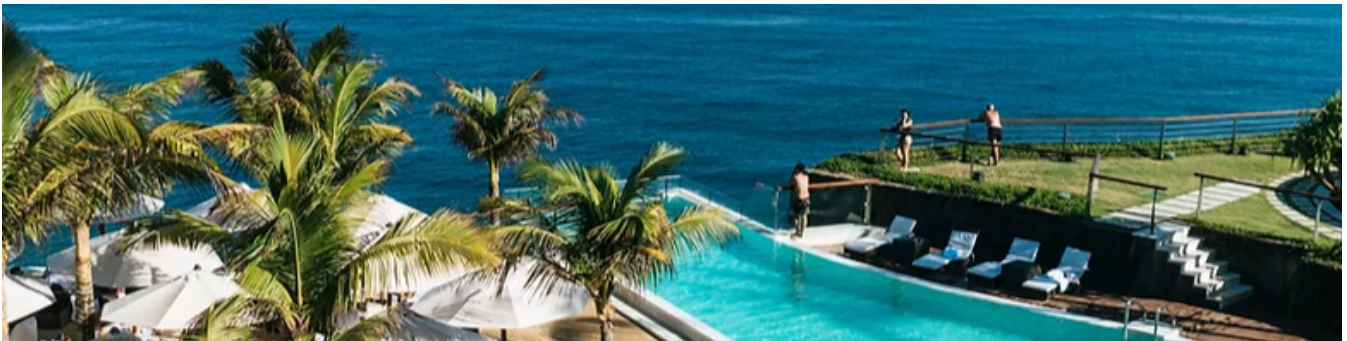




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APPLE LEISURE GROUP CASE STUDY

LOW/NO TECH EXPERIENCE AUDITS: EASING THE GUEST FEEDBACK EXPERIENCE



AT-A-GLANCE

- **Conduct on-site evaluation of guest experience.**
- **Develop a feedback framework that ensures the least disruption possible to guests.**
- **Compile insights from feedback to give recommendations to improve the experience.**

CHALLENGE

Apple Leisure Group (ALG) wanted to evaluate new upcoming package experiences for its newly launched brand, Beachbound. ALG asked The ExperienceBuilt Group to enhance the current package evaluation framework for its Health & Wellness and Family Packages and provide recommendations to improve the Beachbound experience for guests.

How can feedback be used most effectively to gain insights in a non-obtrusive way?

SOLUTION

01

Adapt Feedback Process

In an effort to NOT overwhelm the guests who participated in this study, The ExperienceBuilt Group adapted the feedback process to embrace low/no tech channels for providing opinions: SMS texts, a workbook for journaling daily notes, and optional nightly phone calls for quick recaps. We also created coloring book style workbooks for kids to allow them to participate.

02

Compare Feedback

This allowed ALG to compare guest feedback across channels. The notebooks also allowed all members of a traveling party to give feedback, even kids.



At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.

IMPACT

By designing a low/no tech approach, The ExperienceBuilt Group ran a successful pilot test that compared results from self-guided and moderated research. This minimized disruption and made it easier for ALG study participants to provide their opinions. It also reduced the dependency on technology, an important improvement in understanding the travel experience while providing rich detail for ALG to optimize the Beachbound package experiences.



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