



Background:

The Epifany feedback platform technology is live in the NHL app through a collaboration with BAMTECH/ Disney Streaming Services providing real-time feedback for the Carolina Hurricanes

Parameters:

- The information within this case study represents 10 total Carolina Hurricanes home games from March 1 through April 4, 2019
- Surveys were sent to fans via push notification within 2 hours after each home game, or the following morning (for weeknight games)
- Fans with the NHL app downloaded and the Carolina Hurricanes favorited* received the push notification regardless of their location: in PNC Arena, at a bar or restaurant, streaming etc.

52%

52% of attendees using Ticket Package Tickets weren't the primary buyer, giving Canes **line of sight into more fans in the STM party**

440+

440+ warm sales leads identified for Season Ticket Packages during key **member campaign push**, so the business development team could truly capitalize on fan interest

66%

66% of fans who weren't at the game but filled out a survey planned to come to at least one upcoming game - and **now the Canes know exactly who and which ones**

76%

Even with a loss, they saw **76% satisfaction from the fans** - which confirms that delivering a great fan experience is about more than just the final score

72

The handful of issues respondents raised with the gameday experience were related mainly to operations (concessions + parking), and were things they could definitely address. **Within 72 hours of gametime, staff was already reaching out to fans**

Actionable Feedback for your Sales Team to use for Improved STM Experience, STM Renewals + New Sales Outreach

"Loved the game. Wish I could've been there but I had to work. I plan on coming Thursday if I can get tickets. How can I get tickets through the Hurricanes without buying resale?"

"Beer prices could be a bit lower or offer a drink package for STMs"

"As a +15 yrs sth, fan giveaways are only given to the lower bowl. How about change that."

"As a Season ticket holder, it's been one hell of a year! Please find a better parking process, especially for Season Ticket members. We shouldn't have to hike and spend 45 mins leaving with the fair weather fans."

Carolina Hurricanes + Epifany Feedback Platform 10-Game Use Case Study



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*Team News notifications must be turned on to receive the push notification

Season Ticket Member Insights



440 new sales leads identified for Season Ticket Packages

59% of game attendee survey respondents used Ticket Package Tickets



52% of attendees using Ticket Package Tickets weren't the primary buyer, giving Canes line of sight to more fans in the STM party

"We just bought season tickets for next season, this is my first time with them so I'm excited about the experience and everything that comes with it!"

7308

Total Surveys Completed

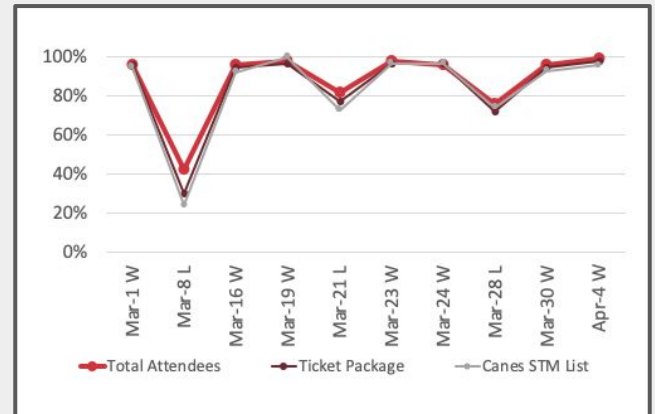
3928

Unique Fans Who Responded

90%

Average Fan Satisfaction Overall

Satisfaction Score by Game based on Attendee Type



94%

of Fans provided an email address with their survey



67%

Fans watched the game outside the arena



93%

Fan satisfaction for streaming or other viewing



66%

Non-attendees who said they plan to come to an upcoming game



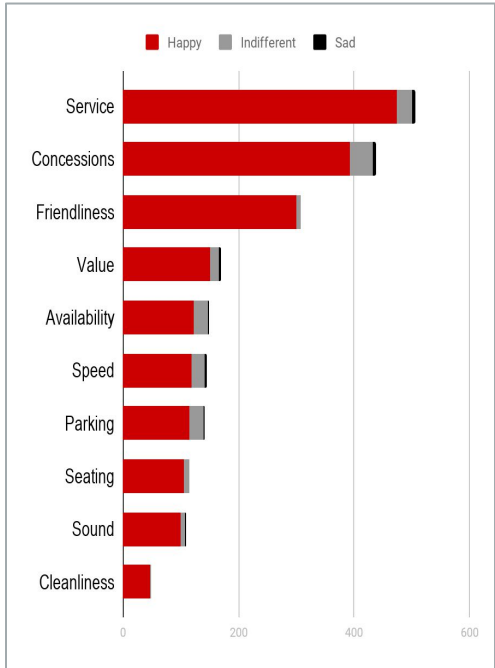
Top items fans would change about the NHL app include:

More real-time STATS and TEAM INFO

Additional VIDEO CONTENT

PNC Arena Actionable Insights

What Are Fans Talking About?



Lowering the cost of parking and concessions are the #1 things fans would change at PNC Arena

83%

Of fans bought concessions, but just 6% bought BOTH concessions and merchandise

94%

Overall satisfaction for PNC staff service and hospitality



Fans want more concession stands open on the third level during games

#1

Bojangles is the #1 requested restaurant concession fans would add



Fans love the new lighting and projection system, an arena upgrade that has clearly paid off

Promotions + Marketing Insights

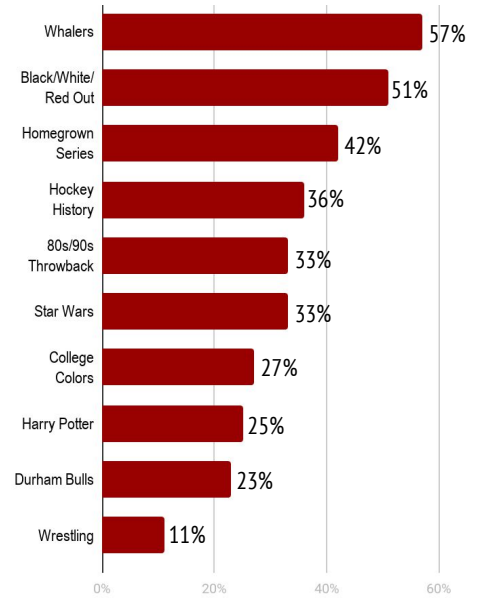
100%

Of Fans Who Mentioned the Storm Surge
LOVE them and say they want them to continue!

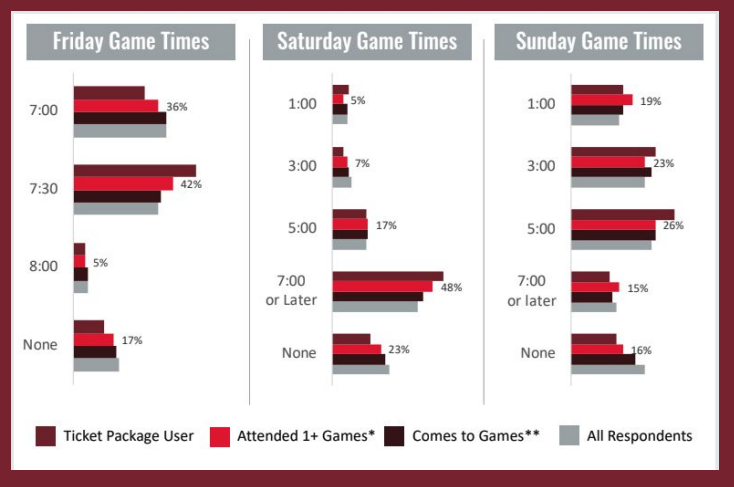


Theme Night Preferences

Among those who don't live too far away to attend games



Fans Preferred Game Times by Day



Favorite Hurricanes Player
SEBASTIAN AHO

