

Fabulous Fan Fayre

Manchester City's catering partner, feeding over 2 million fans at the Etihad Stadium.



“

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

The Challenge

- Capture in-person customer feedback at hospitality areas, fan zones, public concessions
- Facilitate on-the-spot complaint resolutions
- Gather intelligence to enable reporting, tracking and analysis
- Ensure contractual customer satisfaction KPI targets are met or exceeded
- Train staff previously unfamiliar with mobile data capture platforms

The Solution

- Use mobile friendly QuickTapSurvey Android tablet app to promote positive brand interactions
- Use real-time reporting to immediately react to customer feedback
- Design data-driven performance metrics survey to capture operational effectiveness
- Use response data to calculate customer satisfaction rating

- Take advantage of QuickTapSurvey resources - Customer Success Team, Onboarding, Help Center

The Results

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

Key Customer Benefits

- Ease of Use
- No Internet Required
- Affordable Pricing