

CASE STUDY

How EVO Entertainment Uses Feedback to Engage Their **Best** Customers

EVO Entertainment Group

Industry: Entertainment

Location: Texas

Size: 5 Locations



Company Bio

EVO Entertainment Group is an entertainment brand in Texas comprised of cinemas, restaurants, bars, and entertainment centers. With its out-of-the-box thinking, creative style, and beautiful state-of-the-art concepts, EVO Entertainment Group is gaining international attention as a name to watch.

“The guest feedback we get using Thanx has been an absolute game-changer for EVO. When we get feedback from Thanx, we know exactly who guests are; how often they visit, how much they spend, and which locations they visit. In the past, the feedback we got from social media sites or Yelp had no data about who guests were and we didn’t have a good way to respond. We’re now empowered to respond personally to guests ensuring we address any issues and keep them coming back again and again.”

- Sandra Sullivan

Director of Internal Development, EVO Entertainment Group

The Challenge

EVO wanted a way to capture guest feedback and respond in real time to increase customer engagement and build relationships for their growing entertainment brand.

The Approach

EVO makes reviewing customer feedback and Net Promoter Score (NPS) data they get from Thanx part of the daily routine of every general manager. GMs review customer feedback each morning and respond personally using Thanx. EVO takes customer feedback so seriously that the CEO monitors feedback and responses to make sure GMs are responding effectively and in a timely manner. The goals are to address customer issues in real time, thank customers for their feedback, and drive a high rate of return customers.

The Solution

EVO uses the out-of-the-box customer feedback and NPS features from Thanx to effectively capture real-time customer feedback and respond personally ensuring a high rate of return.

Thanx measures customer satisfaction and sentiment after every purchase—in real time, in private, and tied to specific, actual customers which helps EVO quickly zero in on feedback without having to manually sort through, categorize, or analyze the feedback for common trends. Thanx does it all for them.

Recently, a new customer visited EVO and gave a low NPS score of 2 out of 10 with specific feedback for the theater she had visited. The GM responded personally to the feedback which resulted in the customer coming back to the theater. Just 4 months later, the customer is in EVO's top 25% of customers and visits 1175% more frequently than their average customer (a whopping 13 times a month). EVO turned a dissatisfied customer into one of their best customers. That's the power of customer engagement and feedback at its best.

The Results



95.4% response rate



87% written feedback response rate



63.7% return rate



“Thanx is helping EVO elevate our customer loyalty program into a total customer engagement experience that is personal, engaging, and builds relationships with our best guests.”

- Sandra Sullivan

Director of Internal Development,
EVO Entertainment Group

Thanx is an automated customer engagement platform for offline, multi-location businesses. Learn how we can help you engage your customers and generate revenue and positive ROI.

[Request a demo](#)