

# Fabulous Fan Fayre Manchester City Football Club

A Jamie Oliver & Legends Hospitality company

Manchester City's catering partner, feeding over 2 million fans at the Etihad Stadium. Legends is a Dallas Cowboys & New York Yankees company.

“QuickTapSurvey is an exceptional tool that helps us capture candid feedback from 1000's of fans so that we can continue to make Man City's stadium food the best in the country.”

John Russo, Director Of Public Operations



## CUSTOMER SATISFACTION

**Challenge:** Easily conduct customer intercept surveys on extremely busy match days

**Results:** Realtime insights help us constantly improve the customer experience

### Key Customer Benefits

-  Realtime Capability
-  Actionable Reporting
-  Ease of Use

### The Challenge

- Routinely capture in-person customer feedback at hospitality areas, fan zones, public concessions
- Gather intelligence to enable KPI reporting, tracking and analysis
- Monitor responses in realtime to facilitate on the spot complaint resolutions
- Reduce training time while maintaining learning competency
- Meet contractual customer satisfaction KPI targets

### The Solution

- Use mobile friendly QuickTapSurvey Android app to promote positive brand interactions
- Design data-driven performance metrics survey to capture satisfaction, operational effectiveness
- Use realtime reports to monitor customer expectations, provide high levels of customer service
- Use extensive library of online resources to quickly train data collectors
- Use all of the above to meet targeted customer satisfaction rating

### The Results

- User friendly interface and club branded surveys resulted in increased survey participation
- Combining KPIs and customer satisfaction surveys facilitated a more holistic view of performance
- Advanced realtime reporting led to instant decision-making by management
- Simple and intuitive, app entirely eliminated need for training
- Reached customer satisfaction rating of 87%, outperforming initial targets