



CASE STUDY: EVO ENTERTAINMENT GROUP

EVO Entertainment Group Uses Loop to Automatically Collect Post-Event Feedback to Improve Training and Operations.

EVO Entertainment Group is an experiential entertainment destination offering a variety of activities including movies, bowlings, games and attractions like climbing walls, virtual reality, ropes courses, and bumper cars, while serving food from their scratch-kitchens and bars. EVO maintains their focus on guest experience and has a way to play for all ages.

The Challenges

EVO Entertainment group is a growing company with new locations opening across their various

brands including: EVO Entertainment, EVO Cinemas, EVO Live, Elevate Rewards, Times Square Grand Slam and ShowBiz Cinemas. The company employs more than 1,200 people and entertains more than 8 millions guests a year across 172 cinema screens, 151 bowling lanes, and more than 50,000 square feet of gaming and attractions space. With this much activity, it became important to start collecting feedback on the events they hosted in an efficient way. Previously using a manual process, this became time consuming and difficult to report on.

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The Solution

Using the Tripleseat integration with the Loop Experience Platform, EVO is able to automatically collect post-event feedback at their venues. This has allowed them to have a better understanding of the clients needs, to improve workflows, provide additional training and analyze trends over time.

“The moment we rolled out Loop, our team was so excited to capture real feedback from events. Previously, we used Google Forms, so Loop was an upgrade when it came to collecting data. I really love how the survey integrates with Tripleseat and how it’s able to be automatically sent to all our events. The system’s design is easy to navigate and easy to implement with Tripleseat. It’s very customizable and we could use it to track and analyze the data we want. Overall, it’s a great system!” said Aleksa Gutierrez, Regional Sales Manager at EVO Entertainment Group.

“Loop has helped provide insight into where we need to focus on training, as well as within our teams because we can share this feedback with everyone. It’s real feedback. It’s coming from real people, in real time. So, I think it has made a huge difference.”
Aleksa Gutierrez, Regional Sales Manager at EVO Entertainment Group.

Loop seamlessly integrates into the Tripleseat account, listening for triggers to automatically send surveys pre-sales, post-sales, pre-event and post-event based on the setting configuration.

After implementing the program, EVO quickly realized the value of closing the loop on the feedback they have been receiving. They added the Loop Messaging product to their platform license and it has been an exciting addition to their workflow. “In the beginning, it was overwhelming getting all the incoming responses. Then we added the response feature which has been convenient because we have it all in one place and then we can just resolve the issue right then and there,” Aleksa said.

Conclusion

EVO has incorporated collecting feedback into their team culture by using a Teams Channel to share data.

“I find the platform to be well-designed and its seamless integration has greatly simplified our daily operations. The system offers invaluable insights in areas that require attention and improvement which guides us in the right direction of how we can get there. It’s also nice getting compliments on how well we are doing as well!” Aleksa said.

About Benbria

Benbria is a leader in customer experience and engagement solutions, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, the Loop platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engage with customers to convert and recover, and motivate frontline employees to improve operations, reduce customer churn and increase loyalty.

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