



BACKLOOPER CASE STUDY

Audubon Nature Institute

Audubon Nature Institute has been serving the New Orleans community for over 100 years. As one of the largest contributors to the New Orleans tourism market, the institution consists of Audubon Zoo, Audubon Aquarium, Audubon Butterfly Garden & Insectarium, along with other complexes within Audubon Park.

Audubon's senior leadership is focused on listening to guests visiting all their locations to gain insight into the top areas of the guest experience, along with identifying opportunities for improvement. Since 2015, Audubon has worked closely with Amusement Advantage, which sends in multiple mystery shoppers each month to perform detailed evaluations of each location, using criteria that combines standards in the attractions industry, matched with key indicators and details that Audubon seeks to measure. This has helped the organization hone in on short-term and long-term action plans, that include employee recognition and coaching, as well as capital expenditures that continually improve the guest experience.



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In 2016, Audubon commissioned Amusement Advantage for a monthly feedback analysis. Using TripAdvisor as the primary source of data, Amusement Advantage began furnishing reports that dissected key findings in online reviews – offering a more robust solution than looking at reviewers’ ratings and rankings. This enabled Audubon to understand their monthly **Guest Experience Score**, as an aggregate of all feedback submitted each month. Audubon has also compared their scores with comparable attractions including other zoos and aquariums throughout the country. This has enabled Audubon to determine how their top guest concerns are perceived at similar facilities.

While the initial monthly reporting was considered to be a successful program, it left three key guest feedback objectives unresolved. First, the number of guests who actively posted on TripAdvisor represented a small fraction of Audubon’s overall attendance, even when guests were actively asked to post online through email requests following their visit. Second, the depth of the data was minimal – many guests tend to post online to advise the public what they can expect when they visit, which often results in information that is not actionable for the business. This is a typical problem observed throughout the industry. Third, Audubon wanted to gain information on which areas of the guest experience could be improved; however, using an online review site as the primary channel pushes guest complaints into the spotlight, which runs the risk of damaging their online reputation.



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With Amusement Advantage's system in place for extracting and consolidating the key metrics from guest feedback, Audubon was eager to direct guests through **BackLooper**, a feedback visualization platform developed by Amusement Advantage to combat these issues. BackLooper uses internal channels for collecting data specific to the guest experience, primarily through post-visit emails, using a method that allows guests to share what they enjoyed about their visit along with what could have made it better. This open-ended survey gave guests the opportunity to share concerns privately, with the goal of helping Audubon locate friction points without airing them publicly. The final product looks nearly identical to the monthly public feedback analysis, with the only difference being that the source of data would change.

In the first four hours that Audubon began collecting data through BackLooper, the response rate exceeded what Audubon had generated on TripAdvisor in four months. During Audubon's first month using BackLooper, the organization received more than **10 times** the responses than were seen on TripAdvisor, across all three attractions combined. More impressive was the quality of the responses themselves. Because each response is broken down into multiple comments, the amount of actual data generated through BackLooper was **18 times** the amount generated on TripAdvisor. Not only was the response rate much higher, the responses themselves were **80% more valuable**, on average. After the first month, Audubon received both reports side-by-side: BackLooper, and their monthly TripAdvisor analysis.



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Because guests were prompted to share concerns, they took the opportunity to indicate what could have made their visit better. This means that Audubon now has the intelligence from their paying guests to make adjustments to the guest experience, and their online reputation remains just as strong. Taking it a step further, the majority of guests provided their contact info, eliminating the need to respond to a review with a hopeful request that the guest will call. Now they can connect with the guest directly to provide effective service recovery.

Daine Appleberry, Director of Guest Experience for Audubon Nature Institute, shared his remarks regarding the program. *"We have seen vast improvements in our Public Feedback and Competitive Analysis results. We felt that there was so much feedback we were either missing or our guests weren't telling us."* When seeing the amount of data that BackLooper provided, the differences were immediately apparent. Appleberry continued, *"BackLooper has not only given us the quantitative data but, equally important, the qualitative data that will support us in our decision-making process. All things considered, our work with BackLooper will positively affect our public feedback results because we will address hidden concerns and friction areas in our guest experience."*



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Amusement Advantage is transitioning Audubon from relying completely on TripAdvisor for guest feedback to almost entirely leveraging BackLooper for a higher volume of data from more guests that yield more actionable results.



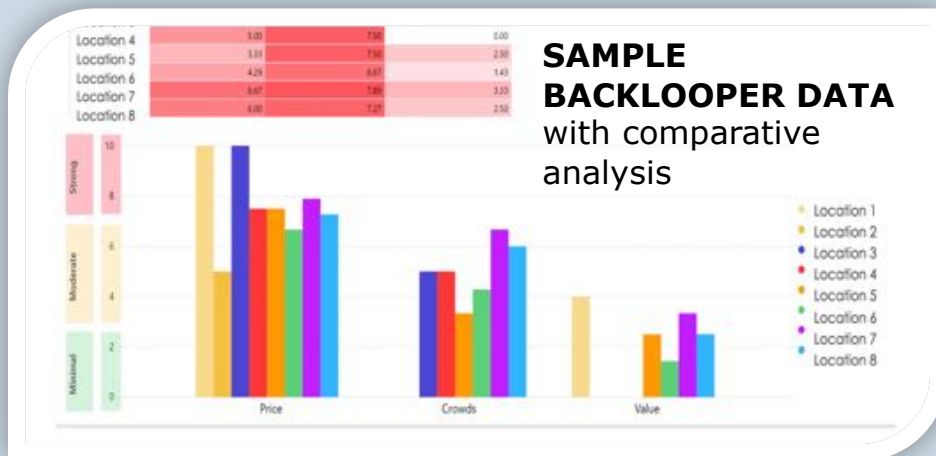
10x more feedback compared to TripAdvisor



18x more overall data received



80% more valuable data per response



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For more information, and to learn how BackLooper can help your attraction gain higher volumes of detailed guest feedback, contact **Joshua Liebman** at josh@amusementadvantage.com, or (407) 442-3110.

BackLooper

<http://www.amusementadvantage.com/backlooper>

About Audubon Nature Institute

Audubon Nature Institute is a 501(c)3 not for profit that operates a family of ten museums and parks dedicated to nature. We serve our visitors, our community and our world as an educational resource, an environmental guardian, a leader in economic development and a venue for family entertainment. The success of the Audubon family lies within the individual strengths of its facilities. Working together, they are helping to create a bright future for generations to come. Audubon Nature Institute is committed to "*Celebrating the Wonders of Nature*" every day in this city where celebrations are woven into the basic fabric of life. Each member of the Audubon family is unique, but essential to the overall character of the collection. Our success is measured in such tangibles as visitor attendance, the births of disappearing wildlife, the substantial economic impact on our community, and the smiles on the faces of the children who visit us all year long.

About Amusement Advantage, Inc.

Amusement Advantage, Inc. was founded in 1996 to provide mystery shopping services exclusively to the attractions industry. Based in the greater Denver, CO area, the company works with attractions in the US and Canada, including amusement parks, water parks, FECs, zoos, aquariums, science centers, museums, bowling centers, trampoline parks, and other attractions. Amusement Advantage is a member of the International Association of Amusement Parks and Attractions, the Florida Attractions Association, the Association of Zoos and Aquariums, International Association of Trampoline Parks, Bowling Proprietors Association of America, and the Mystery Shopping Providers Association. Amusement Advantage measures compliance standards for FAA and IATP, provides mystery shopping evaluations for IAAPA as part of the selection process for the Top FEC's of the World Awards, and is the exclusive Smart Buy provider for the Bowling Providers Association of America. Amusement Advantage's consulting division includes guest feedback analysis to help attractions understand perceptions from a wide variety of guests, along with guest experience training to engage frontline staff members with best practices in enhancing the guest experience.



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