YOUR GUIDE TO AN EFFECTIVE CUSTOMER FEEDBACK SURVEY

TYPES OF QUESTIONS YOU SHOULD ASK YOUR GUESTS AFTER THEY'VE VISITED YOUR FACILITY

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WE'RE SO GLAD YOU'RE HERE!
LET'S GROW TOGETHER.

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INTRODUCTION

As an owner or manager of a family entertainment center, the most accurate way to gauge the success of your day-to-day operations and business as a whole is to go straight to the source—**your guests.**

Customers are your **best source of information** when you're looking to determine which **areas of your business** are **being well-managed**, and **where your facility has room to improve.**

A quick and easy way to gather these types of insights is by **creating a customer feedback survey.** Now, each facility will differ in regards to the type of questions asked and the avenue of distribution, but finding the answers to these two critical questions should be every FEC's goal:

- **What is your facility doing well?** (What should you continue doing?)
- **What can you change at your facility to improve the overall customer experience?**

You may even want to consider creating **separate surveys**—one for your **walk-in guests,** and another one specifically for those who've **booked parties with you.** This way you're able to collect opinions on multiple aspects of your business.

With the rising costs of printing and postage, the increased popularity of going digital, and many families being constantly "on the go," **creating online customer feedback surveys will likely be your most effective route for generating responses.**

In this resource, we provide you with a few ideas on types of **questions you should ask your guests after they've visited your facility.**

In addition to customer feedback surveys, connecting with other owners and operators in the Family Entertainment industry is a fantastic way to learn best practices and actions you can take to continually improve your business.

Be sure to subscribe to our blog for more great content, follow us on social, and join the PCS Community Group on Facebook.

Let's grow together.

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CUSTOMER FEEDBACK SURVEY SAMPLE QUESTIONS

MULTIPLE CHOICE SURVEY QUESTIONS

- **Is this your first visit to our facility?**

    Yes   No

- **How satisfied are you with your visit today?**

    Very Dissatisfied   Somewhat Dissatisfied   Neutral

    Somewhat Satisfied   Very Satisfied

- **How would you rate the prices at our facility?**

    Very Unreasonable   Somewhat Unreasonable   Neutral

    Somewhat Reasonable   Very Reasonable

- **How satisfied are you with the value you receive for the purchase price?**

    Very Dissatisfied   Somewhat Dissatisfied   Neutral

    Somewhat Satisfied   Very Satisfied

- **Rate the level to which you agree with this statement: "The staff was helpful and courteous."**

  Strongly Disagree   Disagree   Neutral

  Agree   Strongly Agree

- **How satisfied are you with our staff's handling of any issues that arose during your visit?**

  Very Dissatisfied   Somewhat Dissatisfied   Neutral

  Somewhat Satisfied   Very Satisfied   Not Applicable

- **On a scale of 1-10, with 10 being the best, how clean would you rate our facility?**

  1   2   3   4   5   6   7   8   9   10

- **On a scale of 1-10, with 10 being the best, how safe would you rate our facility regarding maintenance and/or upkeeping of equipment?**

  1   2   3   4   5   6   7   8   9   10

- **If you booked an event with us, how satisfied are you with the communication from our staff leading up to the event?**

  Very Dissatisfied   Somewhat Dissatisfied   Neutral

  Somewhat Satisfied   Very Satisfied

- **How difficult was it to book your event with us?**

  Very Difficult   Somewhat Difficult   Neutral

  Somewhat Easy   Very Easy

- **How likely are you to recommend our facility to your friends and family**?

  Very Unlikely   Somewhat Unlikely   Neutral

  Somewhat Likely   Very Likely

- **How likely are you to make a return visit to our facility?**

  Very Unlikely   Somewhat Unlikely   Neutral

  Somewhat Likely   Very Likely

- **What can we do to improve?**

  _____
  _____
  _____
  _____

- **Please fill in the blank:**

  "If you had _____ at your facility I would visit more frequently."

- **We love giving 'kudos' to our staff! If you had an exceptional experience involving one of our team members, tell us about it in the space below.**

  _____
  _____
  _____
  _____
  _____

CONCLUSION

We hope the advice in this guide serves as a solid foundation for creating questions that will help you gain insights into how your FEC is succeeding and where you should improve.

Whether you create a **printed copy** to hand out to guests at the front desk or **provide a link to an online version,** the sooner you start, the sooner you'll be able to attract more customers!

What are some customer feedback survey questions you already ask visitors? What questions do you not have, but plan to create now that you've read this guide?

We'd love to hear from you!

Share your plans and ideas in our <u>Party Center Community group on Facebook!</u> You can also connect with other FEC owners and operators to support each other and share insights.

FREE RESOURCES

FOR THE FAMILY ENTERTAINMENT CENTER INDUSTRY

At Party Center Software, we're dedicated to helping our industry overcome adversity and emergency situations. We've prepared a few guides to help you plan ahead with your business.

2021 ONLINE BOOKING STUDY

After facing a series of difficult obstacles throughout 2020, 2021 emerged as the year of meaningful recovery for many facilities. Check out this eBook for the data, new opportunities for growth, and tips on how to maximize revenue in 2022.

MARKETING GUIDE

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.

PLAYBOOK GUIDE

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.

ON-DEMAND WEBINARS

Want to learn more? Click the images below to watch these on-demand webinars:

COMPLIMENTARY WEBINAR

LASER TAG FUNDAMENTALS:
HOW TO BUILD A SUCCESSFUL LASER TAG ATTRACTION

Shane Zimmerman, Delta Strike
Megan Hawkins, Party Center Software

Watch Now

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COMPLIMENTARY WEBINAR

WOW YOUR CUSTOMERS:
CHOOSING THE RIGHT VR FOR YOUR FAMILY ENTERTAINMENT CENTER

Creative Works

Watch Now

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Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

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