

Case Study

New York Athletic Club

“The surveys we receive through the B4Feedback system are extremely useful, helping us identify the individuals providing great service. If there are physical problems with the facility, we can address them promptly. We know what our members and guests are happy with and what isn’t working.”

- Daniel Perez, Assistant General Manger



Challenge

The New York Athletic Club was only receiving 60 paper comment cards per month – a very low number based on citywide demand for accommodations by members, member guests and reciprocal club members. This, combined with the manual compilation system, was a cumbersome process also subject to human error.

Solution

By using the automated B4Feedback program, the club gained the ability to respond virtually instantaneously. The system has an easy-to-use dashboard and report writer that allows information to be accessed quickly to aid management decision making. Additionally, B4Checkin’s pre-arrival communication tool was employed, allowing the organization to send emails seven days prior to arrival and relaying valuable information such as dining choices, club policies and transportation options to help ensure a positive experience.

Results

Since installing the B4Feedback system, the New York Athletic Club has seen the average customer response rate soar to over 20%, four times the previous benchmark from paper comment cards.



b4feedback



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