



Focus On:

Customer Satisfaction Studies

iImpact Solution Brief

ORGANIZATION TYPE:

Professional Sports Association

TARGET AUDIENCE:

Season ticket holders unlikely to renew

PROJECT CATEGORY:

Customer/Ticket Holder Satisfaction Tracker

IMODERATE OBJECTIVE:

The primary objective of this study was to understand the key drivers behind season ticket holder renewal behavior. Specifically, the association wanted to identify those fans with undecided renewal intent and understand the drivers behind their behavior. For example, how are teams falling short in delivering an experience that makes fans want to renew? Do fans feel valued? By identifying those underlying drivers, the association could proactively develop both short and long-term solutions, as well as league-wide initiatives to improve overall fan loyalty and retention rates of the season ticket bases.

OUTCOME:

The outcome was key issue identification that helped both the association overall, as well as the individual teams, understand specifically how to best reach out to undecided ticket holders. Sessions explored the price-value equation and demonstrated that everything from fan appreciation events to off-court player behavior impacts the overall value ticket holders perceive they get for the price they pay. From this feedback, the individual teams and the association were able to target the undecided base with meaningful renewal campaigns and fan programs.

ORGANIZATION TYPE:

Consumer Electronics Company

TARGET AUDIENCE:

Purchasers of a computer notebook service plan

PROJECT CATEGORY:

Customer Satisfaction

IMODERATE OBJECTIVE:

The primary goals of the iModerate sessions were to:

- Understand how well information about the service plan had been conveyed
- Ascertain what benefits respondents felt the service offers
- Understand what drove respondent satisfaction ratings as they related to the service plan
- Identify what steps the service provider could take to improve their service plan package overall and increase the likelihood to purchase

OUTCOME:

The sessions demonstrated that overall, subscribers of the service plan felt comfortable with the knowledge they had about the offering. They did feel however that they could stand to know more about the specifics of having repairs made and getting replacements for items that could not be repaired. Only when they had a repair or needed a replacement were they forced to familiarize themselves with the nuances of the exact service offered. Surprisingly, the sessions also revealed that the profile of the respondent who was most likely to utilize this type of service plan was somewhat different than initially hypothesized. The perceived target demographic for the service was, as it turned out, not as prone to the risks that make a computer repair service plan like this invaluable. Moreover, the plan's customer service was found to be rated very highly among respondents who had utilized it to fix a problem, which increased their likelihood to renew or purchase the service again.