

Developer and operator of luxury resorts and timeshares in the United States and Mexico. Partners with major sports franchises including Lakers, Clippers, Angels and Dodgers for sponsorship events.

“We rely on QuickTapSurvey to capture contact details from thousands of fans in fun, unexpected ways. It works without fail every time!”

Oskar Diaz De Leon

Director of Sales and Marketing - Digital Programs at Welk Resort Group, San Diego, CA

**Challenge:** Increase leads captured at Los Angeles Angels baseball games

**Results:** 150% increase in lead capture

### Key Customer Benefits



No internet connection required



Built-in baseball trivia quiz



Fun to use



### The Challenge

- Collect a high volume of leads, quickly, at Los Angeles Angels baseball games
- Replace clunky PC-based kiosks requiring significant time and effort to assemble
- Replace outdated software requiring scarce development resources to update and maintain
- Increase participation with a baseball themed activation

### The Solution

- Use QuickTapSurvey and iPads to capture leads at Angels games
- Engage fans with a trivia quiz and instant prizes
- Capture email addresses for Welk Resorts
- Enclose iPads in branded kiosks with easy docking and setup
- Use built-in QuickTapSurvey reports to view number of leads captured in real-time

### The Results

- Trivia quiz was a huge hit. Fans loved the chance to prove their Angels knowledge.
- Outperformed lead capture target by 150%. Expected 120 leads per game, but averaged 300 leads.
- Modern touch screen interface made participation quick and easy for fans of all ages, abilities
- QuickTapSurvey was reliable and worked every time