



Success360 |  Business and Customer Insights

 CustomerFirst

Make your customer experience awesome

Understand your patrons and how they view your venue.

Currently available in New South Wales, Queensland and Victoria.



Success360

Success360 is our unified approach to better business. It's how MAX helps Australia's pubs and clubs achieve success every day.

Our solutions strengthen your gaming operations and deliver value to every part of your business. We've got everything you need, all in the one place.



Designed to help you grow your business by understanding your customers better

Creating great experiences for your customers means using their voice to make smart choices. It's how your venue can help ensure your patrons keep coming back.

CustomerFirst provides you with the opportunity to look at your venue experience from your members' perspective, along with helping you and your team maximise your offers such as the facilities you provide, the promotions you activate and the atmosphere you create.

We manage the end-to-end delivery of customer research through an industry-developed survey, providing insights and opportunities for improvement with the aim to generate repeat visitation and greater loyalty.

Our program runs twice a year to give you the option to participate during a period that best aligns with your overall strategic planning. CustomerFirst gives you the ability to benchmark your performance so you can measure your customer experience against the industry.

CustomerFirst works for your:



Business

Inform your strategic direction, and improve your business operations



Frontline Team

Motivate and coach your team, and celebrate great customer service



Customers

Keep them coming back again and again, by improving your venue experience



Our four-stage approach creates an opportunity for you to improve your customer experience:

Listen

Give your customers a voice to express their thoughts on what your venue does well and where you can improve.

Understand

Provide holistic understanding of individual customer experiences, helping to reveal pain points or positive experiences about your venue.

Act

Turn customer insights into real action and enhance your in-venue experience.

Communicate

Show your customers you have listened by communicating changes that have been made based on feedback you've received.

We've designed CustomerFirst to understand how your patrons feel about their whole-of-venue experience. CustomerFirst is the simplest way to gather, understand, and act on customer feedback. Using global metrics such as the Net Promoter Score (NPS), customer satisfaction and visitation driver analysis CustomerFirst can provide you with the important insights you need to expand and improve your offer.

Our survey covers six core categories that can be tailored to your individual venue proposition



**Overall Venue
Sentiment**



**Venue
Facilities**



**Employees and
Service Levels**



**Gaming
Room**



**Food and
Beverage Offer**



**Loyalty
Program**

We offer a number of options so you can select a program that best fits your budget and aligns with your business strategy

Basic Measure your customer experience	Essentials Elevate your customer experience	Pro Improve your customer experience
<ul style="list-style-type: none">✓ Annual survey✓ Customised questionnaire✓ Survey incentive draw✓ Visual summary of top-line results✓ MAX industry NPS benchmarks (overall venue)✓ Deidentified data file with raw verbatim✓ Results discussed with your MAX representative (on request)✓ Action plan template✓ Close the loop email template	<p>All BASIC deliverables PLUS</p> <ul style="list-style-type: none">✓ Comprehensive report✓ MAX industry benchmarks across your venue✓ Drivers analysis – overall NPS✓ Automated feedback loop to members (optional)✓ Results discussed with your MAX representative, and creation of action plan✓ Early access to MAX gaming profile reports	<p>All ESSENTIALS deliverables PLUS</p> <ul style="list-style-type: none">✓ All-inclusive report✓ Drivers analysis across your venue✓ Inclusion of two tailored questions✓ 1 hour presentation with MAX Insights and Research✓ 2 hours of additional analysis✓ An additional pulse survey (including top line comparison report)
\$960 ex GST (\$80 per month)	\$2,760 ex GST (\$230 per month)	\$5,760 ex GST (\$480 per month)

› Contact our team today:

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