



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAEexpo



@IAAPAHQ | #IAAPAEexpo

Negative Feedback, Positive Results: Embracing Negative Guest Feedback

Ben Story, Avius



@IAAPAHQ | #IAAPAEspo

Turning Complainers into Ambassadors...

- Listen to all methods of feedback
- Don't be scared to receive complaints
- Be quick and efficient





avi.us/TTLKA

0433

How would you rate this restroom today?



Exceptional



Average



Poor





avi.us/TTLKA



0433

How would you rate this restroom today?



Exceptional



Average



Poor



Why was the restroom not clean?
(Please select all that apply and press right)



Litter on
the floor



Wet / dirty
counters



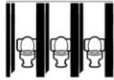
Wet / dirty
floor



Dirty walls



Dirty mirrors



Dirty stalls



Smell



No paper towels



No Soap

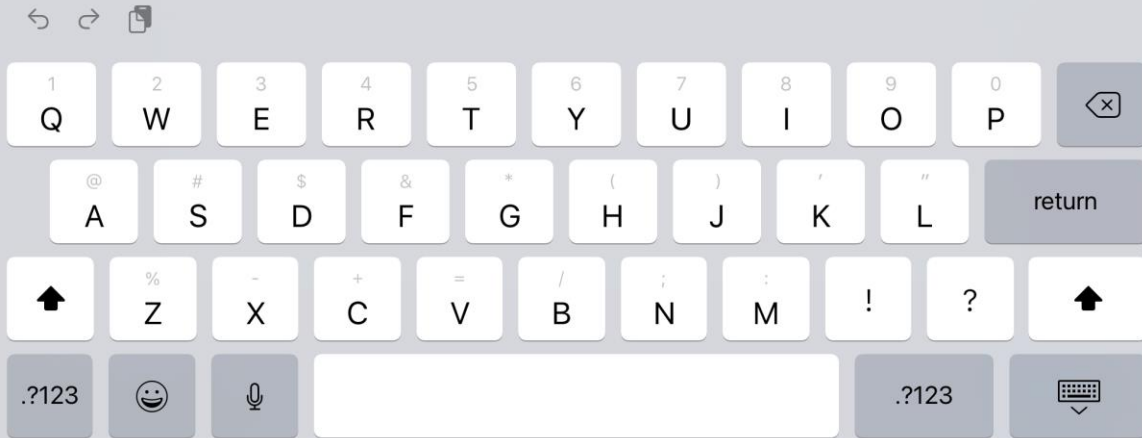


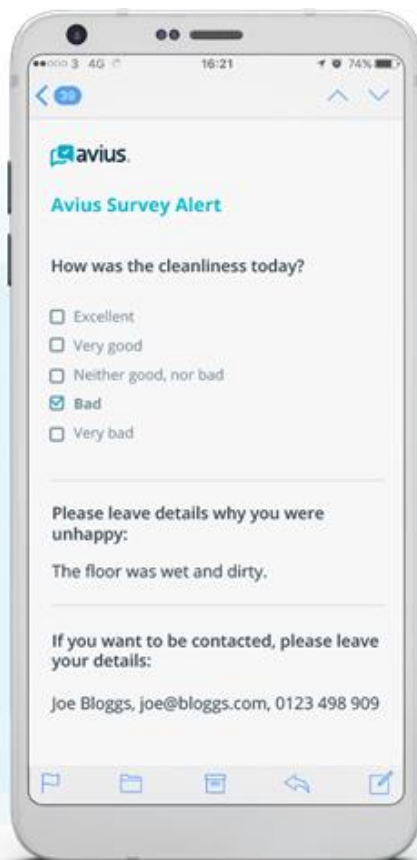
Other

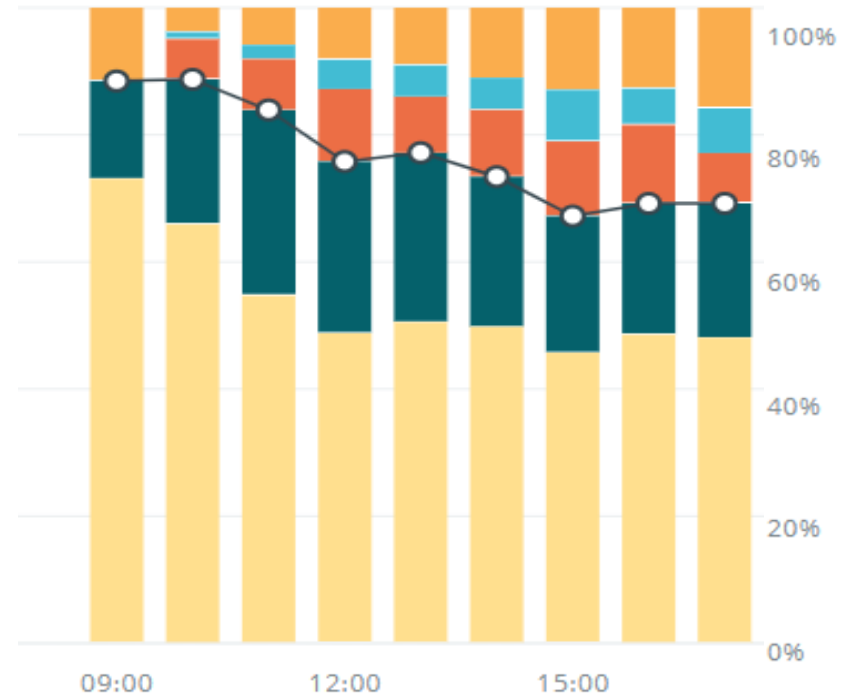
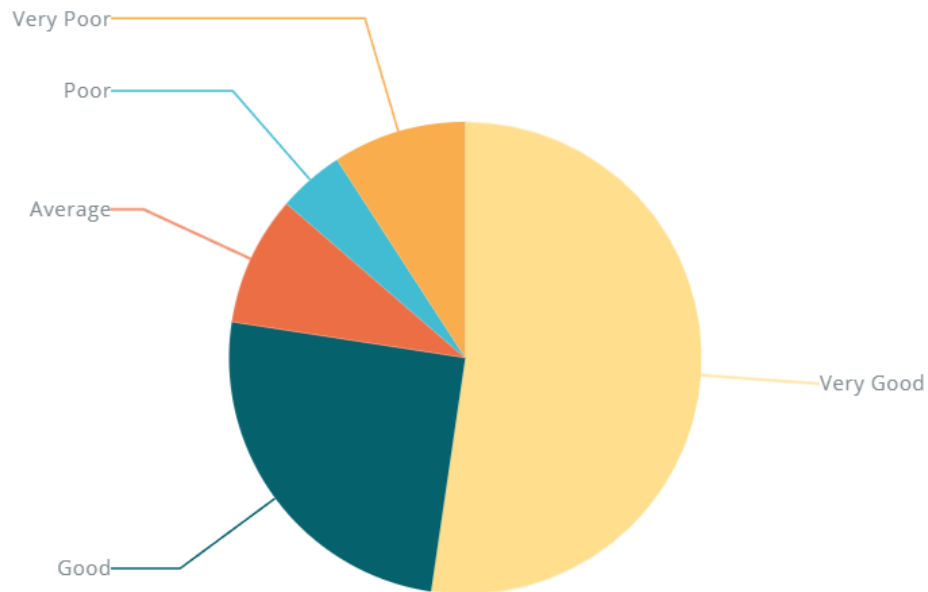


Do you have any additional comments about these restrooms?

750





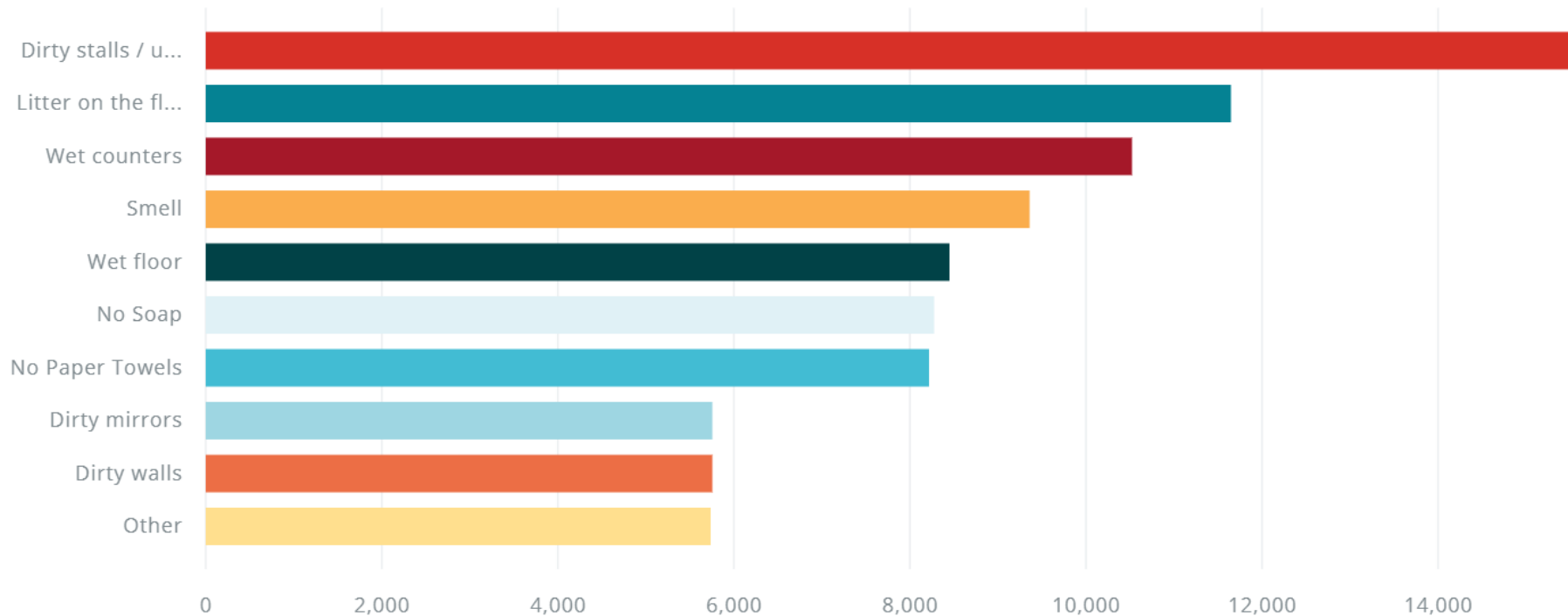




WHY WAS THE RESTROOM NOT CLEAN? (PLEASE SELECT ALL THAT APPLY AND PRESS RIGHT)



Respondents: **29,619**



Where to collect feedback?

- Rides
- F&B outlets
- Restrooms
- Retail
- Online / Pre and Post visit
- Social Media
- Guest Services



“We’ve relied on Avius since we opened the Resort. The real-time data and alerts we receive have allowed us to deliver year on year improvements across all our Key Performance Indicators.”

Tyler Pellerin, Product Excellence, LEGOLAND

Questions?

I’d love to hear from you!

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