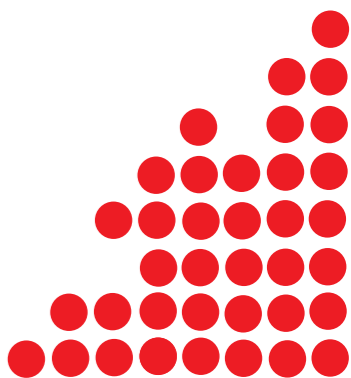


strategy|solutions|sustainability

**WHEN THE CUSTOMER  
COMES FIRST**



No matter where you work, it's probably safe to assume that you've heard someone utter the phrase, "The customer is always right."

At **Incognitus** our philosophy has a slight twist, in that whilst we disagree that the customer is always right, we certainly have a clear understanding that the customer is always the customer and our role is to offer guidance and a firm hand to ensure that we are not just there to "make up the numbers of unity" but to offer direct and logical input as and when required.

When **Incognitus** integrated with a premier national sports franchise in Australia our mantra was to provide Operational venue Audits to establish a benchmark for existing event operations. The evaluation included a comparative of global best practices and a guest experience survey program for league matches to assess the front line staff operational preparedness and overall customer experience. The results certainly challenged the paradigm of how the client really perceived their product offering.

The **strategy** was to provide the client with a realistic reflection of the guest's game-day experience through an evaluation of the guest's event experience from start to finish. This would be accomplished through an operational evaluation for the venue and each customer touch point. Our role would include the development of a custom survey to analyze every aspect of the guest experience at each point of guest interaction.



The client's buyer database would be utilized to determine participants in order to identify both performance gaps and areas where the event experience is excelling. This would provide an important baseline for ongoing tracking and a continuous improvement through the cross referencing of the venue audit and the guest survey feedback.

The **Solution** was to establish a comprehensive audit program tailored to the unique qualities of the venue. Through evaluation and by experienced venue operators, **Incognitus** completed an operational audit of every touch point of a guests experience at the match day. Included in the process was our propriety "Great Experiences" guest survey program that provided direct feedback and insight to help the client more fully understand and appreciate the needs and desires of their guest. This valuable information helped to create the best experience for the guest and integrate that experience standard across all guest touch points and throughout every level of the client's organisation and venue operation.

*"Our direct approach ensures that the client receives the facts as feedback not just what they want to hear"*

**Incognitus** then further analysed the client's guest experience at other events during the season and identified areas for short, mid and long term improvement.

This evaluation process and reporting allowed the client to understand the overall guest experience and assist the client to easily identify the strengths and areas that need improvement. Within the after action reporting were actionable solutions and creative opportunities for the client to share with venue managers to improve the overall success of events and further promote the client's and the individual team's positive brand.

Additionally, the direct guest feedback completes the customer loyalty loop and is fed back into improved standards, training and reward systems designed to elevate the experience bar year-after-year. As the guest expectations increase and the benchmarking of the guest experience becomes more of a global comparison, the program helps the venue and appropriate venue management adjust and continue to maintain the critical edge over other entertainment competition.

Our research and reported/documented advice has led to immediate changes in fan experiences and has been adopted in at least 4 stadia where the client hosts their product. Further involvement has led to an engagement in new stadia design where the results of our findings have been utilized.

Let **Incognitus** and our experienced venue/event trained team assist you in enhancing the guest experience within your facility.

## What we do

- Operations
- Parking
- Ticketing
- Security
- Crowd Management
- Guest Services
- Appearance and Cleanliness
- Premium Services
- Food and Beverage

## What we specialize in

- Facility Assessment & Operational Audits
- Guest Experience Benchmarking
- Safety and Security Consulting

## What we've done

Successfully applied over 150 years of combined knowledge to leading sports franchises in Australia and in the USA with quick and long-term responses.

