

Case Study

CADBURY WORLD

Overview

Cadbury World, located in Birmingham, is a visitor attraction dedicated to telling the story of Cadbury and chocolate. As winner of the 'Large Visitor Attraction of Year' award at the 'Heart of England Excellence in Tourism Awards,' Cadbury World welcomes a vast number of customers, especially family groups, on a daily basis.

Problem

Cadbury World wanted to attain a wider range of customer feedback in order to further improve and develop its appeal. They specifically aimed to get substantial feedback to be able to put together 'customer profiles' based on geographical location and age. With the results of the survey they planned to pinpoint improvements and changes to their advertising focus. A previous survey undertaken, involving face-to-face interviews, was lengthy and costly, and attained feedback from only 200 customers. Cadbury World wanted to achieve a significant sample of customer feedback in a more efficient and cost-effective way.

Solution

CRT's ViewPoint system with ViewPoint Touch Screens.

Using ViewPoint's sophisticated survey management software and ViewPoint Touch Screens, Cadbury World quickly attained a stream of information, previously thought impossible. They now generate 700 per week, and have halved research costs. This has led to a better understanding of their customers and enabled them to re-focus their advertising strategy.

The survey pinpointed products and activities that customers wanted, which has directly impacted their merchandising. Many visitors to Cadbury World are families and the ViewPoint Touch Screen is so easy to use that all members of the family are now giving their feedback.

“The benefits were immediate. The ViewPoint Touch Screen are far more cost-effective than running paper-based surveys, and the results are continuous, producing a steady stream of data. We have had some really interesting and useful customer feedback through ViewPoint and we have already begun to look at changes we can make based on our survey results, such as where and how we advertise.”

Nicola Baroth, Marketing Information Manager, Cadbury World

“ViewPoint Touch Screen is a useful monitor of key variables relating to the visitor experience. It provides a significant financial improvement, as we have saved about half of our research costs already.”

Colin Samways, Marketing Manager, Cadbury World

Benefits

- Saved 50% of traditional research costs
- Generated high response rates – 700 per week
- Achieved Immediate results
- Produced continuous data at all times of the day
- Easy to use for all demographics
- Helped ascertain customer profiles
- Identified most effective advertising



Cadbury World

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