

Wales Millennium Centre

Overview

Wales Millennium Centre (WMC) has taken its place as one of the world's leading arts venues. With two theatres, five function rooms, galleries, shops, restaurants and foyer spaces, WMC offers unprecedented entertainment, from big name west end shows in the 1900 Donald Gordon Theatre, to more intimate shows in the 250 seat Weston Studio. WMC was built as a 'stage for the nation' for cultural enjoyment of all and designed to showcase and nurture creative talent at its best. But it was also designed and built to reflect the 'spirit of a nation'. Just as Wales' landscape has inspired creativity and excellence, so too has its culture.

Problem

WMC were mainly using face to face interviewers to gather feedback on their customer views. WMC has two types of customer – one that visits specifically for events, with a large bias in the evenings. The other – casual visitors who attend WMC due to its premier attraction status in Wales. Traditional research methodologies were struggling to attract statistically significant numbers and the cost of using out of hours interviewers was high. This proposition was further complicated by the need to capture the responses of Welsh speakers, which again added a premium to research costs.

Solution

WMC employed CRT's VIEWpoint system, with its multi lingual functionality, to manage a number of VIEWpoint touch screens in the public spaces. Employees do not encourage customers to undertake the survey, and no additional signage is used to promote the kiosks. During a trial conducted over a specific one month period the number of responses collected using CRT's VIEWpoint touch screens was more than four times the amount gathered in a typical previous month. In addition, WMC have found the cost to be significantly less than other survey methods. Comparing its data, WMC identified that the touch screen system secured more feedback from Welsh speakers and disabled users and these results were accurate to their visitor demographic.

"CRT's VIEWpoint touch screens enable us to gather high volume, high quality customer feedback and make financial savings – freeing up resources for complimentary areas of research such as focus groups."

Penn Trevella – WMC Head of Marketing

"The satisfaction of customers is paramount to Wales Millennium Centre. Traditionally we have used face to face interviews and self completion surveys to gather feedback. CRT's VIEWpoint touch screens have enabled us to gather high volume and high quality feedback around the clock, giving us data that more accurately reflects the profile of our customers."

Penn Trevella – WMC Head of Marketing

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We have saved about half of our research costs.

Colin Samways,
Marketing Manager,
Cadbury World.

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Benefits

- Research costs reduced significantly
- Customer feedback collected at all times
- Representative sample captured
- High response rates
- WMC in control of all elements of research process
- Flexibility to change surveys at short notice