SPORTS & ENTERTAINMENT

How Žalgiris grew visitor feedback when traditional surveys stopped working

Žalgiris moved to the Synopticom customer experience platform when its old survey methods stopped working well and respondent numbers were falling. Respondent numbers have since grown significantly, and NPS is analysed by customer journey stage and by event.

> "Customer experience is now a shared responsibility across the organisation."
>
> **Erika Januškevičiūtė**, Customer Experience Manager, Žalgiris Group

The challenge

For Žalgiris, customer experience is a top priority. Continuous visitor feedback is essential to creating unforgettable emotions at every event.

But the survey methods used before were becoming less effective, and respondent numbers were falling fast. That made it harder to get a representative picture of the real visitor experience, and to see what needed improving.

The solution

Žalgiris moved to the Synopticom customer experience platform to increase both the volume and the quality of feedback.

NPS is measured centrally, and results are analysed across customer journey stages, individual events and other relevant segments. That makes it easy to track trends, spot strengths and weaknesses, and make decisions grounded in data.

The result

Respondent numbers have grown significantly. That gives a far more accurate and detailed picture of the visitor experience, and deeper NPS analysis makes improvement faster and more targeted.

Customer experience has also become a shared responsibility. Not only front-line staff but every member of the organisation can see their own contribution to the result.

AT A GLANCE

Client
Žalgiris Group

Sector
Sports & entertainment

Country
Lithuania

What Synopticom delivers
The Synopticom customer experience platform, with NPS measured centrally

Results broken down by
Customer journey stage, individual event and other relevant segments

Key result
Significantly more respondents, and customer experience as a shared responsibility across the organisation

Running events or venues and losing survey responses? Let's look at how you can get more, and better, feedback.

Book a demo

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