

# Turnkey Intelligence

## Opportunity

Turnkey Sports & Entertainment is the holding company that owns and operates Turnkey Intelligence, the industry's leading business intelligence firm. Since 1996, the independent third-party research firm has been a recognized, respected, and trusted partner to the top entities in sports and entertainment, working with more than 220 professional and collegiate properties, leagues, brands, and events.

The company's market research provides data-driven insights and strategies to help brands understand their customers and target market needs, enabling optimization of customer experience and marketing initiatives.

When Turnkey determined it had outgrown its "homegrown" survey tool, the search was on for a new, more scalable platform that offered comprehensive survey and benchmarking capabilities. The survey platform needed to be flexible and robust to support Turnkey's customer research group, which specializes in sponsorship and consumer feedback analysis.

It also needed to fit within Turnkey Intelligence's Audience Portal, an online portal containing multiple platforms designed to help Turnkey clients sell and market more effectively. Among the Portal's core tools are Prospector, a data enhancement platform, and the Surveyor Network, a dashboard-based system designed to enable clients to track gameday experience satisfaction and season ticket holder renewal intent, as well as benchmark results against DMA, peer group, and league averages.

## Solution

After evaluating a number of survey platforms, Turnkey made the decision to license Verint® Enterprise Feedback Management™ to support its extensive survey operations.

"There are plenty of do-it-yourself survey tools on the market, but we were looking for an enterprise-grade solution to serve as the critical foundation for our commercial research offerings," says Jaclyn Cranston, senior director of research at Turnkey Intelligence. "Verint Enterprise Feedback Management checked off all the boxes."

Part of Verint's Voice of the Customer solutions and broader Customer Engagement portfolio, Verint Enterprise Feedback Management is designed to help organizations take a proactive approach to engaging with customers—and employees—by capturing, analyzing, and acting on their feedback to enhance service, processes, satisfaction, and loyalty. Available on-premises or in the cloud, organizations have the flexibility to adopt the solution per their specific operational requirements.

Using Verint Enterprise Feedback Management, Turnkey created a library of survey templates, which are customized for sports and entertainment, to share with clients.

# VERINT®

## Customer Success Story



### Solutions

Verint® Enterprise Feedback Management™



### Industry

Sports & Entertainment



### Region

Americas

## Results

- Supports flagship survey offerings used to drive customer experience improvements at more than 220 professional and collegiate properties, leagues, brands, and events.
- Solicits and captures feedback from more than one million sports and entertainment fans annually.
- Increases survey participation through improved survey convenience and relevance.

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Participating organizations are given the option to add customized questions to the templates or create their own survey instruments from scratch.

## Benefits

Verint Enterprise Feedback Management helps Turnkey gather feedback from more than one million sports and entertainment fans on an annual basis. The data collected and analyzed provides valuable insights into fan engagement specific to sports and entertainment organizations, and assesses all aspects of the customer experience – from food and beverage options at the venue to parking and ease of post-game departure.

The Verint software’s extensive survey design functionality enables Turnkey to improve convenience and relevance for its survey respondents, thus helping to increase survey participation. While vital specifics such as respondent seating section and tenure as a season ticket holder are captured automatically, Turnkey uses the skip logic and conditional hiding/showing features to further reduce respondent time and effort by removing unnecessary questions.

Flexible formatting options within Verint Enterprise Feedback Management offer extensive control over the look, feel, and branding of surveys. Turnkey develops custom survey themes

and interchanges logos as needed to reflect participating team branding, with survey end pages branching to respective team websites.

Turnkey also finds Verint Enterprise Feedback Management’s real-time analytics, dashboards, and reporting extremely valuable. In particular, the public and frequency reporting features have proven handy to show progress or provide a quick snapshot view of survey data as it is being collected. For even more extensive data analysis, the company leverages the solution’s intuitive Application Programming Interfaces (APIs) to aid in the aggregation and access of data for use with its own proprietary reporting platform.

Beyond robust features and functionality, Turnkey has been impressed with the deployment flexibility of Verint Enterprise Feedback Management, as well as Verint’s ongoing support of the solution. Though EFM is available in the cloud (public and private), Turnkey hosts the solution in house on its own servers and has been able to maintain the application in a very cost-effective manner.

“We have a pretty lean staff,” explains Cranston. “We use Verint Enterprise Feedback Management extensively and the team is quite proficient. However, when it’s needed, the support from Verint has been great. When we have questions, they respond quickly.”

## The Customer Engagement Company™

### Americas

info@verint.com

1-800-4VERINT

### Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

### Asia Pacific

info.apac@verint.com

+(852) 2797 5678



verint.com



twitter.com/verint



facebook.com/verint



blog.verint.com

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