



Success360 |  Business and
Customer Insights

 **CustomerFirst**

**Make your
customer
experience
awesome**

Understand your patrons and how they view your venue.

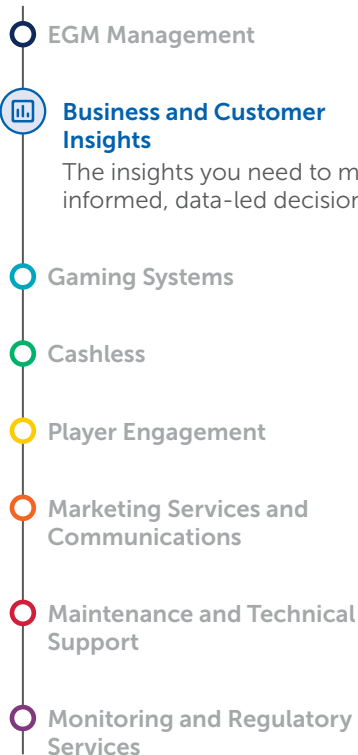
Currently available in New South Wales, Queensland and Victoria.



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.

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 flexible program so you can select an option that best fits your budget and aligns with your business strategy.

Essentials

Engage with your customers at every step of the process. Key outputs will be used to create effective actions to enhance the experience for your customers.

- ✓ Customised questionnaire
- ✓ Annual survey
- ✓ Comprehensive report
- ✓ De-identified data file with raw verbatims
- ✓ Results discussed with MAX representative (on request)
- ✓ Action plan template
- ✓ Close the loop email template
- ✓ MAX industry benchmarks across your venue
- ✓ Drivers analysis – what is impacting advocacy levels

\$2,760 (ex GST) | \$230 (ex GST) per month
Early Bird Offers available

Value-add 1

(custom questions)

- ✓ 2 x additional custom questions in the survey + summary of insights
- ✓ 2 hours of additional analysis

\$564 (ex GST) | \$47 (ex GST) per month

Value-add 2

(tailored presentation)

- ✓ Tailored presentation, with insights and recommendations
- ✓ 1 hour session with MAX to discuss insights

\$768 (ex GST) | \$64 (ex GST) per month

Value-add 3

(additional pulse study)

- ✓ An additional Pulse survey (including top line comparison report) either 6 months or 12 months later

\$1680 (ex GST) | \$140 (ex GST) per month

› Contact our team today:

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Tabcorp



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