

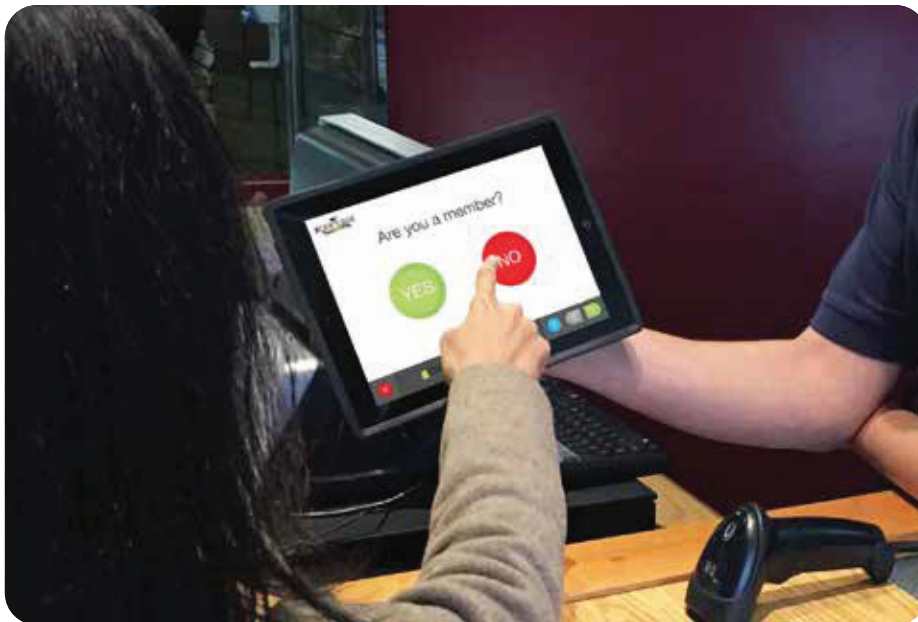


Black Creek Pioneer Village is an open-air heritage museum showcasing buildings and artifacts from Toronto and Ontario during the 1800s.

“QuickTapSurvey is very useful for collecting visitor feedback. It’s simple to use and eliminated the need for paper and email surveys.”






Geri Smith, Supervisor
Guest Services



Challenge: Collect visitor feedback without email or paper

Results: Feedback used to inform marketing strategy

Key Customer Benefits

-  Simple to use
-  Attractive screens
-  No internet required

The Challenge

- Find a modern visitor feedback survey tool to intercept visitors.
- Eliminate the need for an email survey with low response rate and paper comment cards that are cumbersome for visitors to complete.
- Collect visitor insights to understand the impact of marketing initiatives.

The Solution

- Use the up-to-date technology of QuickTapSurvey to acquire day-to-day visitor feedback.
- Staff members intercept visitors with a quick and easy survey on an iPad.
- Acquire feedback from all types of visitors, not only those inclined to use email or comment cards.

The Results

- The fun and attractive QuickTapSurvey screens made it easier and faster for staff to collect visitor data.
- Obtained much more feedback than email surveys and comment cards.
- Visitor feedback helped management identify several changes needed to their marketing strategy.