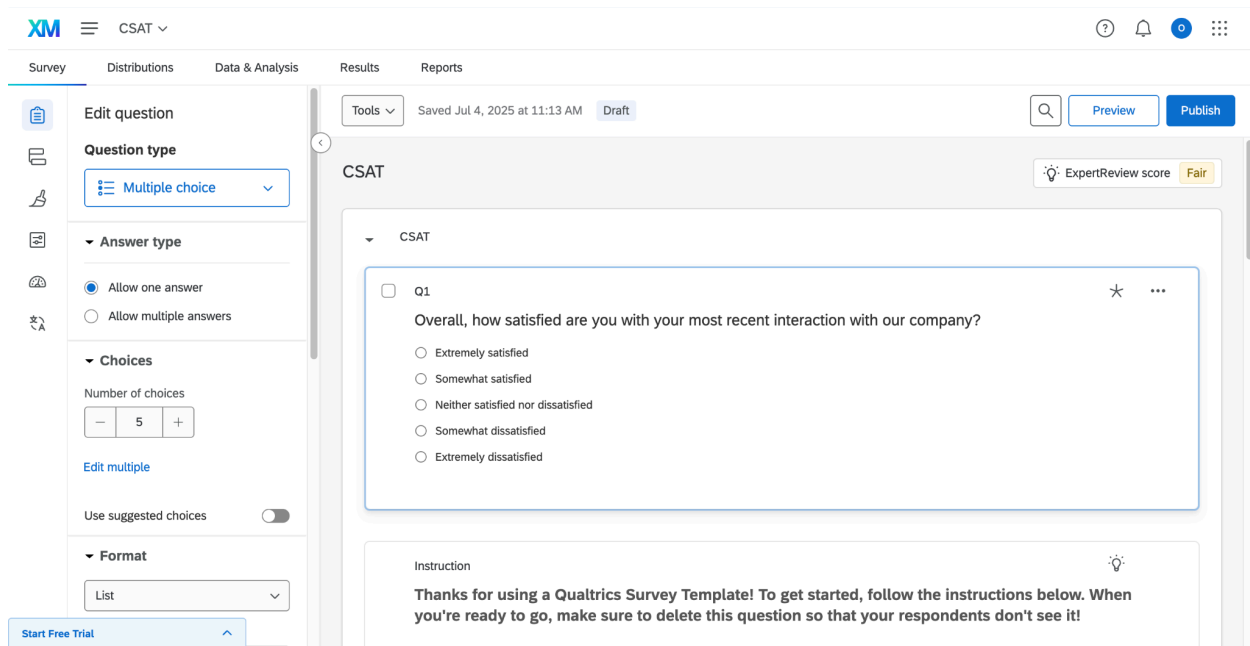
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Introduction: what is Qualtrics?

Qualtrics is **a suite of products across product, customer, brand, and employee experience management**, with solutions like XM for Customer Experience, XM for Strategy and Research, and XM for Employee Experience, all with underlying products within them.

The platform can be used in full force, with all products used across different departments, from HR working with Qualtrics for Employee Experience, Marketing working with Qualtrics for Brand Experience, R&D department with Qualtrics for Strategy & Research, and so on, or each product purchased and used individually as needed.

Qualtrics was founded in 2002 and has been used by thousands of organizations globally. With over 4 thousand reviews submitted on G2 across its main solutions, Qualtrics is top of mind for many.

But is it the best feedback platform out there?

5 main reasons why Qualtrics users may be looking for alternatives

Out of over 4, 000 reviews submitted for Qualtrics on G2, only 1.28% are 1 or 2-star ratings. However, the cons and disadvantages of the platforms are mentioned across all reviews, even the 4 and 5-star ratings.

So, to draw our conclusions on why Qualtrics users look for alternative solutions, **we've composed an analysis of 100 Qualtrics reviews left on G2, 20 for each star-rating**, sorted by most recently added ones.

You'll find bonus thoughts that constitute a summary of our internal interviews conducted by a Survicate User Researcher: [Justyna Parmee](#).

In summary, Qualtrics users highlighted five main areas as the biggest disadvantages of the platform, including:

- high pricing and hidden costs (18 reviews),
- steep learning curve (31 reviews),
- limited customization and flexibility (49 reviews),
- poor customer support (39 reviews),
- and unintuitive user interface (44 reviews).

Most Popular Insights

Insight	Count
Limited customization and flexibility	49
Unintuitive user interface	44
Poor customer support	39
Steep learning curve	31
High pricing and hidden costs	18
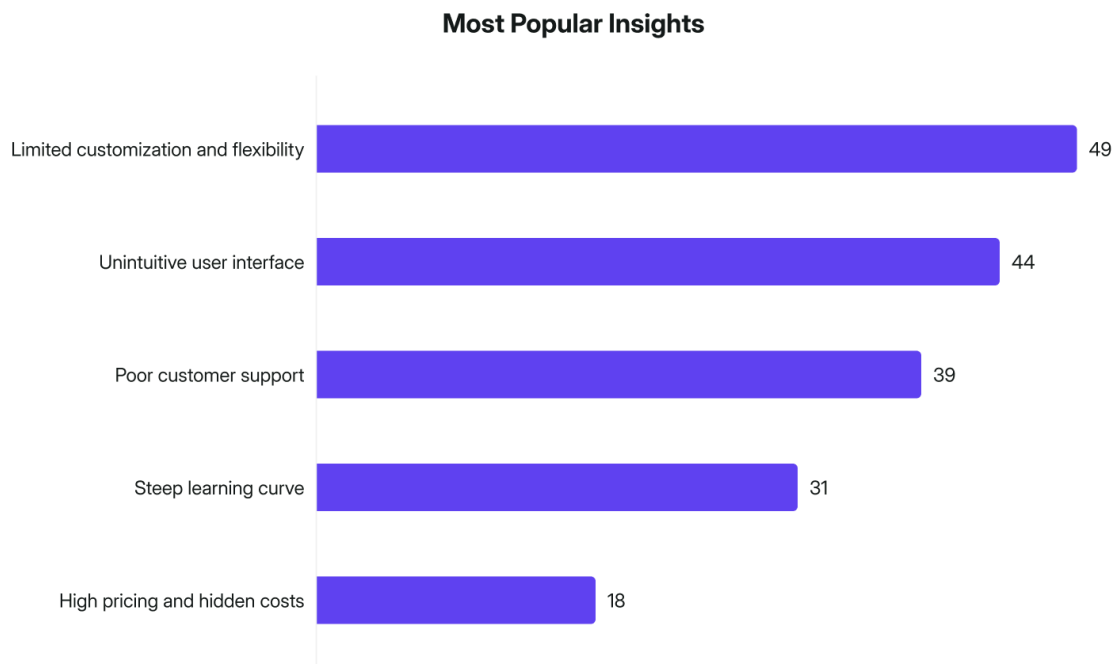
Some more subtle issues mentioned throughout Qualtrics reviews include technical glitches and bugs, unclear navigation and technology, as well as unmet expectations following sales demos.

1. High pricing and hidden costs

From the 100 reviews we've analyzed, 18 mention the high pricing or hidden costs when using Qualtrics, with insights such as:

- **The platform remains unaffordable for small businesses**, with licensing and ongoing costs exceeding those of comparable tools, especially when only a subset of features is actually needed.

  > *"Also, pricing tiers can be challenging for smaller teams like us or projects with a narrow scope, as you often pay for more capability than you actually use."*

  > *"The biggest downside of Qualtrics is the cost associated with it. I am lucky enough to access it through my institution. Otherwise, it would be unaffordable."*

- **Additional charges** for services such as sample procurement, data extraction, and implementation support **can double the anticipated cost of ownership**.

  > *"While the services and platform are pretty affordable, samples can be extremely pricey, along with any modification fees."*

- **The "land and expand" pricing strategy keeps initial costs low but increases them sharply** as organizations become more reliant on the platform, making vendor switching difficult.

  > *"The company describes its strategy as "land and expand" which means their price will be low at first. Then as you expand your use to other parts of your organization, the company will wait until it's clear that switching vendors has become difficult. Then they sharply raise the price. They more than doubled ours."*

- The platform's extensive feature set can overwhelm users, requiring training or technical expertise to use fully. **Organizations may need to invest in support or external consultants**.

> *"Bottom line: if you get this platform either demand (and pay for) a highly qualified implementation partner or expect a steep and painful learning curve."*

So, although the platform is comprehensive and powerful, many users actually see this as a con since they end up not using many of the features, yet paying for them.

Moreover, some highlight how difficult contracting with Qualtrics is, saying:

> *"I think cost is a barrier to entry. It was quite expensive to use the tool for one of our larger clients. We only needed it for a month, but had to pay for a full year of service."*

From User Research interviews our team at Survicate conducted, **high costs connected with Qualtrics remain one of the top disadvantages users list out for this platform**, saying things like: *"I always heard it was too expensive." or "It's a very expensive tool. I can see why it is expensive, but still…"*

2. Steep learning curve/difficult to implement

The steep learning curve, difficulties faced when implementing the platform, or overall troubles when trying to navigate Qualtrics' interface are one of the most-often mentioned issues in Qualtrics reviews, including among high ratings of 4 and even 5 stars.

Most Popular Insights

● positive　● negative　● neutral　● mixed

Insight	mixed		negative/positive	
Interface and navigation challenges	2	0	7	0
Complexity of advanced features	4	0	3	0
Comparison to simpler competitors	2	0	2	0
Time investment pays off for complex needs	2	0	1	
Overwhelming range of features	3	0		

Source: https://panel.survicate.com/o/781/w/180308/insights/feedback-hub/019aa1ab-f742-71df-a477-9950e12f615d?tab=Charts

Users report challenges navigating the platform, particularly when configuring logic or custom elements. **The interface is unintuitive, with key features often hidden within complex menu structures**.

> *"The learning curve can be steep, especially for new users. Some features feel buried under layers of menus (...)"*

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This complexity creates a steep learning curve, especially for **new users, who often need to consult external resources or support to complete basic tasks**.

> *"Even though we asked for more of a managed service approach, we were sold a platform with very little service. We have used Quadratics Support to provide some of the implementation assistance I would expected from Service and had painful results, including an issue with SSO that prevented survey sends for a couple of weeks. The platform itself is not intuitive."*

New users also often find **the sheer amount of features available at Qualtrics overwhelming**.

> *"As Qualtrics has so many features, it could quickly be overwhelming at first."*

A less frequently mentioned issue is the **inconsistency user experiences across different modules**, such as CX and EX, complicate onboarding and daily use.

> *"We have both Qualtrics CX and EX and the interfaces are very different. Unlike every other survey platform, the basic platform does not have any concept for 'Transnational Embedded' data, so you really can't have two surveys open for the same person, even on different topics. Start with a project that is not very important because you will learn by making mistakes."*

But besides this, one more subtle issue came up that may relate to the initial learning curve and complexity faced by many Qualtrics users. Particularly the fact that **the platform seems to be simplified in the sales process**.

Some users mention that the platform is simplified over sales demos and presents as much more difficult in actual use after purchasing:

> *"Sales deliberately over-simplifies the platform in RFP responses and demos."*

> *"Its very resource intensive system to run and not as easy as sales people describe it when they sell it."*

Qualtrics users in Survicate-conducted Research interviews also marked the steep learning curve as one of the biggest Qualtrics disadvantages, saying things like:

- *"It's not easy, it's not straightforward. You get confused. It takes time"*
- *"It has a lot of options. It just takes time to get used to them or discover them"*,

With some users marking Qualtrics as an 'overkill' even. *"Qualtrics was beyond what we really wanted, too much for our needs."*

Overall, when speaking of the learning curve, users compare the platform to other, simpler solutions, get frustrated, or conclude that **putting in a significant amount of time in mastering Qualtrics eventually gets you the surveys you envisioned**.

> *"If you have the time, patience and skills, you can create surveys that do exactly what you envision. Getting there is another matter."*

3. Poor customer support

Another commonly-appearing issue across the hundred reviews we've analyzed was poor customer support and insufficient documentation and training available (appearing across 39 reviews).

Let's start with the customer support issues.

These most-often appeared in reviews of overall negative sentiment with lower ratings.

Qualtrics users complain about the Support's lack of product knowledge, no sense of urgency, escalation problems, frequent staff turnover, and an overall declining quality of the support over time.

Survicate-internal Research interviews also revealed patterns of Qualtrics users having issues with Customer Support, saying things like:

> *"Considering switching, due to high costs and poor customer service."*

> *"There were some account mismanagement issues, and client services were not doing a very good job."*

The G2 reviews specifically, mentioned these issues:

- Users highlight **dissatisfaction with the quality and responsiveness of customer support**. They describe slow response times, unresolved issues, and a lack of follow-up, resulting in prolonged disruptions to their work and additional costs for external assistance.

  > *"Most of my tickets queued on their technical support is +6 days rolling. Some of them are issues you cannot find in their support center."*

- Users report being **shuffled between support representatives or teams, receiving inconsistent or incorrect information**, and receiving templated or generic responses that fail to address specific needs.

    "Their world-class support is nowhere near world-class. We get passed around most of the time with no intent/attempt to do root cause analysis."

- A recurring theme is the **perception that support has deteriorated over time**. Users note that aftersales service was previously strong but has declined, causing frustration and a loss of trust.

    "I used to like the customer service best, but lately I have been put on hold; asked to leave my number; then called back more that 24 hours later or not at all."

- **The lack of proactive communication, such as not being informed about known bugs or updates**, exacerbates frustration and results in preventable errors and wasted effort.

    "The Qualtrics system had known bugs that were not fixed or shared with us as the customer. When it did not work properly and we got in touch, the customer service blamed us and never apologized. The system was sending hundreds of emails TO the wrong people, FROM the wrong person, and WITH the wrong information."
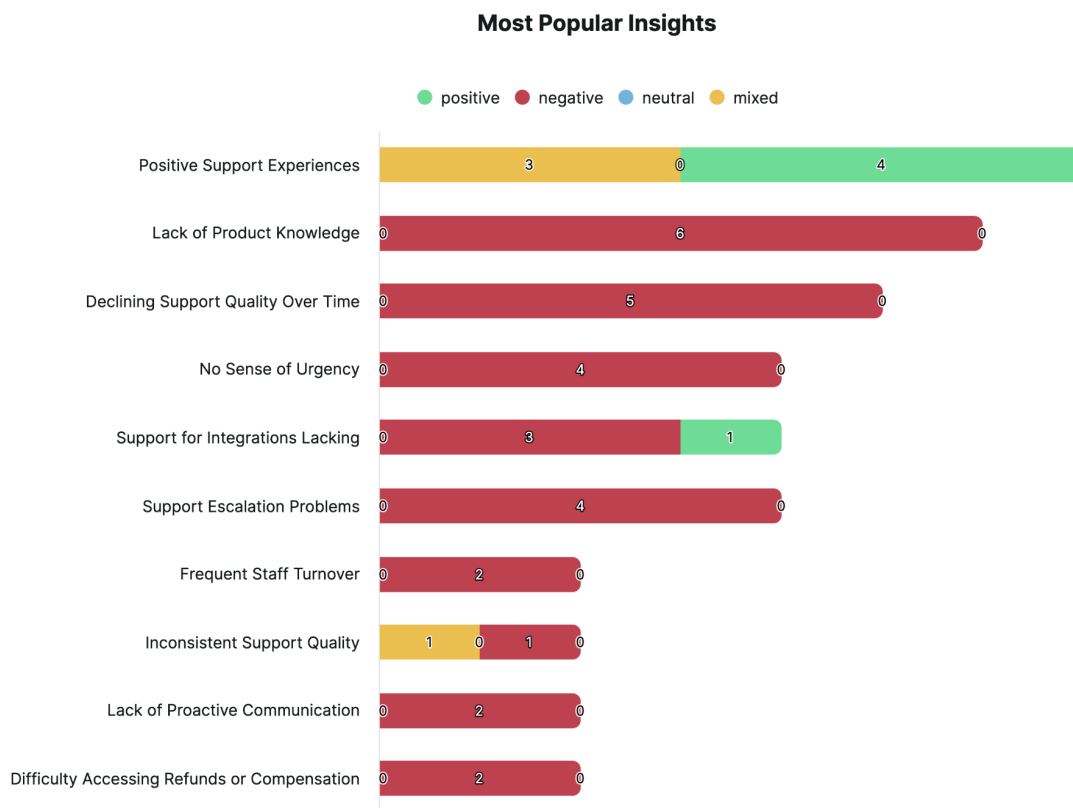
- In cases involving technical or integration challenges, **users find support lacking in expertise, particularly for advanced features or API-related issues**. This forces them to seek help from third parties or internal experts at additional expense.

    "Knowledge about implementing SSO, SMTP, SFTP, and Salesforce integrations is is lacking, forcing an iteration through incorrect or partial answers."

- Users describe the support experience as transactional, with a focus on sales over long-term customer partnership, and limited flexibility in addressing unique business requirements.

"Very bad and not flexible customer support. Main goal is apparently selling the platform and not working with the customers together to find solutions on the long term."

Overall, a minority of users report positive experiences with responsive and knowledgeable support, but negative accounts outweigh these, especially regarding complex implementations or ongoing service needs.

Most Popular Insights

● positive ● negative ● neutral ● mixed

Insight	mixed	neutral	positive
Positive Support Experiences	3	0	4
Lack of Product Knowledge	0 (negative 6)	0	
Declining Support Quality Over Time	0 (negative 5)	0	
No Sense of Urgency	0 (negative 4)	0	
Support for Integrations Lacking	0 (negative 3)	1	
Support Escalation Problems	0 (negative 4)	0	
Frequent Staff Turnover	0 (negative 2)	0	
Inconsistent Support Quality	1	0	1	0
Lack of Proactive Communication	0 (negative 2)	0	
Difficulty Accessing Refunds or Compensation	0 (negative 2)	0	

4. Limited customization and flexibility

Qualtrics offers robust capabilities in survey creation, data collection, and integration with other platforms, with extensive question types and advanced logic options for sophisticated research needs.

However, **many users encounter limitations in flexibility and customization**, especially when adapting templates, dashboards, and reports to fit unique business requirements or complex workflows (supported by 49 out of 100 reviews).

Specifically:

- Users report that basic survey customization is possible, but **deeper modifications**, such as adjusting widget formatting, chart layouts, or conditional logic, **are unavailable or require complex workarounds**.

    "There are many technical limitations with the reports, due to a lack of customization with Vocalize. Many of the widgets would work much better with customized font size, location of titles, legends, etc. Many of the widgets could have conditional formatting, but only 1-2 do if I recall correctly. Formatting the reports is difficult and cumbersome, and especially frustrating when the paging does not turn out correctly."

    "The graphics are limited as is the layout. Most frustrating is the filter features, as you cannot limit the number of choices to single select for a particular filter."

    "We can not implement many validation methods and there are many restrictions in this tool."

- **Outdated templates and limited options for branding or advanced polling restrict the ability to tailor surveys and reports** to specific organizational needs.

    "Surprised there aren't more templates that would be relevant to our work."

"Auto re-numbering response outcomes after copying a question (please please stop). Inability to format certain aspects of the entire survey's font (I think it's survey font color or typeface, but I'm not sure offhand). Limited customizability. Outdated survey templates."
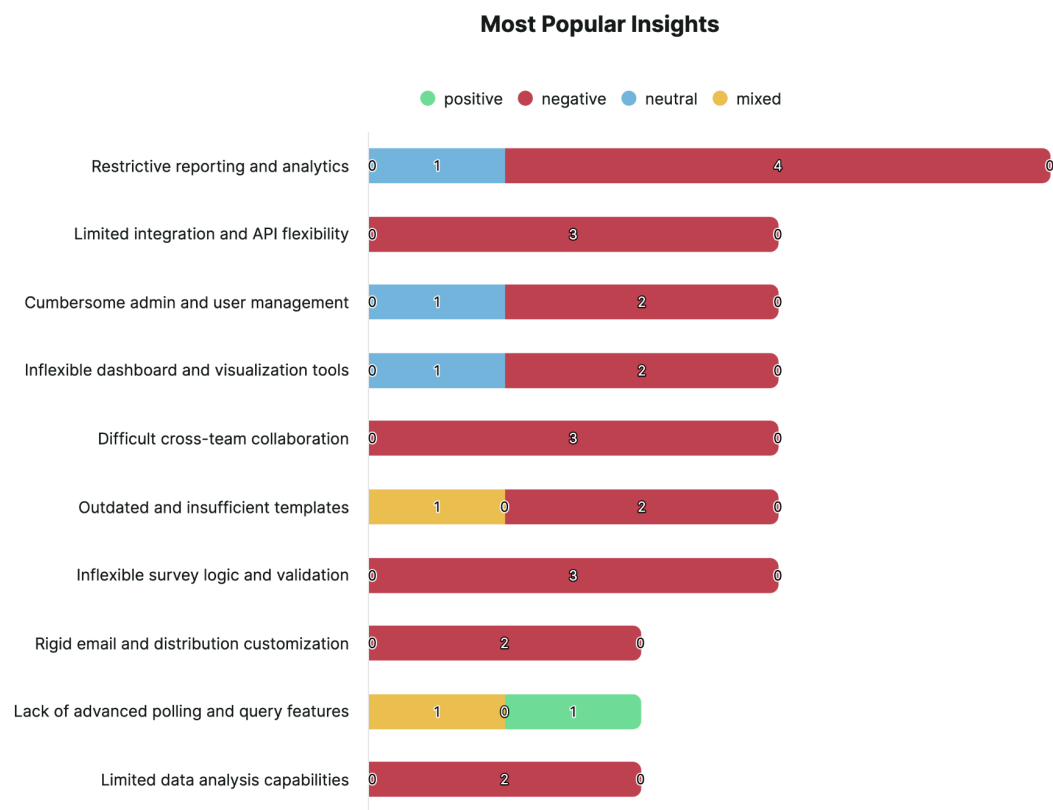
- **The reporting tools remain inflexible**, with technical limitations in formatting, filtering, and data export.

    "Reporting and report formatting is severely lacking for such a large platform. All data for my use cases have to be exported to CSV and manually formatted in external programs."

- **The absence of real-time collaboration tools and limited support for cross-team workflows complicate adoption** in larger organizations.

    "Collaboration between users such as real-time co-editing or comment threads feels limited too."

The limited flexibility and customization issues are again associated with rather negative-sentiment reviews. Specific patterns appearing across these insights include a variety of issues, from restrictive reporting to outdated templates or rigid email distribution and customization.

Most Popular Insights

● positive ● negative ● neutral ● mixed

Insight	neutral	negative	positive/mixed
Restrictive reporting and analytics	0	1	4	0
Limited integration and API flexibility	0	3	0
Cumbersome admin and user management	0	1	2	0
Inflexible dashboard and visualization tools	0	1	2	0
Difficult cross-team collaboration	0	3	0
Outdated and insufficient templates	1	0	2	0
Inflexible survey logic and validation	0	3	0
Rigid email and distribution customization	0	2	0
Lack of advanced polling and query features	1	0	1
Limited data analysis capabilities	0	2	0

5. Unintuitive user interface

Lastly, a major theme across many Qualtrics reviews is the unintuitive user interface of the platform (appearing across 44 reviews).

- Users highlight that **the platform's user interface is difficult to navigate and unintuitive**, with users describing it as **clunky, confusing, and challenging to master**.

  "Terrible interface. Not intuitive."

  "I do not like how difficult Qualtrics is to use. Qualtrics is not user friendly in any way, using the statistics page is extremely difficult and Qualtrics should have training offered."

  "Too complex to use and has so many chances of mess up"

- New users face **a steep learning curve and require additional time and external resources to become proficient**.

  "There's a learning curve, and while Qualtrics does a fine job with support its educational roots are obvious, and it could stand to be a little more intuitive."

- **Essential features are buried under complex menu structures**, and the busy layout makes it difficult to locate projects, set up surveys, or perform basic tasks such as searching for records or managing filters.

  "Qualtrics suffers from poor user experience design. Tab titles are confusing, containing information you wouldn't expect and missing the information you do. The view of data is clunky as well."

  "I don't like Qualtrics at all since it's interface is not very easy to understand, locating projects is not so easy, their javascript framework is very bad."

  "It is difficult to use. Data is difficult to manipulate and instructions are not clear for users."

- Some users also mention slow or unresponsive UI actions hindering their experience with Qualtrics' interface overall.

    "Data doesn't load or delete when asked. It takes hours or days for something to update, which is super irritating."

The issues connected with the unintuitive User Interface touch a variety of themes, from limited customization and outdated templates, to difficult collaborations, or slow and unresponsive actions on the platform.

Most Popular Insights

● positive ● negative ● neutral ● mixed

Insight	mixed		negative	
Limited customization and outdated templates	2	0	5	0
Difficult collaboration and survey ownership	2	0		
Slow or unresponsive UI actions	0	2	0	
Limited filter and selection controls	0	1	0	
Redundant and confusing functions	0	1	0	
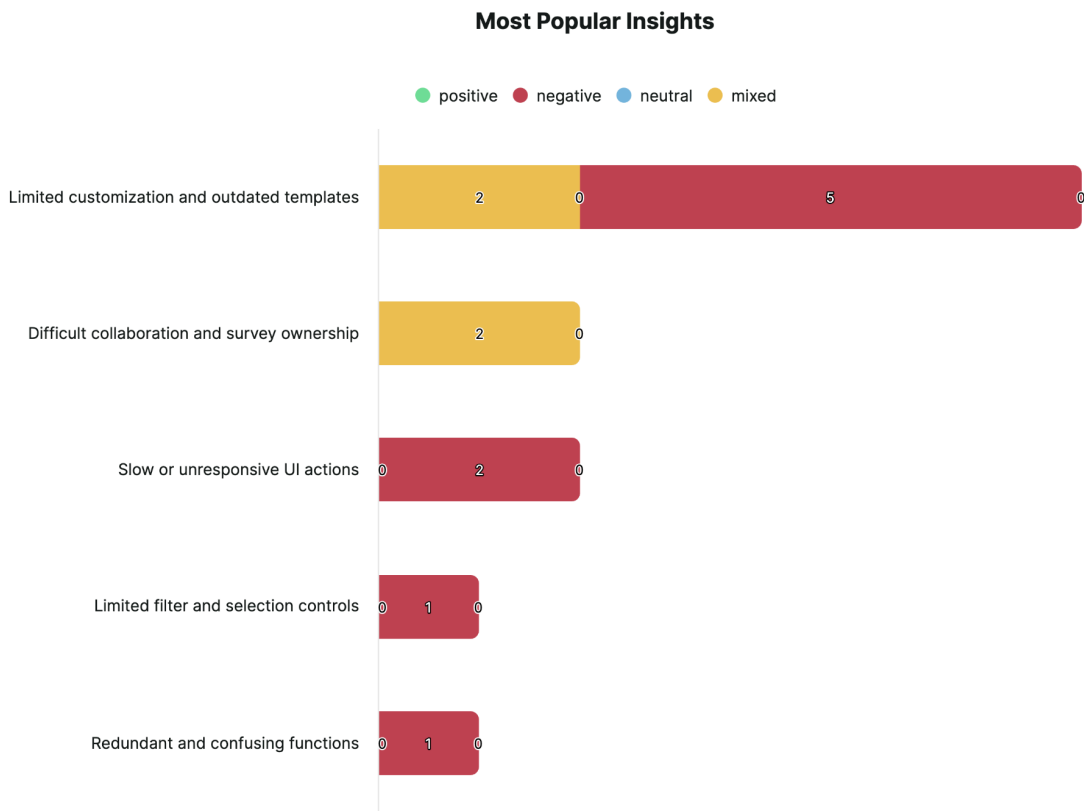
To conclude the unintuitive UI of Qualtrics, one user from Survicate's internal research interviews said this about the platform:

"I've used Qualtrics before, but I felt like I needed a PhD. It supports much larger surveys and datasets—outside of my wheelhouse."

In turn, users who appreciate Qualtrics, mentioned the following 5 things most often.

1. Intuitive and user-friendly interface (most prominent in 5-star ratings), followed by 34 Qualtrics reviews,
2. Comprehensive feature set, followed by 25 reviews.
3. Reliable data collection (18 reviews)
4. Powerful analytics and reporting (16 reviews)
5. Flexible for multiple use cases (11 reviews)

Most Popular Insights

● positive ● negative ● neutral ● mixed

Intuitive and User-Friendly Interface	11 · 1 · 1 · 21
Comprehensive Feature Set	11 · 1 0 · 13
Reliable Data Collection	7 · 0 · 11
Powerful Analytics and Reporting	5 · 0 · 11
Flexible for Multiple Use Cases	3 · 0 · 8

Source: https://panel.survicate.com/o/781/w/180308/insights/feedback-hub/019aa1ab-f742-71df-a477-9950e12f615d?tab=Charts
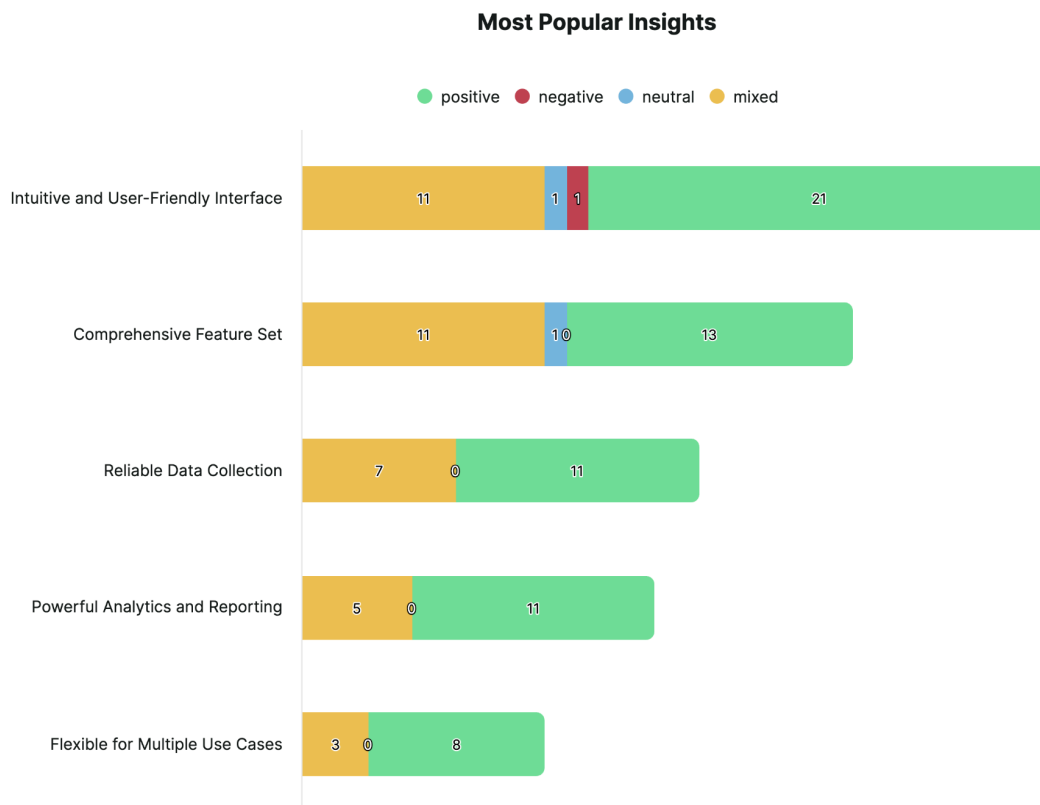
Which is in tune with our internal research on Qualtrics usage.

Overall, **Qualtrics is perceived as a powerful and robust platform**, but for some, it's too **complex, complicated, and expensive.**

Top 3 Qualtrics alternatives

for 2026 and beyond

Survicate vs. Dovetail vs. SurveyMonkey: best alternatives to Qualtrics (comparison table)

	Survicate	Dovetail	SurveyMonkey
What it is	Complete customer feedback platform for **collecting, analyzing, and acting on feedback**	AI-first **customer intelligence & research repository** for centralized analysis	Widely known **survey creation & distribution** tool
Can replace Qualtrics?	**Yes; full alternative** (collection + analysis + action)	**No; complements Qualtrics** (analysis only, no survey creation)	**Partially**; strong survey creation, limited advanced analysis
Median price (Vendr)	~ 8k	~22k	~16k
Core strength	Multi-channel surveying + powerful AI analysis across sources + 40+ integrations	Deep insight extraction and thematic analysis	Easy survey creation + distribution at scale
Survey creation	✔️ Yes; AI builder, 100s of templates, advanced logic, branded themes	❌ No survey creation	✔️ Yes; drag & drop builder, templates, branching logic

Survey distribution	Website, in-app, mobile SDKs, email/link, Intercom, Braze	❌ None	Email, link, SMS, website embed, kiosks
AI capabilities	AI insights, auto-categorization, pattern detection, AI Chat, AI follow-ups, AI survey creation	AI classification, semantic search, AI summaries, AI Chat (beta)	AI builder + limited sentiment analysis (higher tiers)
Analysis & reporting	Dashboards, charts, Insights Hub, word clouds, AI Chat, cross-survey comparison	Advanced tagging, thematic analysis, trends, digest reporting	Basic charts, crosstabs (Premier), manual dashboard customization
Integrations	**40+ native integrations** (Braze, HubSpot, Intercom, Mixpanel, Slack, Zendesk, Linear)	Integrates with tools for data import (Qualtrics, Google Forms, Sprig, Zendesk, CSV)	Dozens of integrations (Salesforce, HubSpot, Marketo, etc.)
Unique standout features	AI follow-up questions, Insights Hub for all feedback sources, Slack AI Chat, advanced targeting, multi-survey dashboards	Channels for auto-categorizing data, weekly digests, deep research workflows	Predictive analytics (Genius), audience panels, A/B testing
Ease of use	Modern, intuitive, fast to set up	Clean, minimalist, easy but less feature-heavy	Mixed; lots of functionality but feels dated and sometimes clunky

Customer support	⭐ 97.8% CSAT, extremely fast and praised for responsiveness	Generally positive, though mentioned rarely	Mixed; slow responses on lower tiers, email-only support
G2 Rating	**4.6 / 5**	**4.5 / 5**	**4.4 / 5**
Pricing	Free, Starter ($79/mo), Growth ($49/mo), Volume/Pro/Enterprise ($299–$499/mo+).	Free, Professional ($15/user/mo), Enterprise (custom). **Charges by data points**, can get expensive	Team Advantage ~$30/user/mo, Team Premier ~$77/user/mo, Enterprise custom. Individual plans $39–$199/mo
Best for	Companies needing **an all-in-one survey + analysis + action platform**	Organizations with lots of existing feedback sources needing **centralized AI analysis only**	Small businesses or teams needing **survey creation & distribution**
Limitations	None major	No survey creation, costs grow with data points, CSV uploads can be messy	Outdated UI, limited advanced analytics without upgrades, expensive overages

Deep analysis

1. Survicate
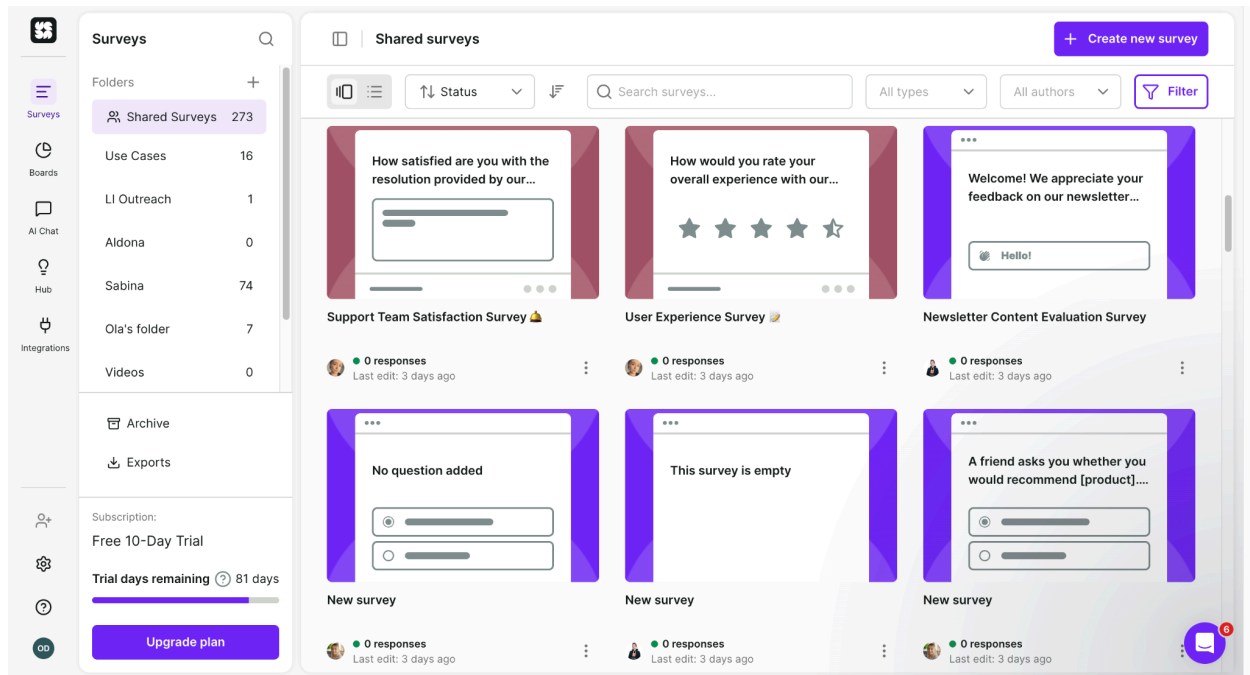
The first platform on our list is Survicate. It's one of the best Qualtrics alternatives for several reasons.

For one, it's just as powerful when it comes to the features users get and the use cases it's covering.
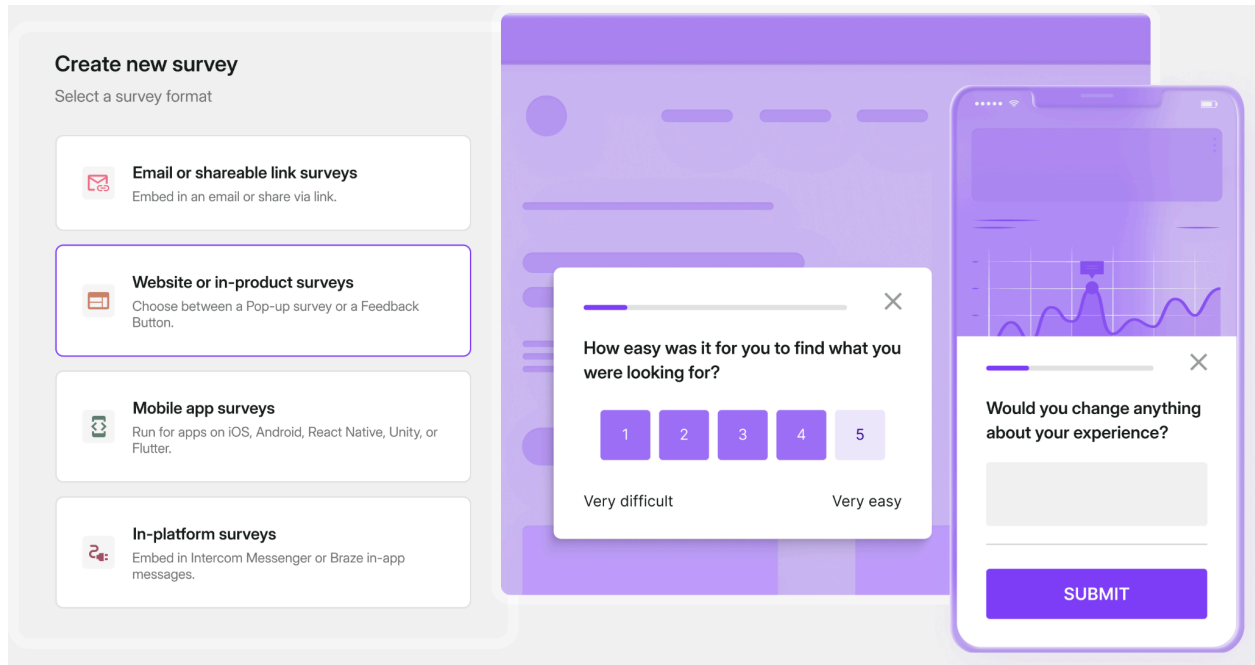
Survicate is a complete customer feedback platform that helps you collect feedback across channels with website, email/link, in-product, mobile, and in-platform surveys that can be highly targeted and fully customized.

Besides just collecting data, Survicate makes feedback analysis just as easy with features like:

- **Individual survey reports** with automatically generated charts, graphs, and word clouds,
- **360-view Dashboards** with customizable widgets for easy cross-survey comparison,
- **AI feedback categorization**, pattern recognition, and insights extraction with graphs and charts,
- **AI Chat** for diving deeper into the aggregated feedback data from launched surveys, as well as connected external sources.
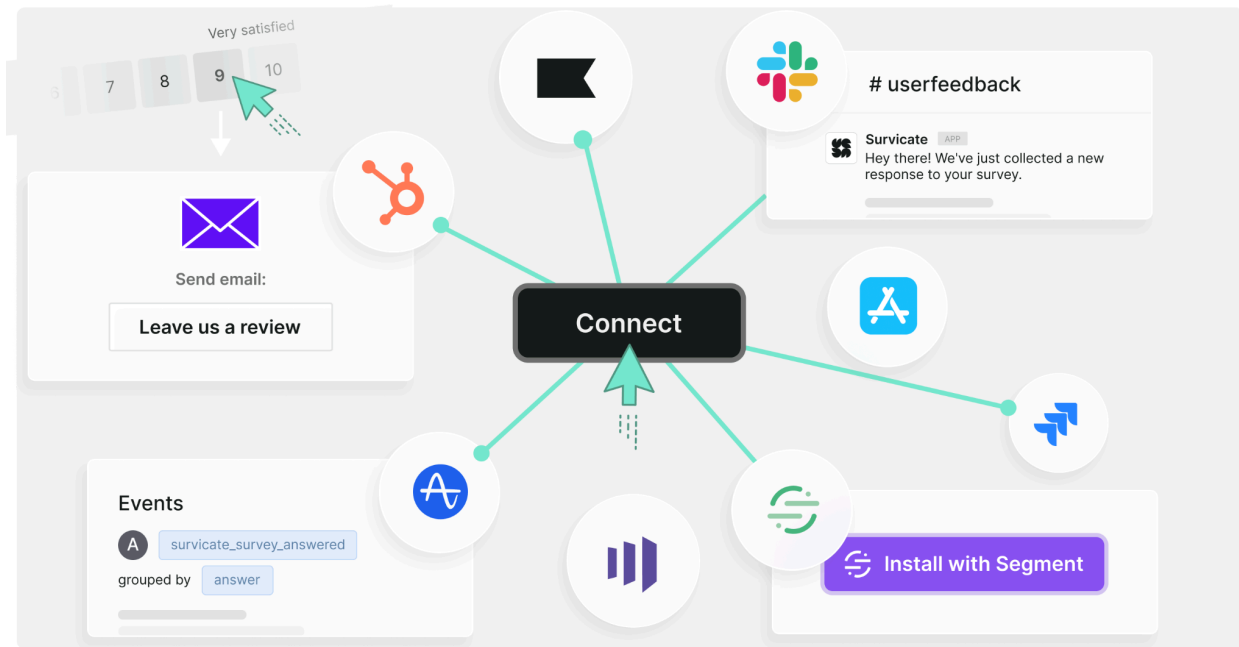
Speaking of the latter, Survicate also offers **40+ native, one-click integrations with other tools** to help you make the feedback full circle and act on it in real time.

G2 rating: 4.6/5 ⭐

Pricing

Survicate offers six pricing tiers designed for different use cases and team sizes.

The **Free plan** provides 25 responses per month with essential features like basic survey creation, CX metrics tracking, and 10+ tool integrations; ideal for beginners testing the platform.

The **Starter plan** ($79/month) includes 100 responses with overage charges of $0.79 per additional response, adding professional branding options, AI-powered features, and human support.

The **Growth plan** ($49/month with yearly billing) targets teams running regular feedback programs, offering unlimited active surveys, advanced targeting, AI sentiment analysis, and 10 user seats.

Higher-tier plans: **Volume** (from $299/month), **Pro** (from $299/month), and **Enterprise** (from $499/month), require yearly commitments and provide custom response pools. These plans scale with more sophisticated targeting, multi-survey dashboards, advanced integrations, and dedicated support, with Enterprise adding HIPAA compliance and white-glove service.

How much does Survicate cost?

Median buyer pays

$7,888 per year

Based on data from 7 purchases.

Median: $7,888

$3,113 | $9,253

Low   High
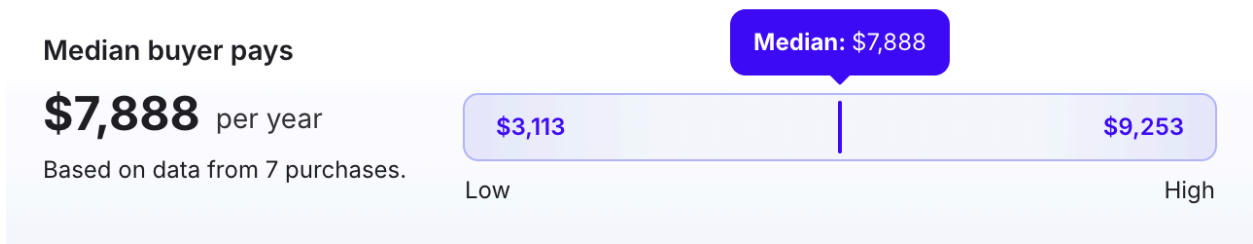
According to Vendr, the median price users pay for Survicate is less than $8k per year.

Features overview

Let's take a deep dive into Survicate's features to see if they're on par or maybe even better than what Qualtrics offers.

Surveys across channels

Survicate gives you the option to collect feedback from across channels and devices with different types of surveys you can launch.
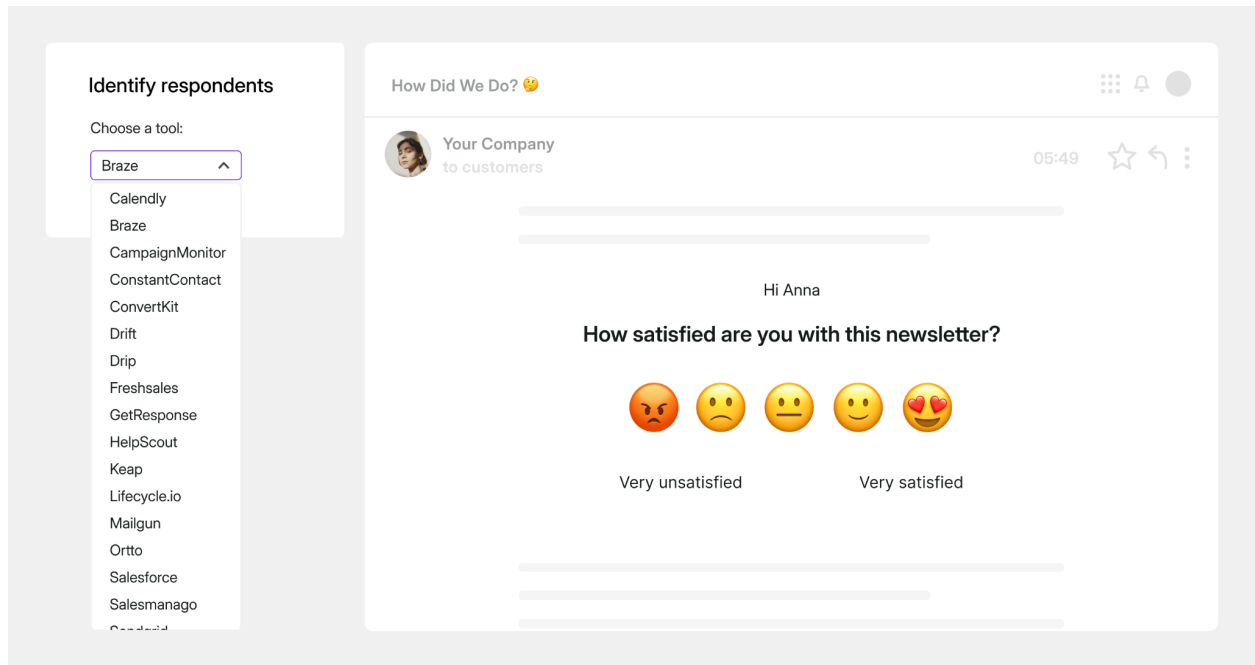
Starting with **surveys to embed in emails or share via links**. This is the type of survey to choose when the feedback we're collecting does not relate to any specific, in-moment user experience, like asking for overall satisfaction with a newsletter you're sending out.
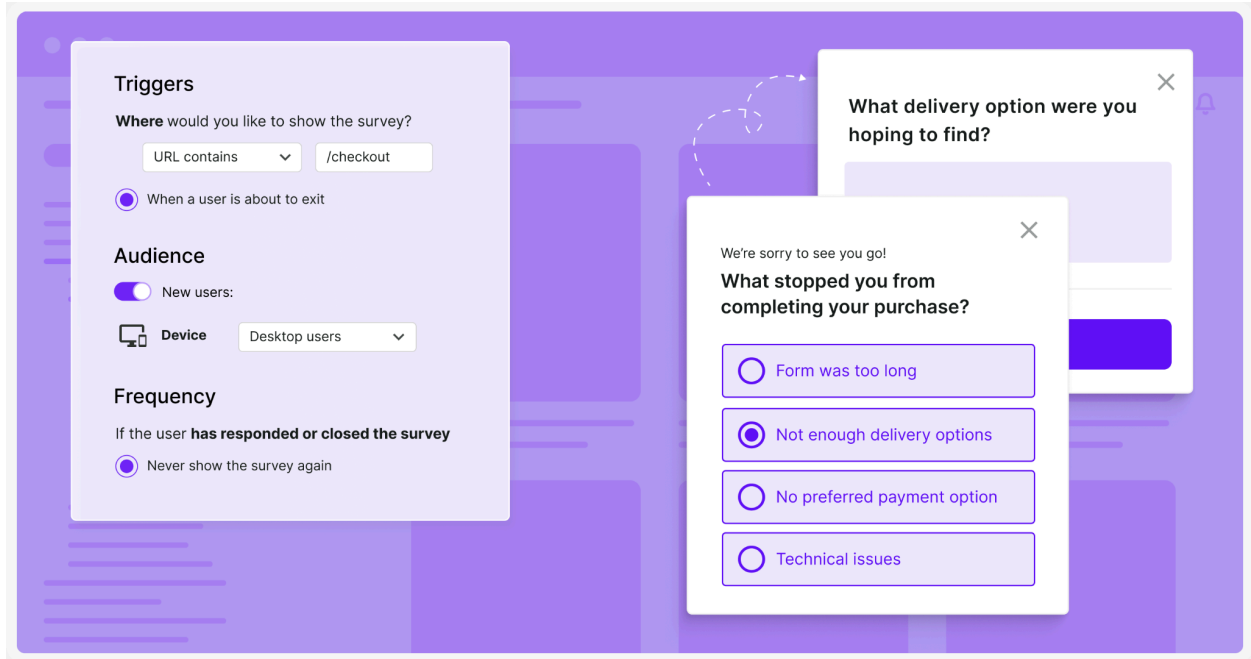
Next, we can choose to create **website or in-product surveys** that can take the form of a pop-up or a sticky Feedback Button. This is the type of survey that helps you gather feedback from real users, prospects, and customers, right where they get to experience your product or website.
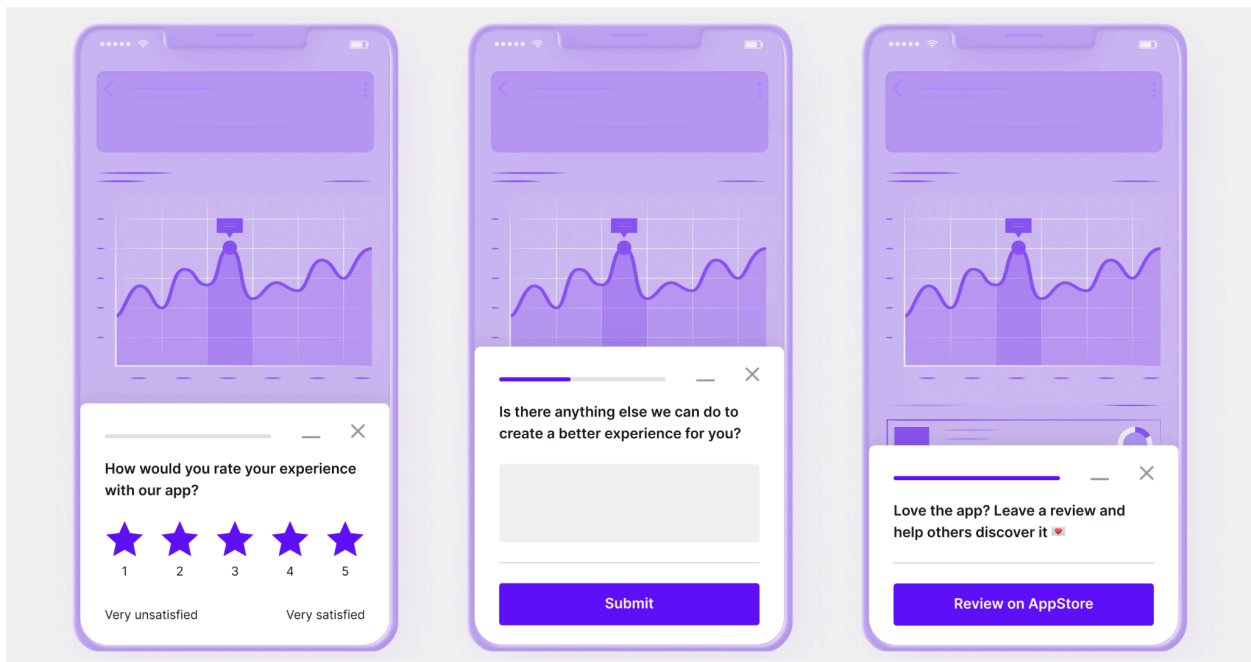
For mobile apps, **Survicate offers dedicated SDK solutions** that work perfectly in sync with iOS, Android, React Native, Unity, and Flutter applications. Again, here you can reach your users right where they are, asking relevant questions about their experience.

Lastly, Survicate also makes it possible to **launch surveys directly in Braze and Intercom**. For example, when launching a new marketing automation campaign, embed surveys directly in Braze In-App Messages and get the feedback you need.

Survey creation

Now, to create a new survey, Survicate gives you several options, from:

- **AI-assisted survey creation**, which users like to use for breaking the blank-page syndrome, just like Weronika Denisiewicz, Senior UX Researcher working with Survicate for her research projects,
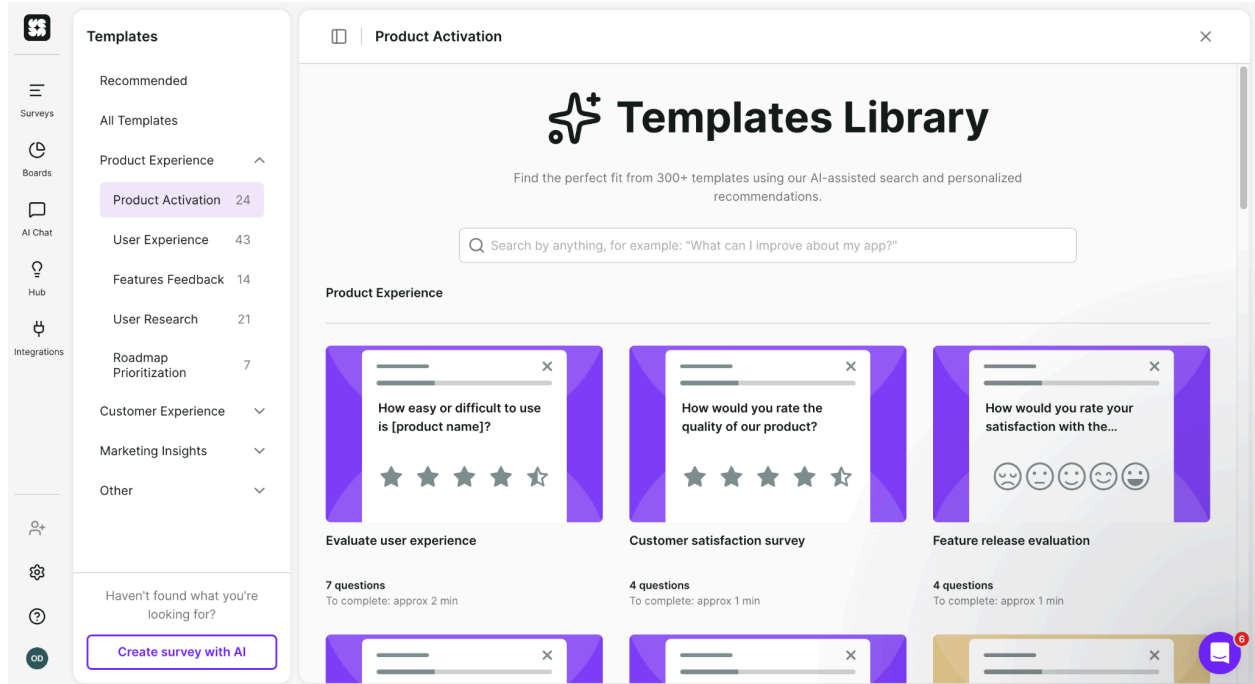
- **Hundreds of perfectly curated categorized templates** in Product Experience, Customer Experience, Marketing Insights, and more,
- **Starting from scratch** to build your survey from the bottom up using 12 question types, from NPS to smiley scale or matrix,
- **Importing pre-written survey questions** directly into Survicate to easily re-create any past created or thought-of surveys.
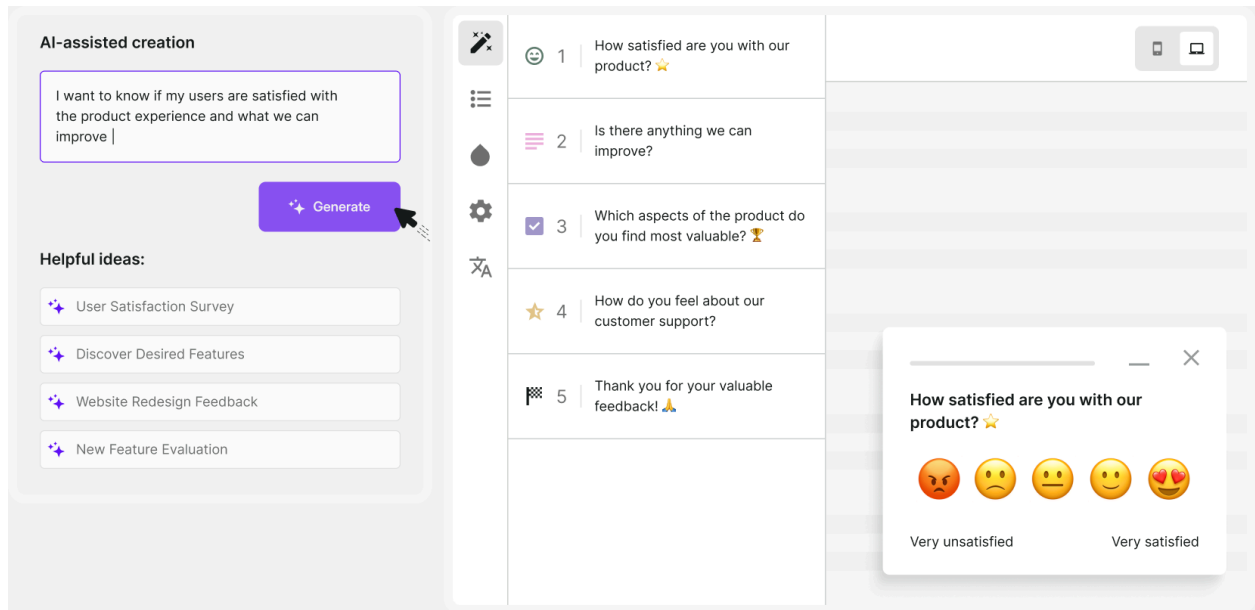
Whatever method you decide to choose, creating a new survey in Survicate is more than easy. The UI is fully intuitive, modern-looking, making it easy to get around.

Subtle survey features that make all the difference

We must also mention a few more unique features that Survicate offers that are rarely or not at all available in other customer feedback platforms.

For example, **AI follow-up questions**.

If you've ever created a perfectly thought-out survey, but still received generic responses or just wished to dig a tiny bit deeper into users' answers, AI follow-ups is exactly what you need to add in your survey.

You can choose for Survicate to ask one or two AI follow-up questions per each open-text response. Let's say your users answer a simple NPS question: "How likely are you to recommend our product to a friend or colleague?" They mark their response as 8, and then answer the open-text question of "What do you appreciate in particular?", for that they say: "Your Dashboards".

Ok, but what about them specifically?

AI follow-up then asks them an additional question, saying: "What particular Dashboard feature is good?". The user mentions a specific thing and you're happy you no longer have to read people's minds.

Another micro-feature that really makes all the difference is **survey translations**.
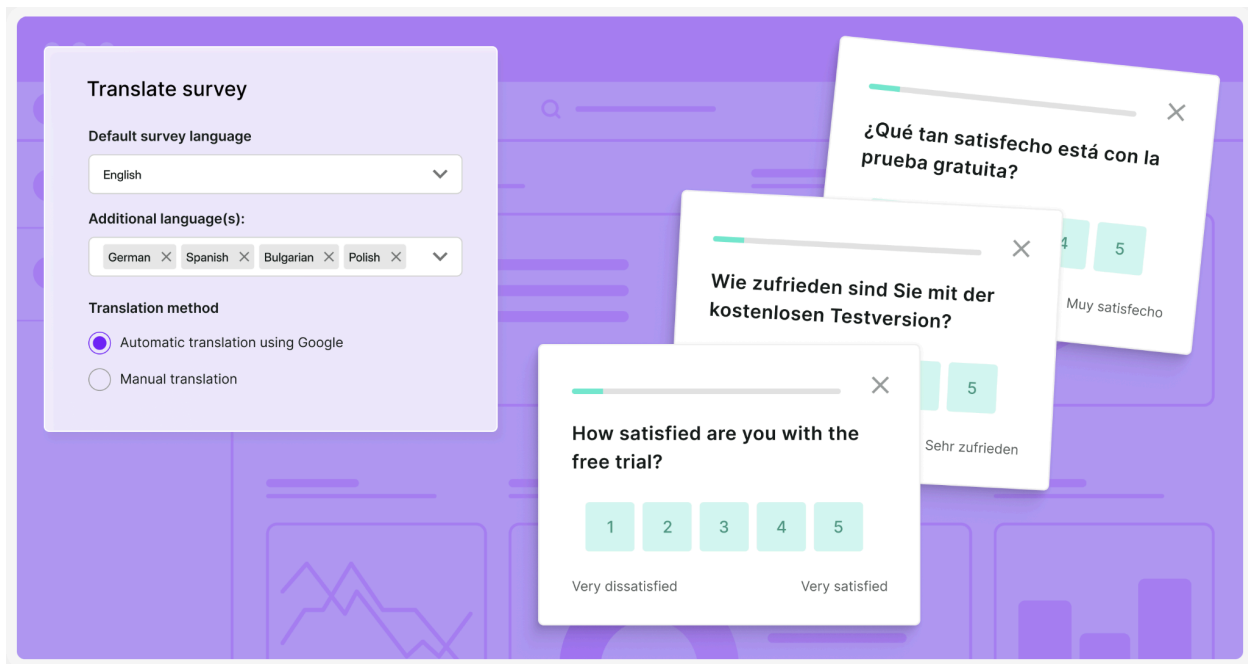
With Survicate, you can easily run your surveys in multiple languages so that users can view them in their mother tongue, based on the settings of their browser.

What's even better is the fact that **survey responses will also be automatically translated to a default language you've selected**, so that you can analyze the feedback no matter the language it came in originally.

Survey customization

Besides adding in your questions, with Survicate you can also highly customize the looks and behavior of your surveys.
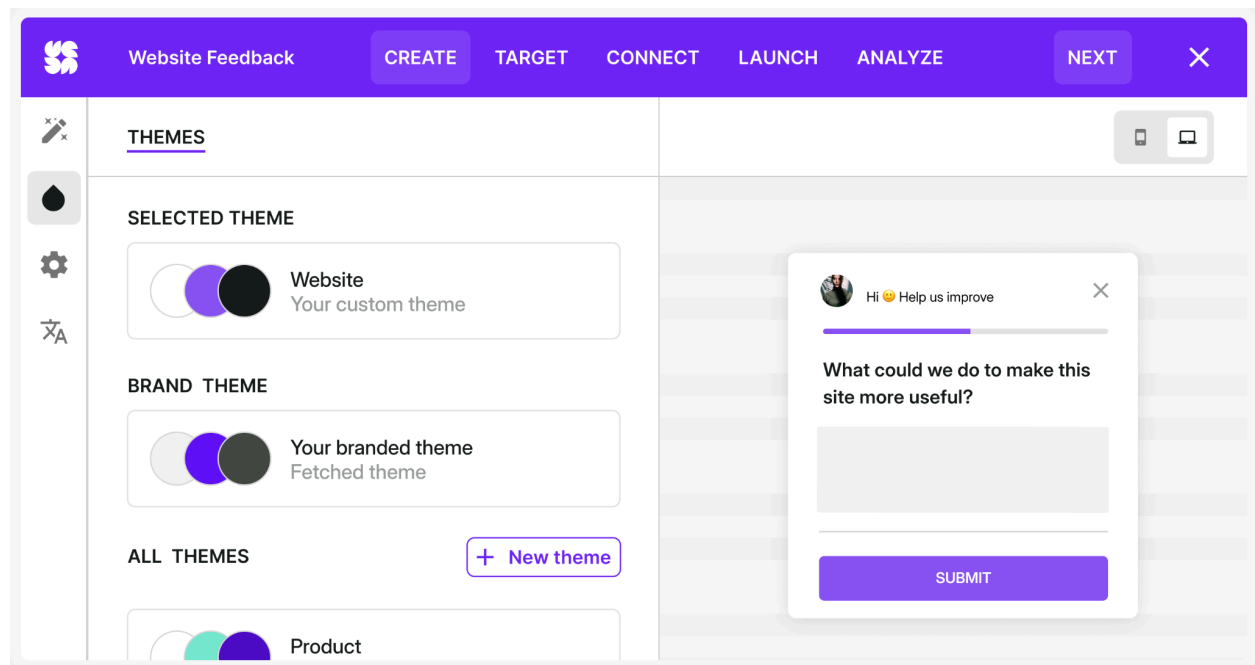

Dozens of Survicate customers mention the customization options, saying things like:

> *"The ability to customize the look and feel is a significant advantage, ensuring consistency with our branding."*
>
> *"The standout feature for me is the deep customization available for in-app surveys. Being able to tailor every aspect to match our brand's aesthetics is crucial for maintaining a seamless user journey and building trust with our users."*

From choosing one of the pre-established themes or **creating your own with branded colors for different elements of the survey**, from question to answer to background, buttons, and progress bar.

You can also add your own logo, short text, and avatar to make the survey feel fully yours.
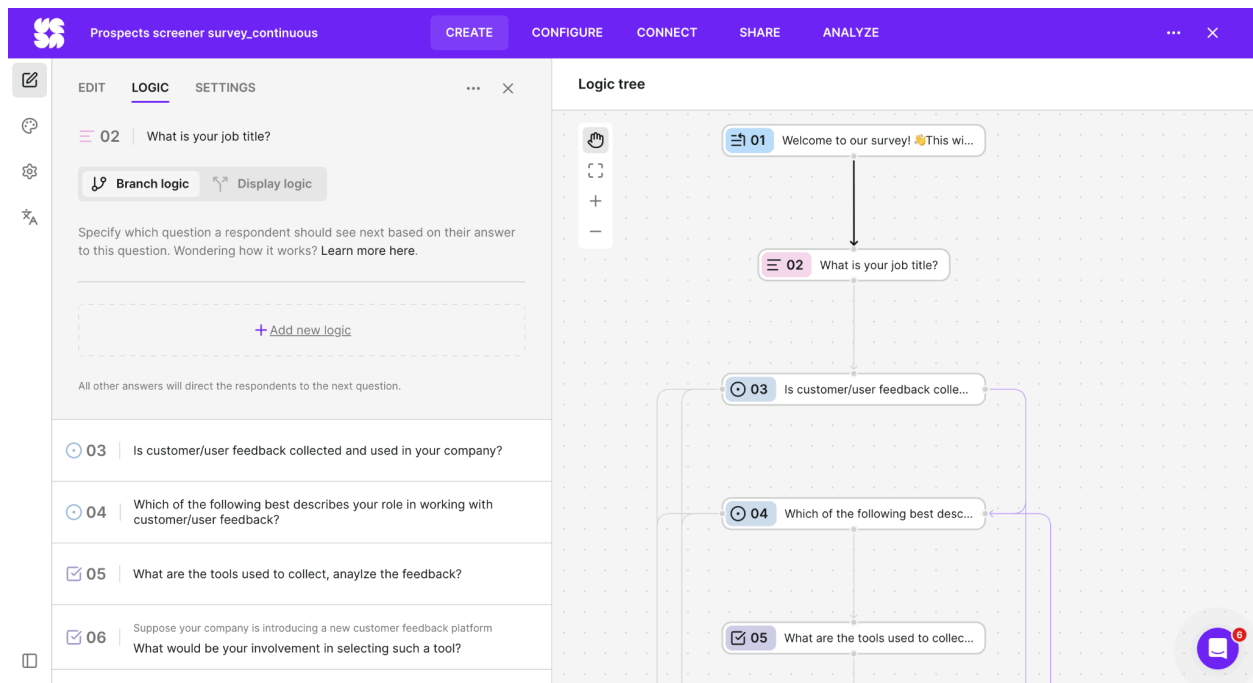
When it comes to behavior, you get **a whole logic tree to work with to set up Branch and Display logic**.

Branch logic lets you decide which questions should be displayed next when the respondent selects a specific answer option in the current question.

For example, in a 5-point Smiley scale, you can use Branch logic to direct unhappy respondents (who answered 1 or 2) to a follow-up question asking them about their reasons for the low rating, and happy respondents (who selected 4 or 5) to a Thank you screen asking them to leave a review for your product.

Display logic is available for Email or Shareable link and Website or in-product, surveys, as well as Mobile app surveys, starting from SDK version 6.0.0.

Even though this logic type also allows you to create a custom survey experience for each respondent, it needs to be set up differently than Branch logic.

This feature lets you decide in each question (apart from the 1st question of the survey) whether a respondent should see it based on their answers to the previous question or questions.

That way, you're showing your users only questions that are relevant to them and their answers.

Targeting
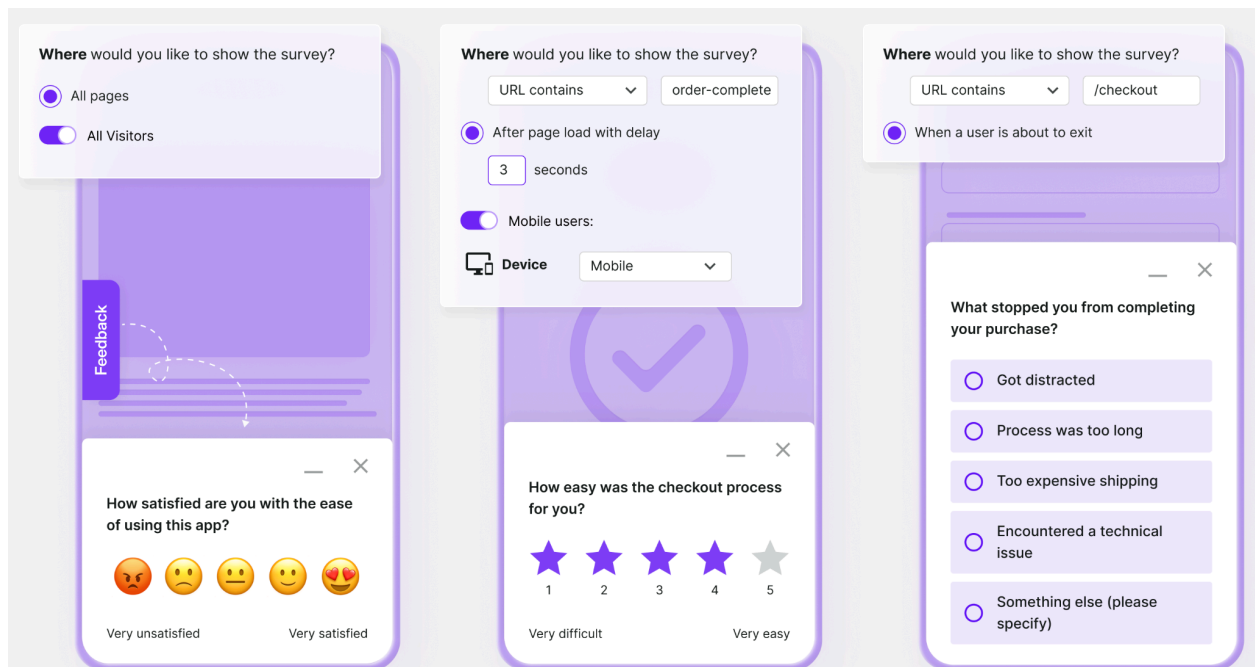
With Survicate, you can control exactly who sees your surveys and when.

Here are example targeting options you can use in Survicate:

	What it does	How it works / why it matters?
Recognizing respondents	Identify who is taking your survey	Connect your survey to your email service provider (ESP) or other tools so responses aren't anonymous. If no tool is selected, responses stay anonymous.
Survey retaking	Control whether respondents can take the survey more than once	Allow instant retakes or schedule when someone can respond again to manage repeated feedback and survey fatigue.

Link expiration	Set a deadline for survey links	Add a date tag via your ESP or manually. Surveys automatically close after a set period; useful for time-sensitive feedback.
Response limits	Limit how many responses you collect	Cap total responses or set time-based limits. Remember to re-enable the survey if adjusting limits after reaching the cap.
Survey scheduling	Stop collecting feedback automatically	Set an end date so the survey closes on its own without manual effort.
Targeting where your survey appears	Choose which pages display the survey	Show surveys across all pages or target specific URLs; exclude pages to keep feedback contextual (e.g., product surveys only on product pages).
Timing when your survey shows up	Control when surveys are triggered	Behavioral triggers include: instant display, delayed display, exit intent, scroll depth, or triggering after specific actions/events. Helps reach users at the most relevant moment.
Avoiding survey fatigue	Prevent visitors from seeing too many surveys	Hide this survey if a visitor already answered or closed another one during

|		the same session. Reduces annoyance and respects user time.
Single Page Application (SPA) compatibility	Ensure surveys behave correctly in SPAs	Automatically close the survey when the SPA URL changes so it doesn't linger across different views.

Feedback analysis

Apart from running highly-customized and highly-targeted surveys, with Survicate you're also left with many tools to dig into the results, understand them, and democratize results across team members.
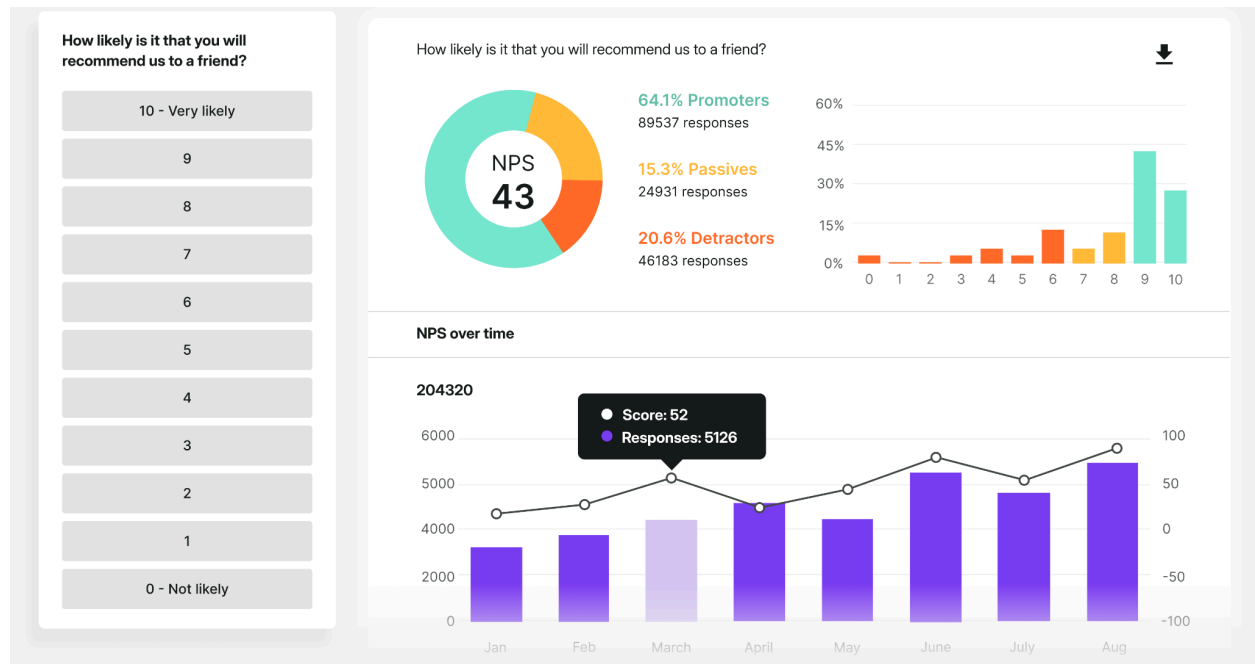
For complete feedback analysis, you get to **dive into each survey Analysis tab** where you'll find automatically generated and updated real-time graphs, charts, word clouds, and AI insights, along with stats and of course responses that you can easily download in PNG and PDF formats.
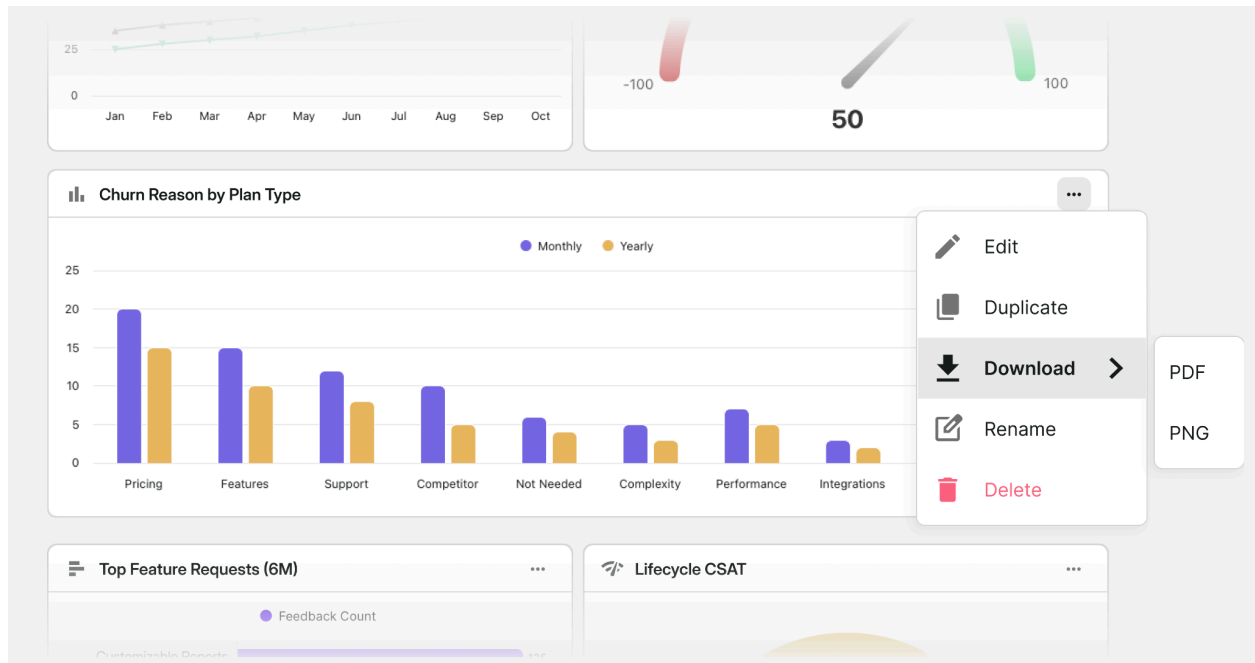
As we mentioned earlier, to make surveying international users and customers easier, you also get to run auto-translated surveys (displaying based on user's browser settings) and analyze the responses in your language.

However, these are just the tip of the iceberg of what you can do to fully understand customer feedback.

Insights Hub: centralize and analyze

Insights Hub is a part of Survicate you should take particular attention to. It's the one place where you can automatically analyze and categorize all your feedback into recurring themes and topics.

And we mean all feedback.
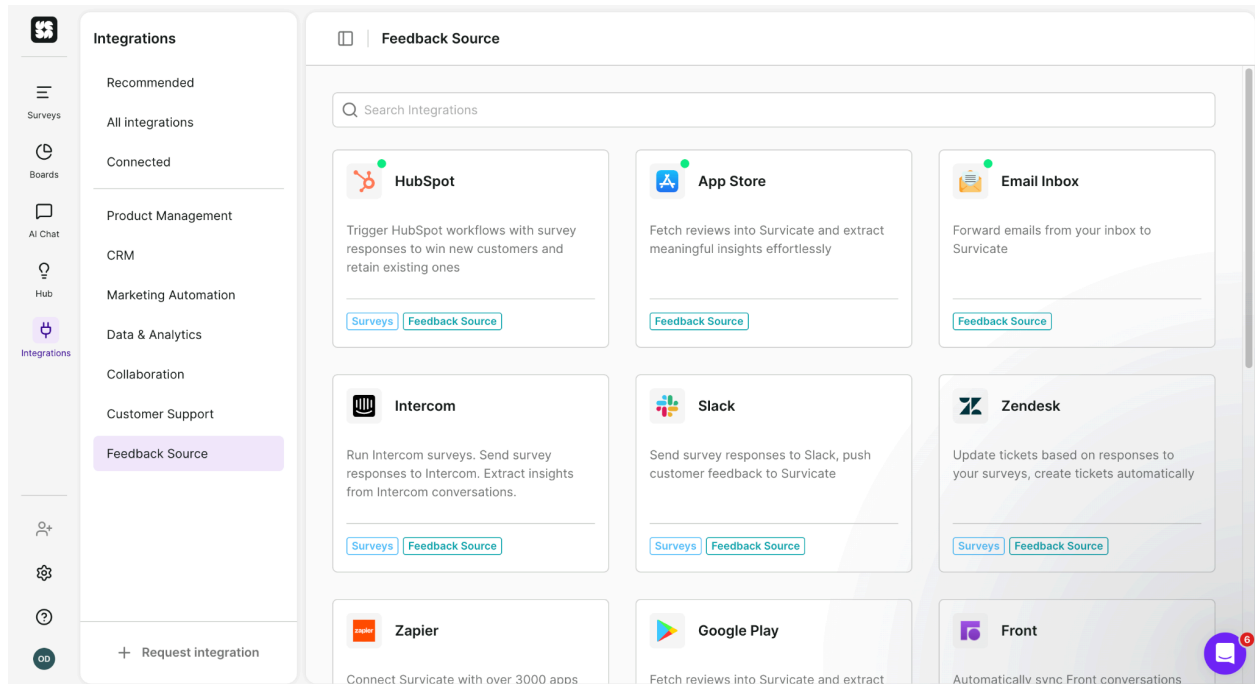
Because you can analyze not only all launched in Survicate surveys, but also **connect external feedback sources**, such as Intercom conversations, App Store reviews, Google reviews, Zendesk tickets, Slack conversations, tl;dv or Gong, or upload csv files with data points manually.

Import CSV file ✕

Map columns from your CSV file to fields in Insights Hub. Click "Import" to complete the process.

Insights Hub field	Column	Example data	
Feedback content	What do you like best a... ⌄	None. I was sold on the promise that the system could handle our d	⊖

Insights Hub field	Column	Example data	
Date	Date (US formatted) ⌄	11/17/2024	⊖

Feedback attributes

Insights hub field	Column	Example data	
Rating ⌄	Rating ⌄	0/5	⊖

Insights hub field	Column	Example data	
Use case ⌄	What problems is Qualtr... ⌄	We were trying to do a dog breed health survey.	⊖

+ Add mapping

User attributes

+ Add mapping

Cancel   **Import**

When uploading csv files manually, you get to map many fields into existing ones in Insights Hub, adding different feedback or user attributes, mapping data like email addresses, names, ratings, and more.

On top of that, you can also upload calls or video recordings for Survicate to transcribe, translate (if necessary), and again, automatically extract and categorize the insights.
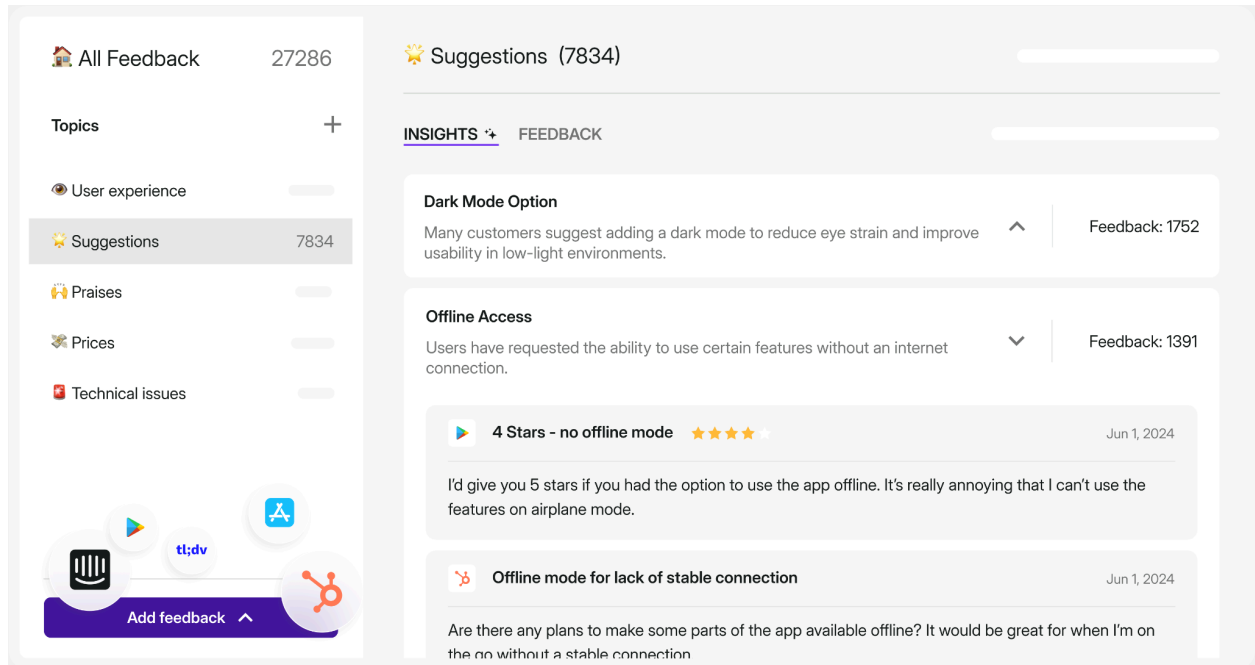
From all the connected data, Survicate's Insights Hub spots recurring patterns and categorizes them into themes. Within those, you'll find specific insights backed by exact customer feedback quotes and source of that data.
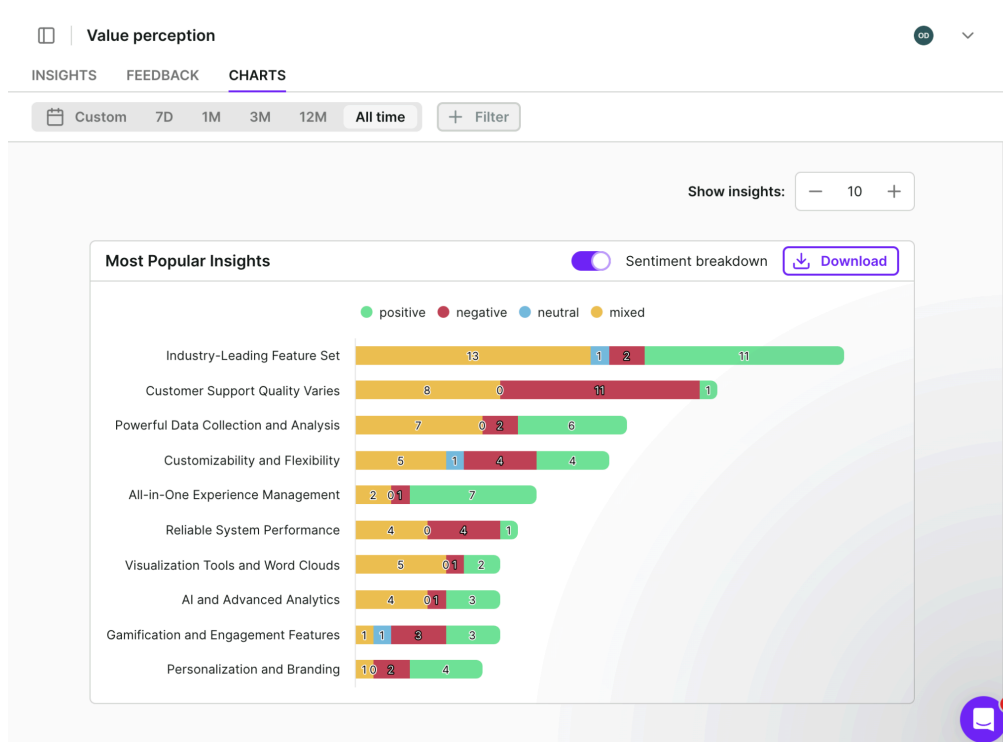
But to make it even more useful, you also get **automatically generated charts** for each spotted pattern to visualize the feedback better. Charts can be downloaded in PDF or PNG versions (just like the charts included at the beginning of our whitepaper with reasons why Qualtrics users switch from the platform.)

Sneak peek into the future…

Insights Hub is a constantly evolving product, and it's currently being revamped to make it even more useful. Soon, **you'll be able to launch specific research projects within Insights Hub** to make concrete studies much more organized.

AI Chat

To dive even deeper (and easier) into the analyzed data, you can also use Survicate's AI Chat to **converse with the source-backed information**.

Ensuring there are absolutely no hallucinations in the answers, all responses are backed by exact feedback quotes and sources.
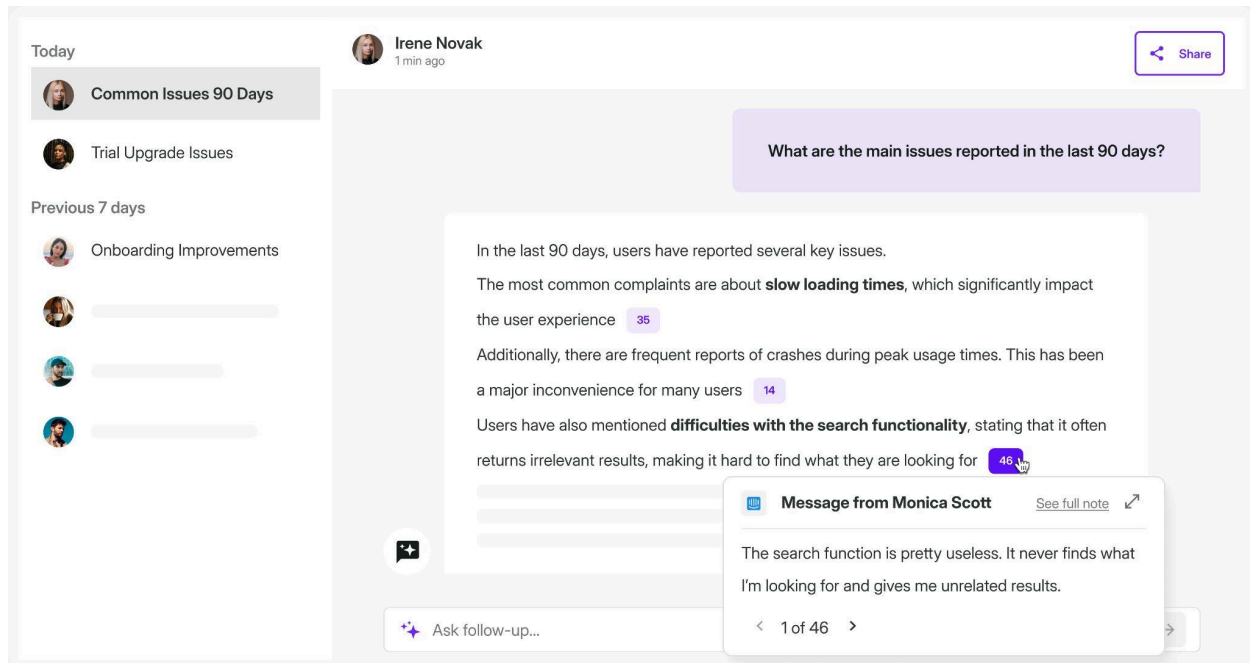
To narrow down the answers, you can **filter the feedback by time range** (past year, past quarter, etc.) **and exact sources from all connected feedback data** to draw conclusions from.

For example, you can ask the AI Chat to compare user reviews of the newest feature launched in Q4 with data coming from Google Play and App Store reviews only.

Integration with Slack makes using Survicate's AI Chat even more frictionless, allowing you and your teammates (even those not having a Survicate account) to **chat with all the connected feedback data directly in Slack** (either privately or publishing the generated results for others to see and react to.)

Dashboards
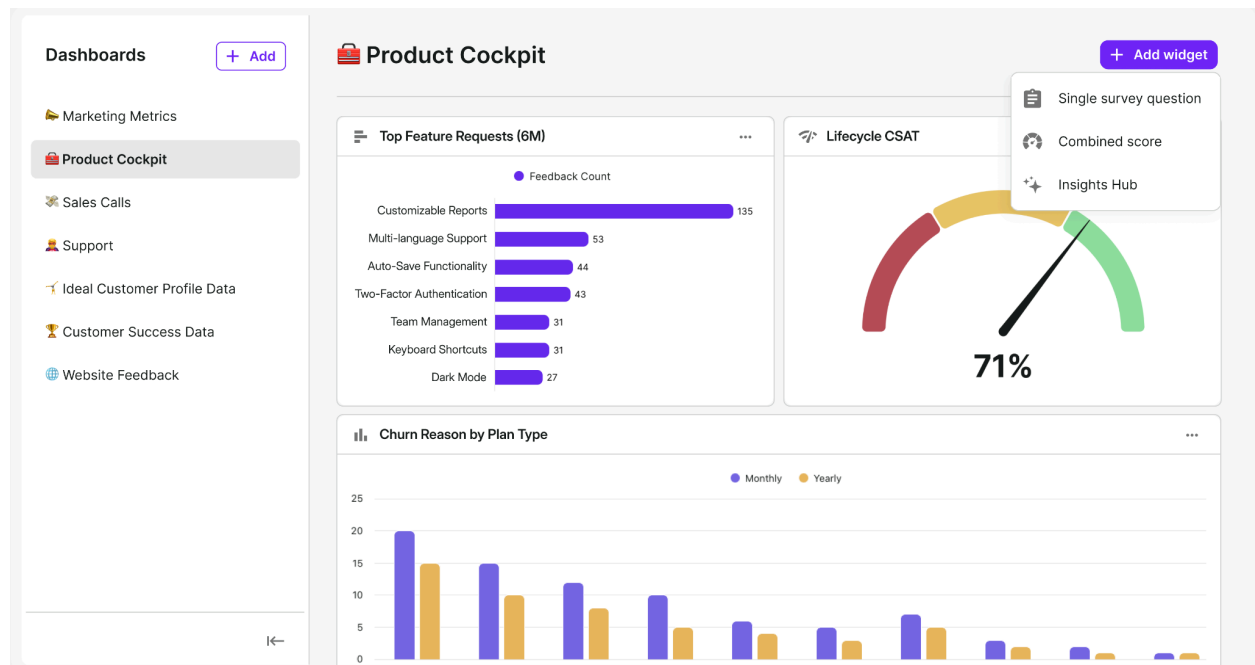
A cherry on the analysis cake is the Dashboards feature that lets you put it all together in the very front, **analyzing multiple survey results at once**, adding feedback from Insights Hub, and creating custom widgets for a 360-view of your data.

Integrations

Since Survicate is a complete customer feedback platform, it makes it possible to collect, analyze (already discussed), and **act on the feedback data as well to close the feedback loop tightly**.

Survicate connects with 40+ native, one-click integrations that are super easy to set up and work smoothly together.
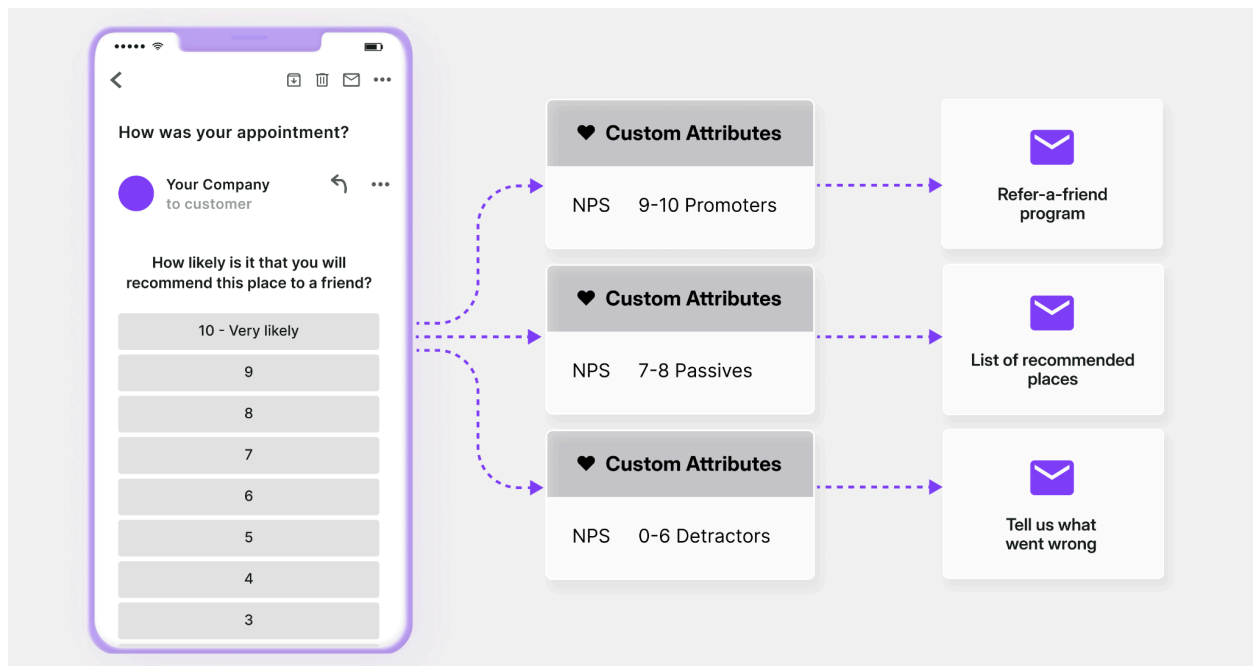
Popular integrations include **Braze** for weaving feedback into your marketing automation campaigns (both email and in-app), **HubSpot** for syncing customer insights with your CRM, and **Iterable and Klaviyo** for triggered campaigns based on survey responses.

You can push new responses directly to **Slack**, where your team can automatically get notified, chat about feedback data, and even analyze Slack conversations for deeper insights.

Mixpanel integration lets you enrich your quantitative product analytics with qualitative feedback, giving you the "why" behind user behavior. **Smartlook**

integration adds heatmaps and session recordings to understand how people actually interact with your site alongside their survey responses.

You can automatically build your roadmap by triggering new **Linear or Zendesk** tickets to be created based on the survey responses, collect more positive reviews by launching dedicated email campaigns to high NPS scores users, or avoid users churning offering them additional support right after unsatisfying interactions with the product.

That way, feedback doesn't just sit in a dashboard. It flows directly into the tools your team already uses, making it easier to close the loop and take action when it matters.

Ease of use

Survicate stands out for its modern, intuitive interface that makes survey creation genuinely straightforward, even for users who've struggled with clunky platforms in the past.

The platform's clear content hierarchy lets you organize projects into folders and keep everything structured, while flexible display options across native mobile, web, and standalone formats give you versatility without complexity.

Users consistently highlight how quick it is to get started: you can create effective surveys in minutes, choosing from different question types and layouts without needing technical expertise.

> *"I confess that I had a difficult streak with the survey platforms: most were very expensive, too much to use or simply didn't give me the data I needed. Since I started using Survicate I was hooked from the beginning, how easy it integrates with everything and how simple it is to start using it."*

The AI-powered survey builder takes ease of use even further, simply describe what you want to learn (like "I want to know how users feel after onboarding"), and it assembles a ready-to-launch survey with targeted questions.

Setup and integration are equally simple, with one-click connections that work smoothly. Even the reporting side is designed for clarity: survey results are easy to understand and visually appealing, so you can quickly extract insights without getting lost in data tables.

Customer support

Survicate's customer support consistently earns praise for being exceptionally responsive and genuinely helpful.

Users describe our Support team as "stellar" and "incredibly responsive," with many highlighting how they provide real conversations rather than templated responses.

The team is known for going the extra mile, not just solving problems quickly, but being creative and focused on helping customers work as effectively as possible.

> *"Support - super responsive, deals with issues. Goes extra mile."*

Multiple users call out the kindness and speed of responses, with one noting it's "without a doubt one of the best teams I have ever interacted with."

Whether you're troubleshooting an issue or exploring how to use features more effectively, Survicate's support approach is hands-on and solution-oriented, making survey management feel like a breeze rather than a technical challenge.

Our numbers back this up: in Q3 2024, Survicate's support team maintained a **97.8% CSAT score** while handling 1,591 customer conversations. The median first response time was just **3 minutes and 10 seconds**, with an overall median response time of 3 minutes and 26 seconds, meaning you get help immediately when you reach out.

#2 Dovetail

Dovetail positions itself as an **AI-first Customer Intelligence Platform** that automatically centralizes and transforms scattered customer feedback into actionable insights.

Founded in 2017 by Benjamin Humphrey and Bradley Ayers, Dovetail serves major organizations including Atlassian, The New York Times, Spotify, Universal, and Starbucks, with over 100 employees across Sydney and San Francisco offices.

Unlike traditional survey platforms, Dovetail is fundamentally a feedback analysis and intelligence platform rather than a data collection tool. This is a critical distinction for organizations evaluating it as a Qualtrics alternative.

What Dovetail does: connects to existing feedback sources, analyzes data with AI, and generates enterprise-wide insights.

What Dovetail doesn't do: create, distribute, or collect surveys directly.

This means organizations need to maintain two separate platforms. One for survey collection from the tools Dovetail integrates with (like Qualtrics or Google Forms) and Dovetail for analysis. While Dovetail can integrate with Qualtrics and other tools via direct connections, Zapier, or CSV imports, **it complements rather than replaces survey platforms**.

But, if feedback analysis was the reason why you're looking for a Qualtrics alternative, Dovetail may be a solid option to consider.

Pricing

Dovetail offers three pricing tiers designed to scale from individual users to enterprise organizations.

The **Free plan** provides individuals with one channel to automatically classify voice of customer data, one project to analyze customer calls, recordings, documents and surveys, and basic AI chat to ask questions and generate summaries within that single project.

The **Professional plan** starts at $15 per user per month (billed yearly, with a 25% savings over monthly billing) and includes everything in Free plus unlimited channels (as a paid add-on) and unlimited projects, advanced analysis features like charts, layouts, views, and filters, and advanced AI capabilities including specific summaries across projects and semantic search to quickly locate content across your workspace.

The **Enterprise plan** offers custom pricing and adds unlimited free viewers who can read and comment without editing, unlimited AI chat in Slack and Teams, organization features like folders, global tags, fields, and templates, advanced AI features including custom vocabulary and translation into 75 languages, security controls with redaction, compliance, access control, and data retention, plus priority support, dedicated customer success, and onboarding assistance.

Charging by data points

What's important to mention is that the biggest costs associated with Dovetail all relate to the fact that it charges for data points.

For example, Dovetail charges **$50/mo for 500 data points** (and that's billed annually, too.)

How much does Dovetail cost?

Median buyer pays

$22,250 per year

Based on data from 48 purchases.

See detailed pricing for your specific purchase

Median: $22,250

$10,800 | $65,880

Low   High

Customize my price

This is clearly reflected in **the median price users pay for Dovetail** (according to Vendr), which is over **$22, 000**. Compared with Survicate above, it's almost three times more expensive with half the features offered.

Features overview

Let's now dive into exact features and our experience testing Dovetail.

Channels

Channels is the main area of the Dovetail platform and the core functionality it promises to deliver.
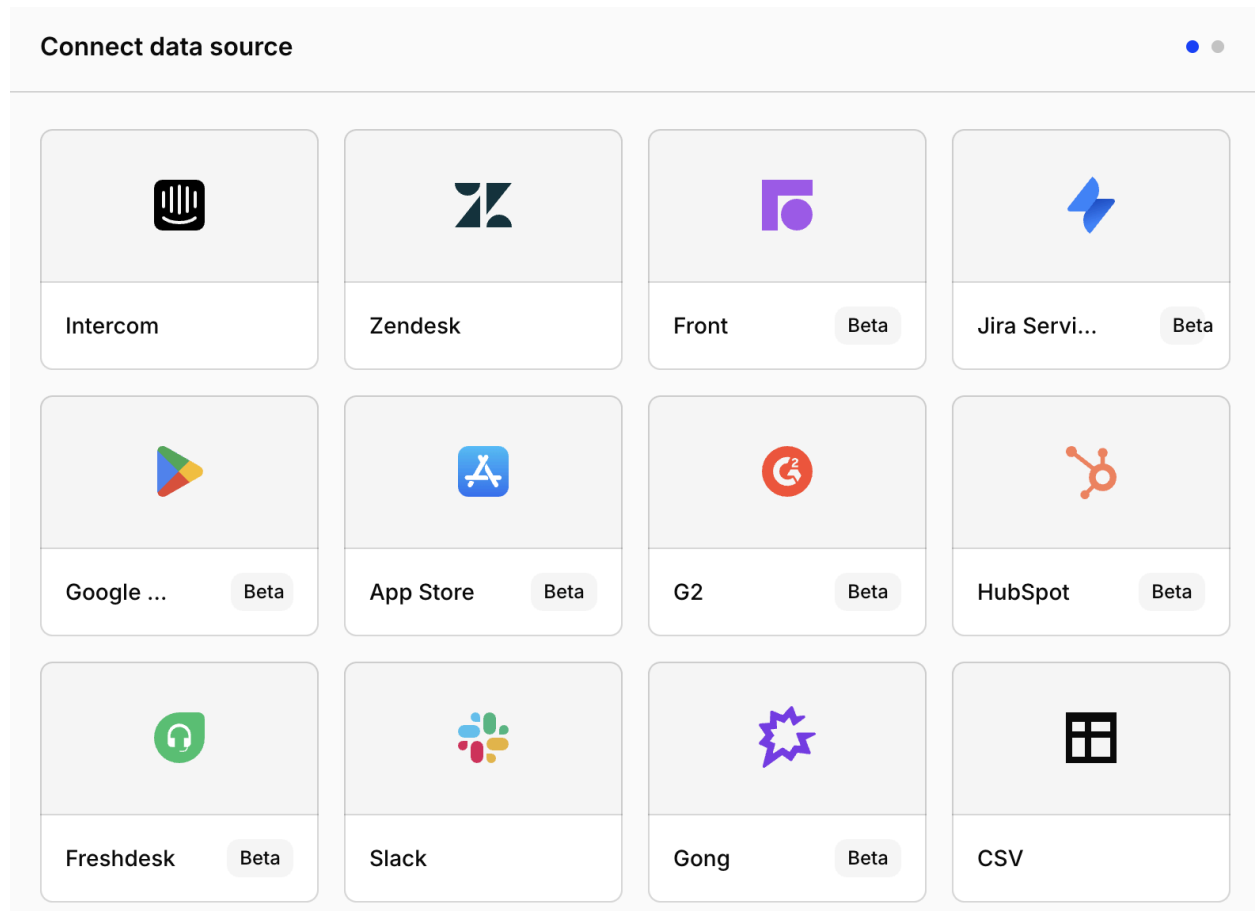
Channels basically **classify and track themes across integrated or uploaded data sets** by continuously monitoring customer feedback.

The feature connects to your support tickets, product reviews, and other feedback sources, organizing them in one location. You bring in your data from multiple sources, and Dovetail processes it into categorized themes.
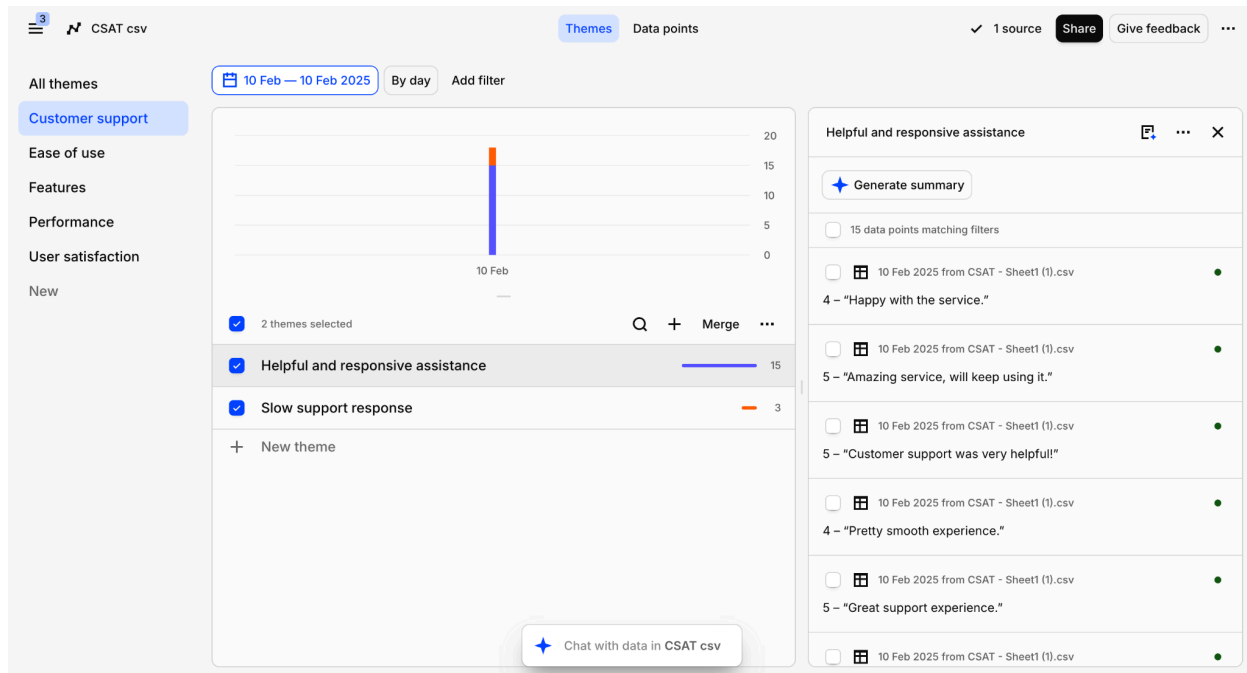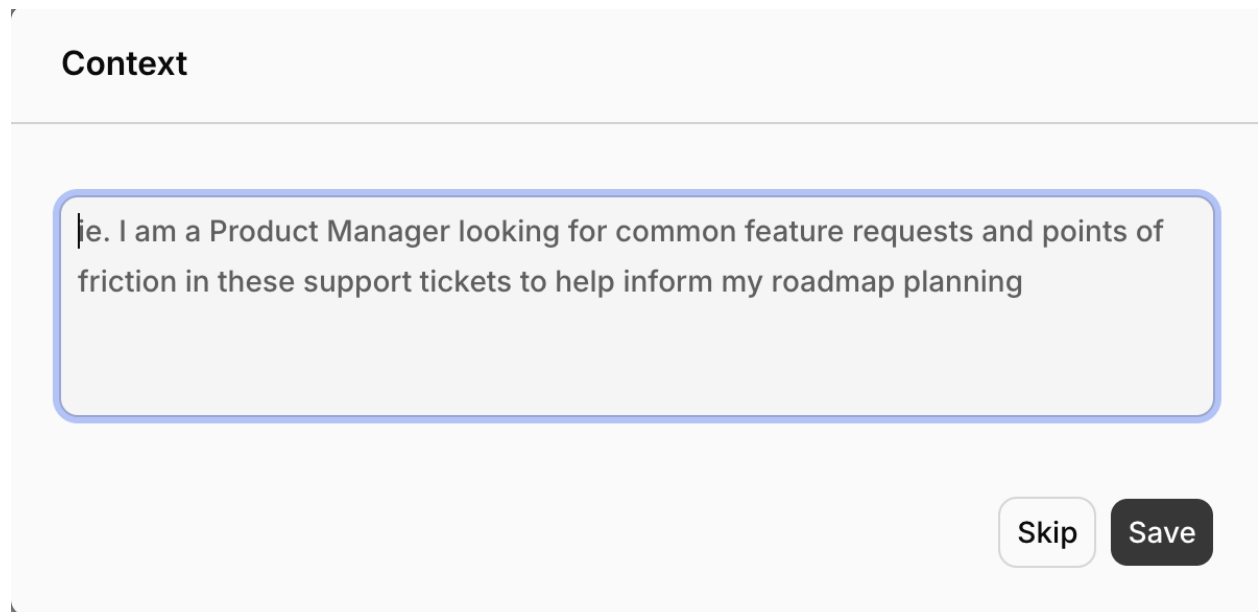
A theme is a collection of related data points with a title. The technology **uses generative AI built on models from Anthropic**, processing data without training on your information.

Professional and Enterprise workspaces can import up to 250 data points per month (which is not a whole lot), with the option to purchase additional capacity through Settings → Billing.

Guiding AI with context

Channels allow you to add context that guides how AI generates topics and classifies feedback. When creating a channel, you provide details about your role, goals, or focus areas, and Dovetail generates topics based on this information.

Context

ie. I am a Product Manager looking for common feature requests and points of friction in these support tickets to help inform my roadmap planning

Skip   Save

For example:

> "I am a Product Manager interested in feedback related to product intuitiveness in these product reviews. Highlight points where users felt confused, lost, or unsure how to proceed. Include any suggestions for improving clarity, flow, or ease of use."

The system then surfaces auto-generated topics and descriptions based on your imported data and context.

You can keep, remove, or add your own topics, with up to ten topics total per channel.

Managing themes and data

Once themes are generated, you can adjust how they're organized.

You can merge overlapping themes by selecting multiple and pressing Merge, edit existing themes to refine titles and descriptions, or create custom themes if needed. You can also reconfigure metadata fields and adjust how your data is structured within the channel.

Weekly Digests

Channels generate weekly digests every Friday, summarizing activity including themes with significant changes, patterns, and anomalies. These digests flag themes that experience sudden increases or sharp decreases in data points, whether jumping from 1 to 100 or dropping from 100 to 1.

To receive digests, you need to follow the channel. Creators automatically follow their channels; others can opt in via Settings → Notifications. Digests are delivered based on your notification preferences.

Creating Insights Based On AI Data

A subtle but worth mentioning feature is the possibility to generate specific action steps or insights based on the auto-categorized themes, to then copy, paste, and send over to stakeholders or other team members.

That way, you can summarize research studies a bit quicker.

Projects

If Channels serve the purpose of analyzing feedback data the connected sources with auto-categorized insights, Projects are the space to answer specific study questions with added sources, this time including recordings to transcribe as well.

Sources like customer interviews, usability tests, sales calls, or surveys.

Each project represents a single study designed for deeper analysis of specific research questions. Projects can contain customer interviews, sales calls, and meetings where each data object is a single recording and transcript of a session, usability testing sessions with recordings and transcripts, or survey responses where each data object represents a completed survey from a participant.
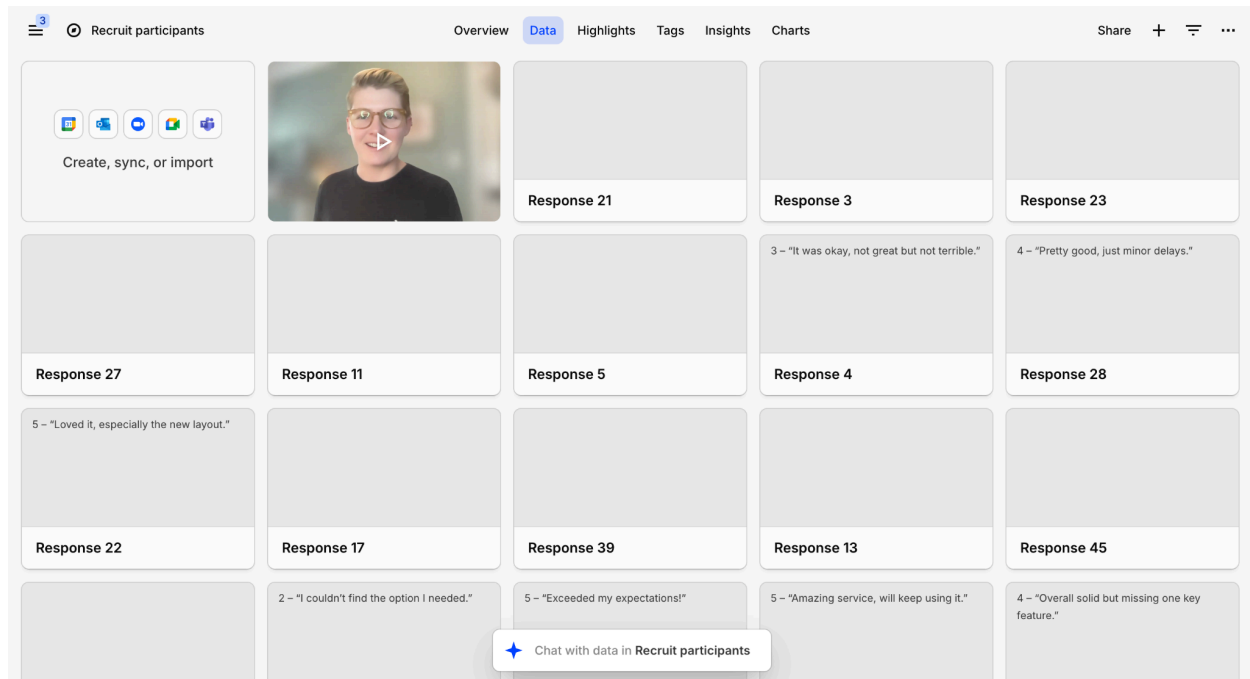
When uploading data from csv files, unfortunately every row or data point is uploaded as a separate block, making the project's data view messy.

Six core objects

Projects organize around six customizable object types that you can toggle on or off to suit your workflow.
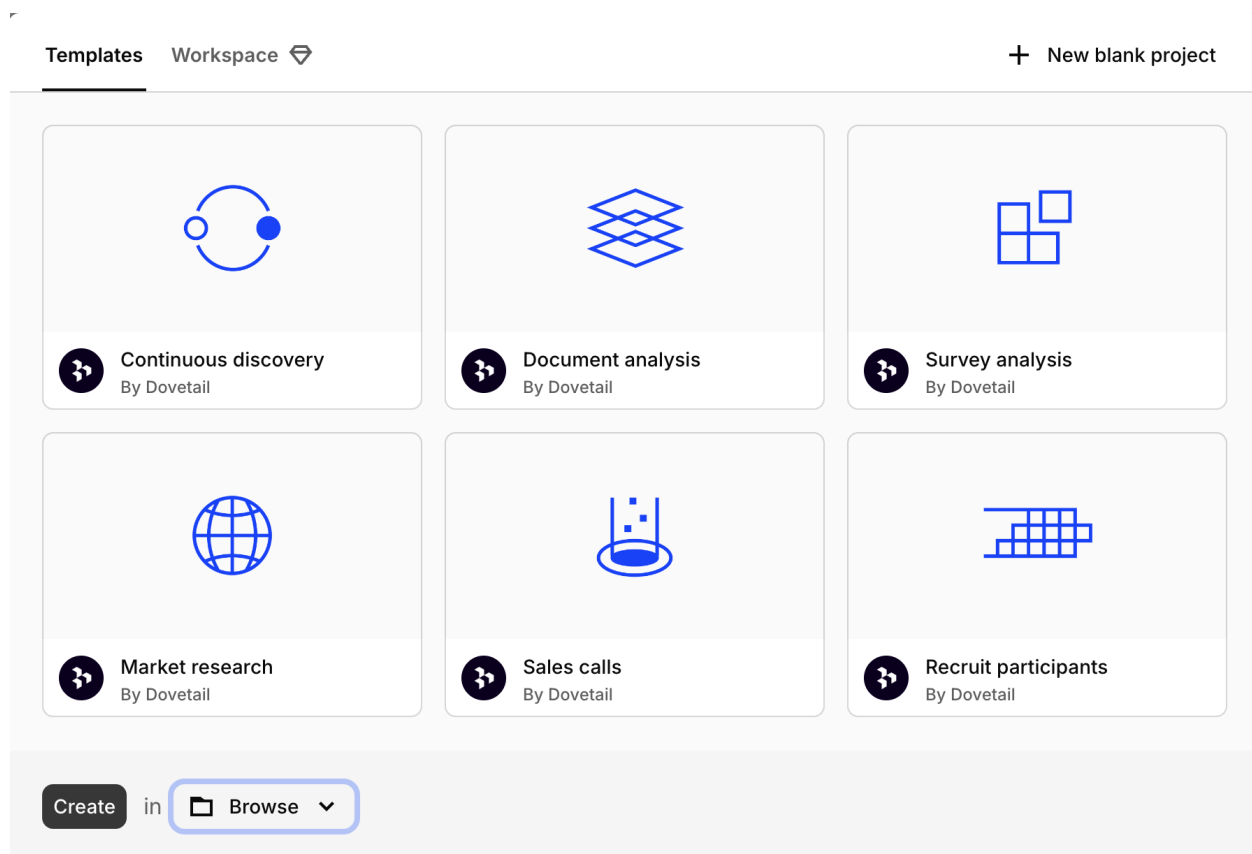
It's even visible when adding a new project, we can choose from a preferred workflow for Dovetail to add whichever tabs and objects we'd need for it.

- The **Overview** serves as the landing page where you describe background, goals, hypotheses, research plans, timeline, and project status for new visitors.
- **Recruit**, powered by Respondent, lets you bring in external participants directly within Dovetail.
- **Data** houses your raw recordings, documents, and survey responses as standalone objects, while **Highlights** surface meaningful quotes and text sections from your notes.
- **Tags** help you label and categorize highlights into common themes,
- **Insights** let you summarize findings from within your project and across other projects,
- and **Charts** visualize patterns surfaced in your highlights and tags.

AI Chat

Lastly, a feature that's still in Beta version is the AI Chat.

Dovetail's Chat allows users to question data through a conversational interface powered by Claude. The feature auto-applies contextual filters based on your location, meaning you can ask questions about a specific transcript, an entire project, or all data in your workspace.

For example, you can try refining sales call approaches, uncover research gaps, generate cross-project reports, or accelerate team onboarding.
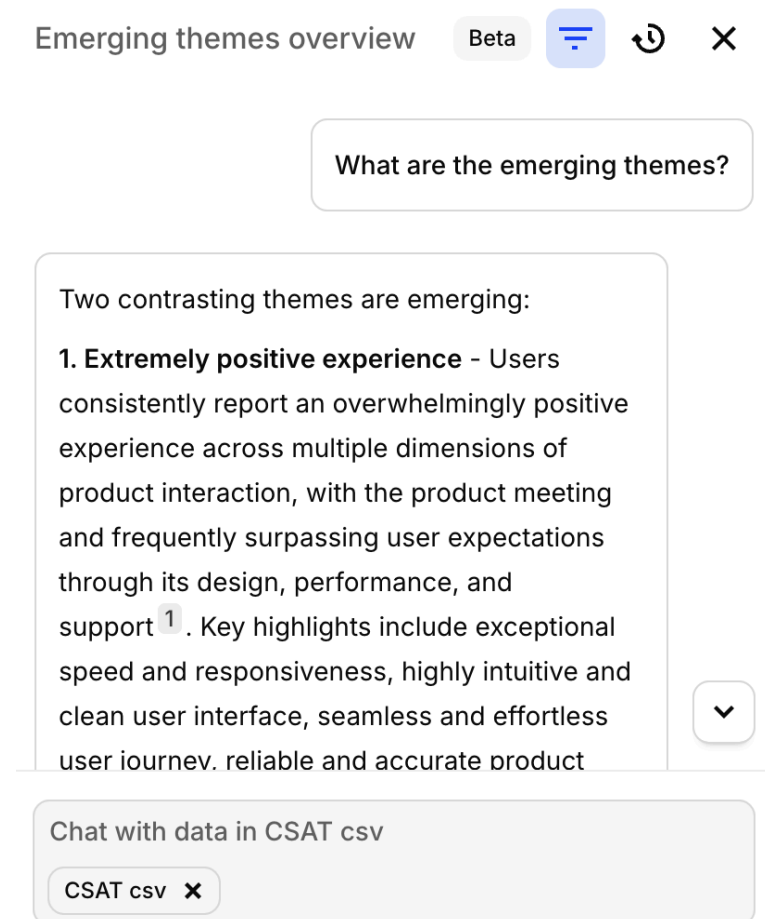
To access the Chat, you can choose it from the sidebar or use a keyboard shortcut ⌘ J or Ctrl J. Every answer includes clickable citations that trace back to the original source.

Chat automatically searches within your selected context, whether that'll be a tag, project, channel, or specific data using keyword searches, semantic search, and filtering. Without choosing a context, it searches across your entire workspace.
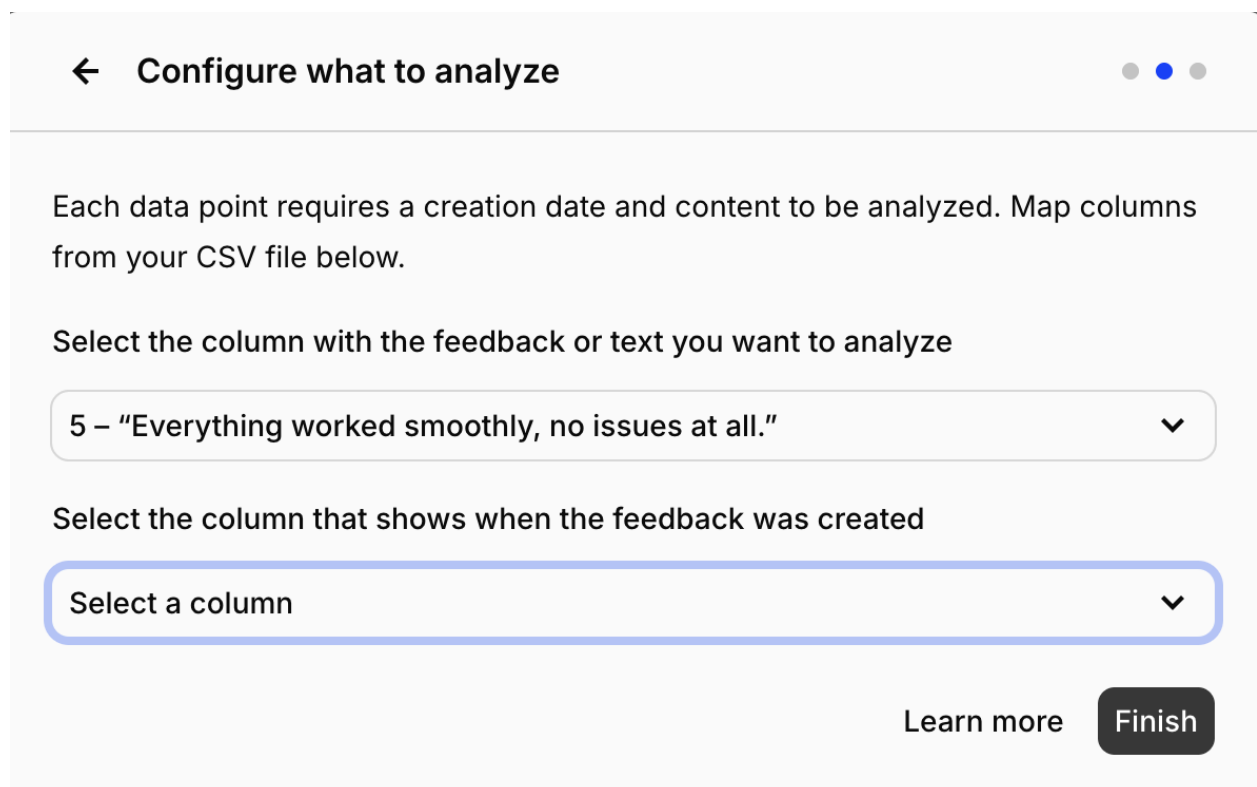
It does provide links back to specific data points the answer was source based off of.

Limitations in AI analysis and data management

While Dovetail's AI analysis capabilities are central to the platform, several practical limitations emerge during regular use.

Processing time can be significant, particularly when analyzing larger datasets. The AI analysis takes a while to complete, and you may need to wait before insights become available.

CSV upload and field mapping present notable friction points.

The upload process requires mapping specific fields even when they may not be relevant to your data.

For example, **Dovetail forces you to map a date field even if your dataset doesn't naturally include one**, and you have to add it to proceed. If you map fields to unnamed columns in your CSV, those columns will appear unnamed in Dovetail as well, making it difficult to identify what you're looking at later.

Project data organization becomes messy when working with survey responses. When you add a CSV file with survey responses to a project, each individual response lands in the data tab as a separate entry. This creates a cluttered view that makes it harder to navigate your dataset.

Insights visualization in Channels suffers from readability issues, too.
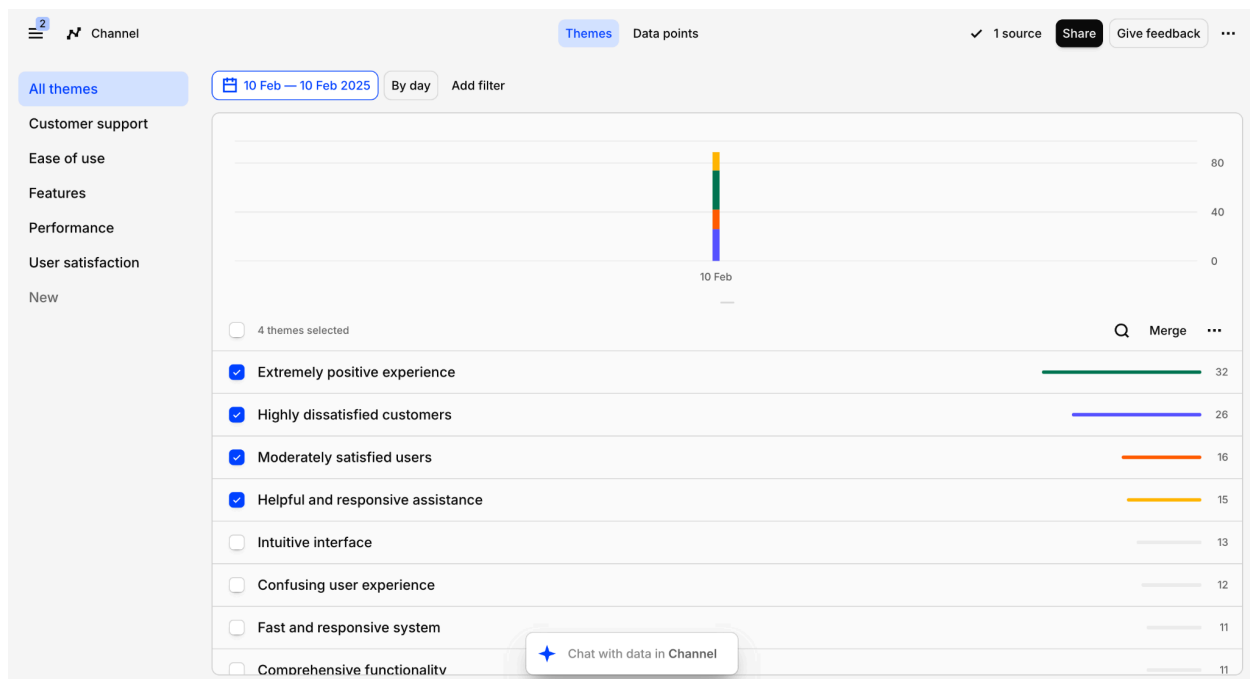
The charts are small, making it difficult to quickly scan trends and patterns. The analyzed data appears scattered and difficult to parse, even though it's been categorized by the platform's AI.

Ease of use

The majority of users on G2 seem to be satisfied with Dovetail's ease of use, so much so that it's listed as one of the biggest pros of the platform.

> *"What I love most is how easy it is to navigate and actually use the platform. The interface is clean and intuitive, which makes digging into research feel seamless instead of overwhelming."*

> *"I use it weekly, it is simple enough to use"*

Of course, not every single user is fully satisfied.

Some mention specific UI struggles, like:

> *"I do not dislike it properly, but I struggle more with the Insight Report format because we prefer using slides as a company, and the copy-paste process is not straightforward. The list of users we research is challenging for me if it is not carefully managed."*

From our testing experience, Dovetail is pretty easy to get around, especially thanks to its clean, minimalistic, and modern UI.

But Dovetail is also not a feature-heavy platform, especially not when compared with Qualtrics itself or other powerful Qualtrics alternatives on this list.

Customer support

Customer support isn't mentioned frequently across nearly 200 reviews of Dovetail on G2, but when users do bring it up, the feedback is fairly positive.

Users report that "their customer support is prompt and effective" and describe it as "fantastic."

One reviewer noted that "Pat and other colleagues from Dovetail are also super helpful if we have any topics to address with customer support," while another mentioned "their customer support has also been very responsive and helpful in explaining new features."

As one user simply put it: "Customer support is also great, I should add. I've never had an issue with them."

#3 SurveyMonkey

SurveyMonkey, founded in 1999 and now operating as Momentive Inc., is **an experience management company offering cloud-based software for survey creation and distribution**.

The platform supports various use cases including brand insights, market insights, product experience, employee experience, customer experience, and online survey development.

With over 20,000 reviews on G2 and a 4.4 out of 5-star rating, SurveyMonkey has established itself as **a widely recognized survey tool**. The platform is notably more affordable than Qualtrics while offering necessary features like drag-and-drop functionality, pre-built templates, branching logic, answer funneling, and A/B testing.

However, users report **the platform can feel clunky**, with navigation and UI difficulties. Advanced features like sentiment analysis or detailed reporting are **locked behind higher-tiered plans**, and customer service is limited for mid- or lower-tier subscriptions with no phone support and delays in addressing issues.

Individual plans and advanced features can be expensive, and the platform requires navigating a somewhat steep learning curve and an interface that may feel dated.

Pricing

SurveyMonkey offers pricing structured around team collaboration, with plans requiring a minimum of three users and annual billing.

The **Team Advantage plan** starts at approximately $30 USD, including 50,000 responses per year, unlimited surveys and questions, AI-powered survey building, skip logic, custom branding, and 200+ native integrations.

The **Team Premier plan** costs approximately $77 USD, increasing the response limit to 100,000 per year and adding white label branding, advanced branching and piping, multilingual surveys, sentiment analysis, crosstabs, and quality response flagging.

The **Enterprise plan** offers custom pricing with flexible response limits, advanced admin tools including SSO, user management, workgroups, custom question banks, SMS survey sending, enhanced security and governance features, and optional HIPAA compliance.

Individual plans are also available starting at $99 per month for basic features, with more advanced options at $39 or $199 per month when billed annually.

The free plan allows basic surveys but caps at 10 questions and 25 responses with no trial for premium features.

Important considerations include the mandatory three-user minimum for team plans (making the cheapest team option $900 yearly paid upfront), overage costs at $0.05 per response beyond your plan limit, and user reports of autorenewal policies and lack of refunds on platforms like Trustpilot.

According to Vendr, **a median buyer pays $16,826 per year for SurveyMonkey**.

How much does SurveyMonkey cost?

Median buyer pays

$16,826 per year

Based on data from 172 purchases, with buyers saving 18% on average.

Median: $16,826

$6,490 | $42,452

Low   High

See detailed pricing for your specific purchase

Customize my price

Features overview

SurveyMonkey provides a comprehensive set of survey creation and distribution tools designed for teams and organizations of varying sizes. Let's take a more detailed look at some of the features.

Creating surveys

Getting started with SurveyMonkey is straightforward. You have multiple starting points to choose from: build from scratch, use the AI-powered builder, import existing questions, copy and paste your content, or select from ready-made templates.
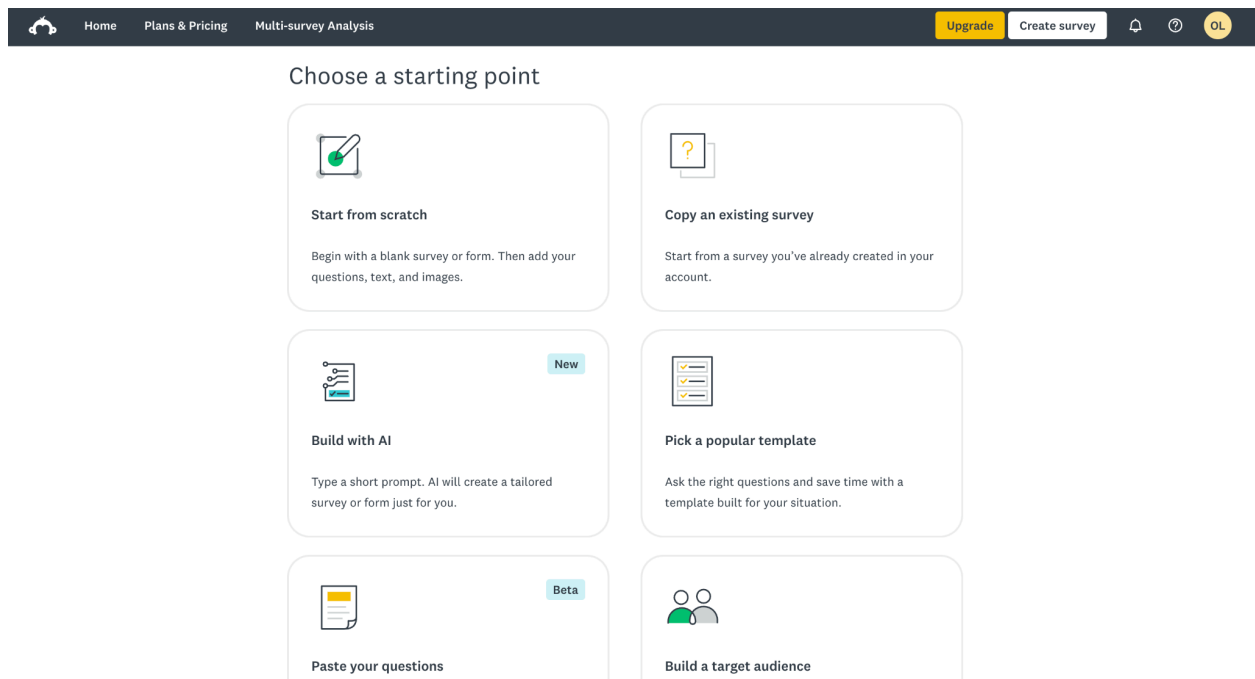
When you start with a blank survey, you'll find nearly 30 different field types available. These range from simple contact fields (phone numbers, email addresses) to more sophisticated options like Matrix rating scales and NPS scoring.
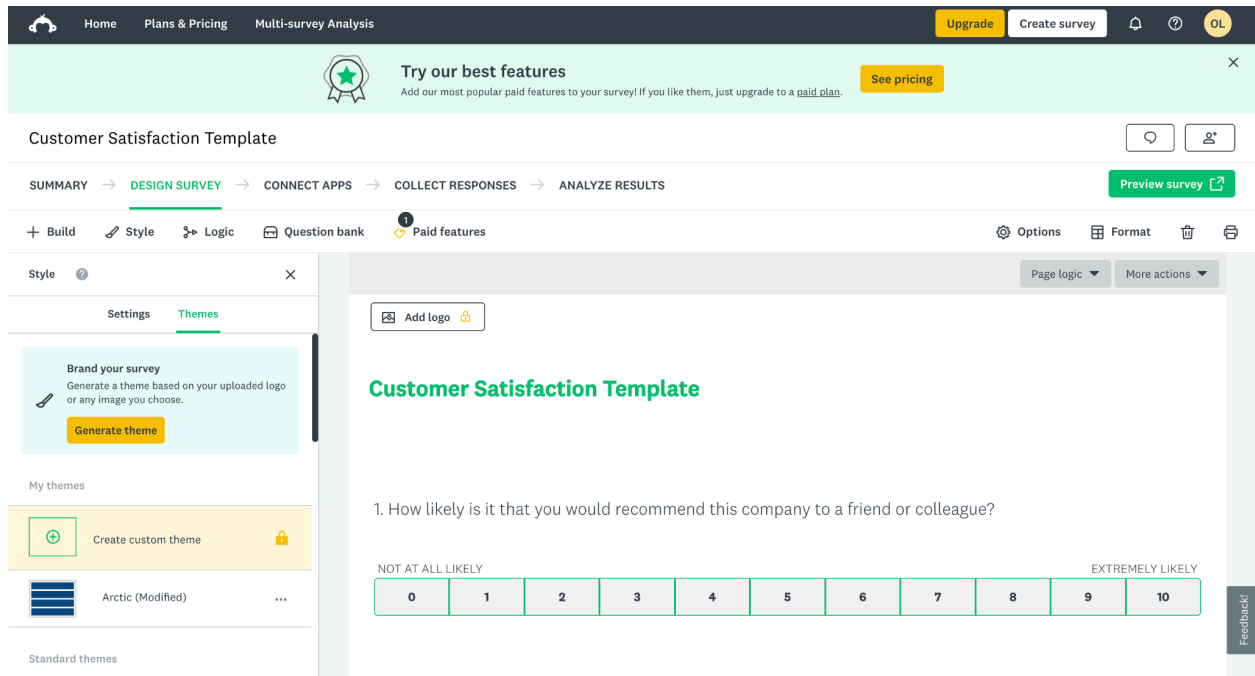
The builder uses a drag-and-drop interface. While functional, the interface shows its age compared to more modern alternatives.

Plus, during testing, we encountered some navigation challenges, like scrolling through field options required careful precision, as the list moved faster than expected with minimal scroll input.

Preview and testing

The preview function opens in a separate window rather than showing real-time changes in the builder. However, it does offer useful functionality: you can click through your complete survey and toggle between desktop, mobile, and tablet views to ensure proper display across devices.

What's worth highlighting is the fact that **SurveyMonkey's preview includes an AI-powered feedback panel that analyzes your survey design and suggests improvements**.

For instance, it might recommend converting a dropdown with more than six options into a multiple-choice format for better user experience.

Survey distribution and deployment
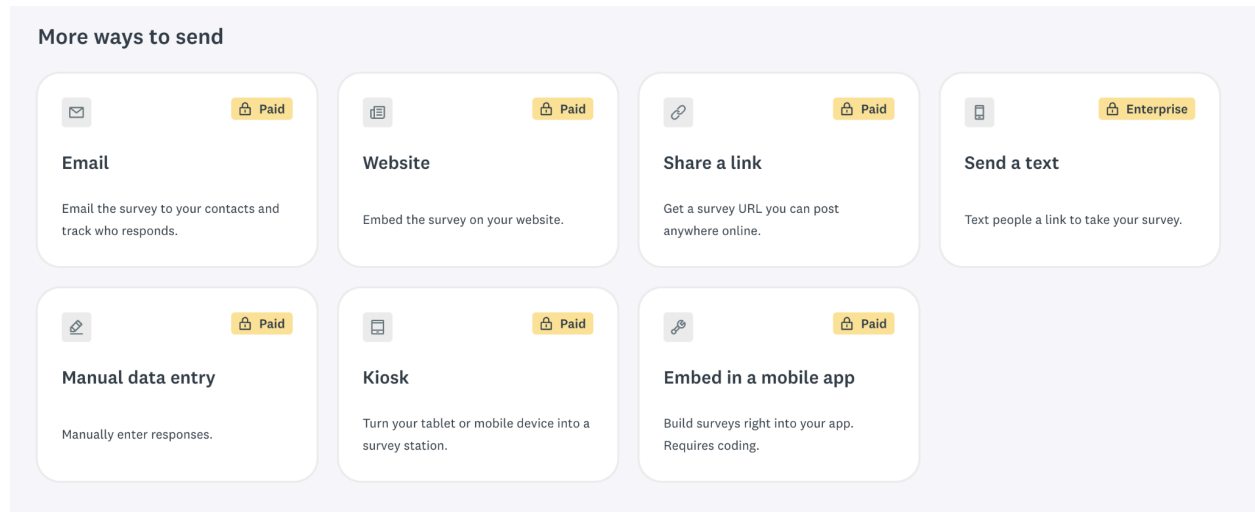
Once your survey is complete, SurveyMonkey provides multiple distribution channels:

- direct link sharing,
- website embedding,
- website popup integration,
- SMS distribution,
- email campaigns,
- mobile app embedding,
- social media posting,
- kiosk mode (via SurveyMonkey app).

Important to note: advanced distribution options, including kiosk mode and email campaigns, are restricted to paid and even enterprise plans.

Response analysis

For basic analysis, the analysis dashboard presents response data through percentage breakdowns and visual charts for each survey question. The interface provides clear, accessible insights without requiring statistical expertise.
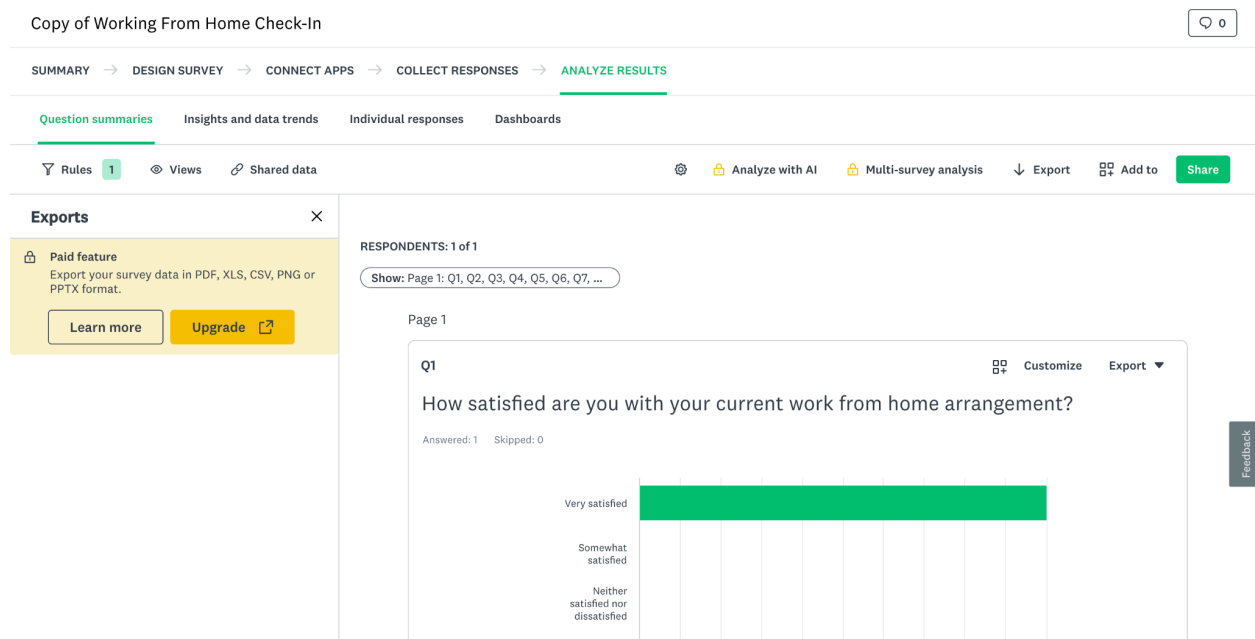
But, again, as with everything SurveyMonkey does, **the biggest issue is the outdated UI, making it a little difficult to review the results fast**.

The platform also includes predictive analytics called SurveyMonkey Genius, which estimates completion rates and average completion time before you launch your survey, helping you optimize for better response rates.

Premium subscribers gain access to Insights, an advanced analysis tool that identifies response quality issues such as:

- gibberish or nonsensical answers,
- straightlining (respondents selecting the same answer repeatedly),
- other data quality indicators.

Targeted response collection

For academic researchers or market research professionals, SurveyMonkey offers a respondent panel service. You can purchase access to targeted audience segments, allowing you to gather external insights beyond your existing network.

Usability and interface challenges

SurveyMonkey can feel clunky and difficult to navigate, particularly when first getting started.

The platform has a somewhat steep learning curve, with an interface that some describe as outdated and requiring multiple clicks to access certain settings, reducing efficiency.

Long-time users submitting their reviews on G2 note the platform has shifted away from being user-friendly and enjoyable toward a more corporate-focused tool.

In our opinion, the sheer number of options available when setting up surveys can feel overwhelming, similar to configuring a 2000s-era WordPress website, making simple tasks take longer than expected.

Pricing structure and hidden costs

Despite being a bit more affordable than Qualtrics, SurveyMonkey's pricing can still be prohibitive for smaller teams or individual users.

Team plans require a minimum of three users with annual billing paid upfront, meaning the cheapest team option costs $900 yearly. The median price paid by SurveyMonkey users is still well above $16k.

Advanced features like sentiment analysis and detailed reporting are locked behind higher-tiered Premier and Enterprise plans, forcing users to upgrade even when they only need one or two specific features.

Ease of use

SurveyMonkey receives mixed feedback on ease of use, with mostly positive feedback. But opinions vary based on user experience and expectations.

And that's how many users find the basic functionality straightforward, with reviews noting "it is really intuitive" and "creating a survey is basically very easy!" The platform's core survey-building process is accessible to new users who need to get started quickly.

However, dozens of reviews mention the outdated UI, which aligns with our own testing experience, too.

Users express concern that "from a general use perspective, some forms seem outdated compared to the competitors we reviewed. The concern with having outdated forms is that the end user might not feel encouraged to respond.

One reviewer put it bluntly:

> *"The surveys look ugly and outdated. I feel embarrassed sending surveys from SurveyMonkey because aesthetically they are not nice looking at all. There's a big chunky heading, the buttons look really outdated, and OMG the email formatting (if we send from SurveyMonkey) is such a pain."*

Beyond aesthetics, some users complain about navigation difficulties.

The UI can be "difficult to navigate, especially when trying to look at results of data through a filter," and while "it can be difficult to learn, once you do learn it, the possibilities are endless," the initial learning curve remains a barrier.

Users on G2 also report that "circular logic is sometimes difficult to control or catch" and that some surveys are "too time consuming" due to how they're structured differently within the platform.

Customer support

SurveyMonkey's customer support also receives mixed reviews, with feedback skewing more negative overall.

Several users report **significant frustrations with response times and accessibility**, particularly noting that "customer support can be slow to respond, especially for users on lower-tier plans."

The support structure relies heavily on email, with one reviewer stating "there is a problem with getting customer support. Everything is done via email, and there is a slow response time from the SurveyMonkey team."

Some users have reported difficulty getting help when troubleshooting survey issues, which can be particularly frustrating during time-sensitive projects. Others note that "there could be better support when you reach out to the SurveyMonkey team directly" and that "the user interface and the customer support team needs to be checked."

However, not all experiences are negative.

Some users praise the support team as "always so reliable and dependable" and "always quick to help out with any issues or queries." One reviewer described the customer support as "reliable," particularly when working through analytics and reporting questions.

The inconsistency suggests that support quality may vary depending on your plan tier, the complexity of your issue, or which support representative you connect with.

Summary

- **Survicate** is the closest like-for-like **Qualtrics alternative**. It combines multi-channel survey collection (web, in-app, mobile, email, Intercom, Braze) with powerful analysis (AI insights, AI follow-ups, Insights Hub, Dashboards) and 40+ integrations so you can actually act on feedback. Best for teams that want **one platform** for collecting, analyzing, and closing the loop on customer feedback.

  Median price: around $8k.

- **Dovetail** is not a survey tool but an **AI-first customer intelligence and research repository**. It centralizes feedback from tools like Qualtrics, survey platforms, and support systems, then uses AI to categorize, search, and summarize it. Best for organizations that **already run surveys elsewhere** and need a central brain for insight management, not a Qualtrics replacement, but a powerful complement.

  Median price: around $22k.

- **SurveyMonkey** is a **popular, affordable survey creation tool** with plenty of templates, basic logic, and distribution options. It's easier on the budget than Qualtrics and works well for simple or mid-complexity surveys, but its UI feels dated and advanced analysis features sit behind higher tiers. Best for **small businesses and teams** that mainly need to send surveys and get straightforward results that don't mind the dated look and hefty price.

  Median price: around $16k.