

Competing in Entertainment – Providing an Exemplary Guest Experience

Presented by: 360 Intel

Background



Managing 18 locations, leadership of a regional cinema brand just didn't have enough bandwidth to see what was going on for themselves on-site often enough. Starting with surveys, frequency of the data being captured wasn't enough, and they wanted more data, more often.

Solution



To address this, they expanded to include mystery shopping programs in addition to their survey program to increase the amount of data they receive and augment their direct customer feedback with objective third party data.

Results



A focus on exceeding customers' expectations on site, and ensuring their guests have an "exemplary experience." Poor scores are shared with leadership in each building, and issues are addressed quickly. Possibly more importantly, lost revenue opportunities are surfaced.

In Their Own Words

“If you are concerned customers are not getting the service you expect and what your goal is to attain, these tools help you understand in depth,” stated the VP of Sales & Marketing. “You can get data in a short amount of time to make quick, real business decisions that impact the bottom line.”

While cinemas can't expect competition to go away, companies who adapt and differentiate will continue to see growth by consistently exceeding customer expectations.

