

# Program information sur le programme

- ❑ The Visitor Satisfaction Program evolved on the initiatives of the Atlantic Canada Tourism Grading Authority (ACTGA) by addressing the " Quality of the visitor experience " and providing feed back to owners and operators.
- ❑ As the result of an RFP process a company named Empathica was selected to provide the program to capture feedback
- ❑ In the Spring of 2010 ACTGA recognized the need for more industry involvement and recommended the administration of the program switch from the ACTGA to the Atlantic Tourism Industry Association Caucus . TIANB agreed to assume the role of Secretariat
- ❑ The program is Completely Bilingual

- ❑ Le programme de satisfaction des visiteurs a évolué grâce aux initiatives de la Régie d'évaluation touristique des provinces de l'Atlantique en créant l'outil d'évaluation de la qualité de l'expérience du visiteur et en fournissant une rétroaction aux entrepreneurs touristiques.
- ❑ À la suite d'une demande de proposition, une entreprise nommée Empathica a été choisie pour fournir les programmes pour capturer la rétroaction.
- ❑ Au printemps 2010, la Régie a reconnu le besoin d'une participation accrue et a recommandé que le programme soit administré par le Caucus des associations touristiques de l'Atlantique. L'AITNB a accepté de servir de secrétariat.
- ❑ Le programme est entièrement bilingue.



Canada



# Program Objectives

## Objectifs du programme

- React to negative customer experiences before they impact sales
  - Create positive guest experiences to benefit sales
  - Collect site specific real-time feedback from guest
  - Measure guest perceptions of brand value proposition
  - Reduce variation in all operational metrics
  - Connect overall experiences to product and marketing programs
  - Enhance guest satisfaction to drive loyalty and increase sales
- Réagir aux expériences négatives du client avant qu'elles aient des répercussions sur les ventes
  - Créer des expériences positives pour les clients pour accroître les ventes
  - Recueillir une rétroaction en temps réel de la part des clients
  - Mesurer la perception de la marque par les visiteurs
  - Réduire la variance des métriques opérationnelles
  - Lier les expériences globales aux programmes de production et de marketing
  - Améliorer la satisfaction des clients pour augmenter la loyauté et les ventes

# About Empathica – Stats / Empathica - statistiques

- ❑ 200+ brands
- ❑ 4 Offices: Atlanta, Kansas City, Toronto and Birmingham UK
- ❑ 17 countries
- ❑ 14 languages
- ❑ 100+ loyalty models annually
- ❑ 1st in revenue growth
- ❑ 1st to use multi-mode data collection
- ❑ 1st to offer integrated SMS
- ❑ 1st to offer mobile reporting and integrated mobile coaching
- ❑ 1st to drive survey respondents to social media to recommend your brand
- ❑ Best incentive in the business \$500k+
- ❑ 200 marques et plus
- ❑ 4 bureaux : Atlanta, Kansas City, Toronto et Birmingham (R.-U.)
- ❑ 17 pays
- ❑ 14 langues
- ❑ 100 modèles et plus de loyauté par an
- ❑ 1<sup>er</sup> en croissance de revenus
- ❑ 1<sup>er</sup> à recueillir les données de plusieurs façons
- ❑ 1<sup>er</sup> à utiliser le SMS intégré
- ❑ 1<sup>er</sup> à utiliser l'accès mobile et le mentorat mobile intégré
- ❑ 1<sup>er</sup> à demander aux répondants de sondages sur médias sociaux de recommander votre marque
- ❑ Meilleure mesure incitative pour les entreprises de 500K \$ et plus



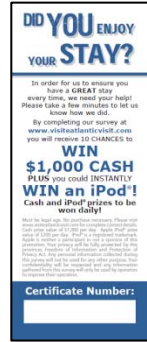
# The survey / Le sondage

Les gens sont hébergés chez vous



Guest stay at accommodations

Reçoivent le sondage à leur départ



Receives survey invitation at check out

Répondent au sondage en ligne



Enters survey online

Sondages recueillis de chaque client



Surveys are collected from each guest

Les données sont analysées par des algorithmes



Data is analyzed by proprietary algorithms

Les résultats sont présentés sur un site de rapports personnalisé



Results are presented on a customized reporting site

Les recommandations sont données



Actionable items are presented

Implanter la solution et augmenter la satisfaction des clients



Implement solution and increase guest satisfaction

# Invitation

## DID YOU ENJOY YOUR STAY?

In order for us to ensure you have a **GREAT** stay every time, we need your help! Please take a few minutes to let us know how we did.

By completing our survey at [www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com) you will receive 10 CHANCES to

**WIN**  
**\$1,000 CASH**  
PLUS you could INSTANTLY  
**WIN an iPod®!**  
Cash and iPod® prizes to be won daily!

Must be legal age. No purchase necessary. Please visit [www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com) for complete contest details. Cash prize value of \$1,000 per day. Apple iPod® prize value of \$200 per day. iPod® is a registered trademark. Apple is neither a participant in nor a sponsor of this promotion. Your privacy will be fully protected by this province's Freedom of Information and Protection of Privacy Act. Any personal information collected during this survey will not be used for any other purpose. Your confidentiality will be respected and any information gathered from this survey will only be used by operators to improve their operation.

**Certificate Number:**

Operators are supplied with a bundles of invitation cards. Each card is bilingual with English on one side and French on the reverse. Each card has an individual **Certificate Number**, these numbers allow participants to enter the survey. They also link the completed survey with the correct location on reporting site.

Les entrepreneurs reçoivent des cartes d'invitation. Chaque carte possède son propre **numéro d'identification** qui permettent aux clients de participer au sondage. Ils permettent aussi de relier le sondage au bon endroit sur le site de rapports.

## VOTRE SÉJOUR A-T-IL ÉTÉ AGREABLE?

Afin de nous assurer que vous bénéficiez toujours d'une expérience EXCEPTIONNELLE, nous avons besoin de votre aide! Veuillez prendre quelques minutes pour nous donner vos impressions.

En répondant à notre enquête au [www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com) vous aurez 10 chances de

**GAGNER 1 000 \$**

ET vous pourriez  
**GAGNER un lecteur**

**iPod®**  
**INSTANTANÉMENT!**

**Prix en argent et lecteur iPod® remis quotidiennement!**

Les participants doivent avoir atteint l'âge de la majorité. Aucun achat requis. Visitez le [www.actgasurvey.com](http://www.actgasurvey.com) pour obtenir les détails du concours. Valeur du prix en argent remis chaque jour: 1 000 \$. Valeur du lecteur Apple iPod® remis chaque jour: 200 \$. iPod® est une marque déposée. Apple n'est ni un participant ni un commanditaire de cette promotion. Vos renseignements personnels seront protégés en vertu de la loi sur l'accès à l'information et la protection de la vie privée de cette province. Tout renseignement personnel recueilli dans le cadre de la présente enquête ne sera utilisé à aucune autre fin. La confidentialité de vos renseignements sera respectée et toute information recueillie dans le cadre de cette enquête ne sera utilisée que par les exploitants aux fins d'amélioration de leur établissement.

**Numéro de certificat:**

# Language Selection Page / Sélection de la langue

[www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com)



## **Atlantic Canada Visitor Satisfaction Program** **Programme de Satisfaction des Visiteurs du Canada Atlantique**

Continue in **ENGLISH**

Continuer en **FRANÇAIS**

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# Survey Entry Page / Page d'accueil

www.visiteatlanticvisit.com

DID YOU ENJOY  
YOUR STAY?

## Atlantic Canada Visitor Satisfaction Program

In order for us to ensure you have a **GREAT** stay every time, we need your help! Please take a few minutes to let us know how we did.

By completing this online survey you have  
**10 CHANCES** to

**WIN \$1,000 CASH**

**PLUS**

you could **INSTANTLY**

**WIN an iPod®!**

Cash and iPod® prizes to be won daily!

Please enter the certificate number below:

**ENTER**

DID YOU ENJOY  
YOUR STAY?

In order for us to ensure you have a **GREAT** stay every time, we need your help! Please take a few minutes to let us know how we did.

By completing our survey at [www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com) you will receive **10 CHANCES** to

**WIN**  
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**Certificate Number:**

**1234567890**

Having Trouble?

**HELP**

Must be legal age. Void where prohibited. No purchase necessary. Please visit [www.visiteatlanticvisit.com](http://www.visiteatlanticvisit.com) for complete contest details and rules. Cash prize value of \$1,000 per day. Apple iPod® prize value of \$200 per day. iPod® is a registered trademark. Apple is neither a participant in nor a sponsor of this promotion. Your privacy will be fully protected by this province's Freedom of Information and Protection of Privacy Act. Any personal information collected during this survey will not be used for any other purpose. Your confidentiality will be respected and any information gathered from this survey will only be used by operators to improve their operation.

[Contest Rules](#) | [Privacy Policy](#) | © Copyright 2010 | [Previous Winners](#) | [System Requirements](#)

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**empathica**

# Questionnaire

The survey asks up to 60 questions about the participants experience. There are several different types of questions asked to collect information. Scaled question are graded based on participant's answer selection. All questions are graded using *Top Box Scoring*

	1 = Not at all Likely	2	3	4	5 = Extremely Likely
How likely would you be to recommend Other to others?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you were visiting this area again in the near future, how likely would you be to stay at Other?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Le sondage englobe plus de 60 questions sur l'expérience du client. Il y a plusieurs types de questions utilisées pour recueillir l'information. Les questions sont graduées selon l'expérience du participant. Toutes les questions sont graduées en utilisant la méthode ascendante.

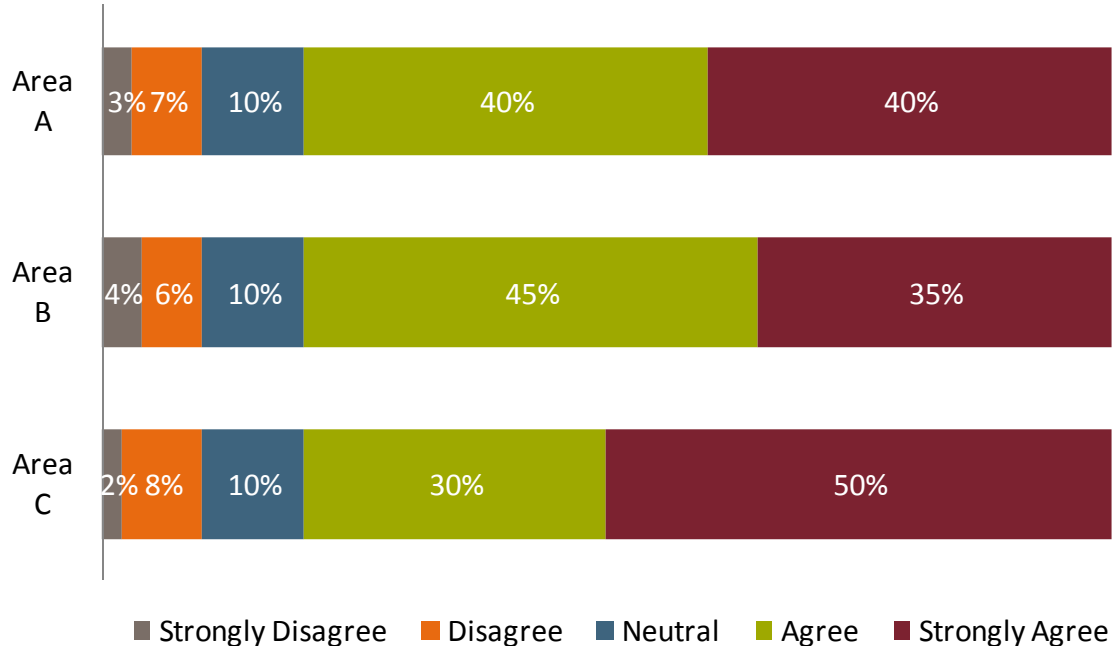
	1 = Très peu probable	2	3	4	5 = Très probable
Quelle est la probabilité que vous recommandiez Autre à d'autres personnes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Si vous reveniez dans cette région prochainement, quelle est la probabilité que vous optiez de nouveau pour ce site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Top Box Scoring / Méthode ascendante

Despite the same top 2 box scores, the areas deliver a very different top box experience.

Quoi qu'il y ait deux scores semblables, les zones démontrent des expériences très différentes

Overall Satisfaction



Top Box Score
40%
35%
50%

Top 2 Box Score
80%
80%
80%

# Reporting Site / Rapports

[www.atlantic.empathica.com](http://www.atlantic.empathica.com)

A variety of reports have allowed you to see and measure your customers' responses:

Plusieurs rapports vous ont permis de voir et mesurer les réponses de vos clients :

- **scored reports**
  - **front page** – a complete picture in 5 minutes
  - **scorecards** – shows you your scores
  - **multi-period report** – compares your scores over time
  - **multi-unit report** – compares scores of different locations
- **real time reports**
  - **comment reports** – shows you the comments made by the guests
  - **survey report** - frequency distribution
  - **count report** – gives you the number of responses
- **Rapports de points**
- **Page titre** – un portrait complet en 5 minutes
- **Cartes de points** - vous montrent vos points
- **Rapport multi temps** - compare votre pointage sur une période déterminée
- **Rapport selon emplacements multiples**
- **Rapports en temps réel**
- **Commentaires** - commentaires des clients
- **Rapport de sondage** – fréquence de la distribution
- **Rapport du nombre de répondants**

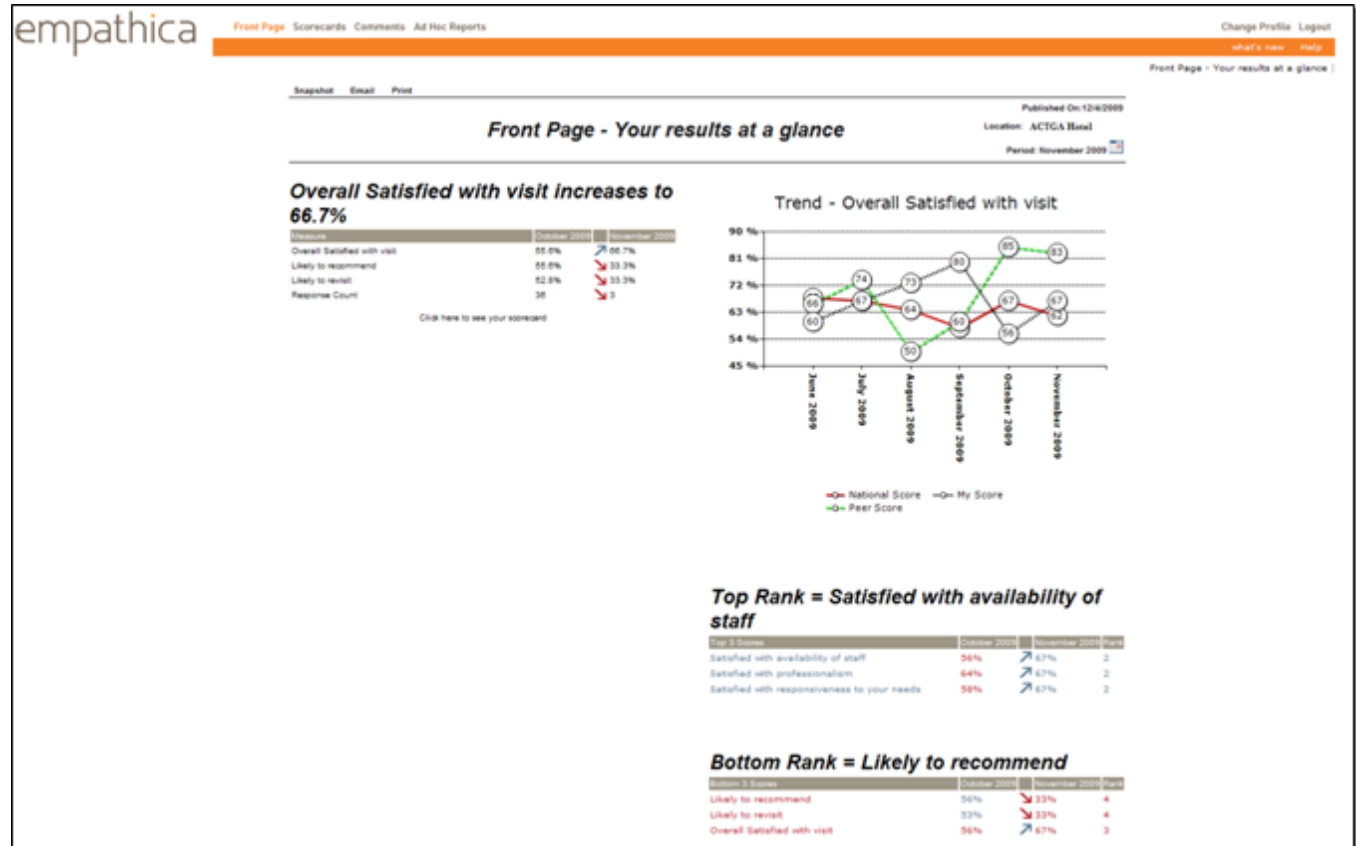
# Reporting Site / Rapports

## Comment - Commentaires

www.atlantic.empathica.com

- Gives you a quick overview of a lot of important information
- Allows you to benchmark yourself against yourself and your peers

- Bref aperçu des données pertinentes
- Vous permet de vous comparer à vous-même et à vos concurrents



# Reporting Site / Rappports

## SCORECARD - CARTE DE POINTS

www.atlantic.empathica.com

The Scorecard acts like a report card. It allows you to view attribute scores for predetermined periods. Scorecard utilizes group headers to organize, track, and benchmark attributes

La carte de points sert de bulletin. Elle vous permet de voir vos points pour des périodes déterminées. La carte de points utilise les entêtes pour organiser, suivre et comparer les variables.

The screenshot displays the 'Fixed Scorecard' interface for ACTGA Hotel. The main table lists various attributes with their current scores and benchmarks. The data is as follows:

Attribute	ACTGA Hotel			Regional			Halifax			Previous Period		
	Score	Score Var	Rank	Score	Var	Rank	Score	Var	Rank	Score	Var	Rank
<b>Number of Responses</b>	3	8	-5	19	2	1	1	36	-33	1		
<b>Top Three Attributes</b>												
- Satisfied activities for children	100%	41%	59.1%	1	100%	0%	1	0%	100.0%	1		
- Accessibility for persons with disabilities	100%	47%	52.9%	1	100%	0%	1	33%	66.7%	1		
- Satisfied quality of accommodations	100%	60%	39.5%	1	92%	8.3%	1	59%	40.6%	2		
<b>Bottom Three Attributes</b>												
- Likely to recommend	33%	66%	-32.2%	33	83%	-50.0%	4	56%	-22.2%	3		
- Likely to revisit	33%	72%	-38.8%	36	75%	-41.7%	4	53%	-19.4%	3		
- Satisfied with cost	33%	52%	-18.6%	28	71%	-37.5%	4	53%	-20.0%	1		
<b>Overall Visit</b>												
- Overall Satisfied with visit	67%	62%	-4.7%	19	83%	-16.7%	3	56%	11.1%	3		
- Likely to recommend	33%	66%	-32.2%	33	83%	-50.0%	4	56%	-22.2%	3		
- Likely to revisit	33%	72%	-38.8%	36	75%	-41.7%	4	53%	-19.4%	3		
<b>Reservation Satisfaction</b>												
- Reservation Satisfaction	28%	59%	-30.7%	36	56%	-27.8%	3	37%	-9.0%	1		
- Satisfied with cost	33%	52%	-18.6%	28	71%	-37.5%	4	53%	-20.0%	1		
- Satisfied ability to book online	50%	66%	-15.7%	23	63%	-12.5%	3	57%	-7.1%	1		
- Satisfied with promotion package	0%	58%	-57.9%	27	33%	-33.3%	2	0%	0.0%	1		
<b>Facility Satisfaction</b>												
- Facility Satisfaction	61%	56%	5.2%	17	76%	-15.3%	3	42%	19.5%	1		
- Satisfied ability to make a reservation	33%	72%	-38.3%	35	61%	-27.8%	3	62%	-28.7%	1		
- Satisfied availability of recreational facilities	0%	42%	-41.7%	23	33%	-33.3%	2	13%	-13.3%	1		
- Satisfied location	33%	74%	-40.9%	36	67%	-33.3%	3	63%	-29.2%	2		
- Satisfied activities for children	100%	41%	59.1%	1	100%	0%	1	0%	100.0%	1		
- Accessibility for persons with disabilities	100%	47%	52.9%	1	100%	0%	1	33%	66.7%	1		
- Satisfied quality of accommodations	100%	60%	39.5%	1	92%	8.3%	1	59%	40.6%	2		
- Satisfied availability of Internet service	100%	61%	39.2%	1	89%	11.1%	1	71%	29.2%	1		
- Satisfied availability/quality of food services	33%	51%	-17.7%	27	83%	-50.0%	4	42%	-8.3%	1		
- Satisfied with Green Practices	50%	56%	-5.8%	17	63%	-12.5%	3	31%	18.8%	1		
<b>Staff Excellence</b>												
- Staff Excellence	67%	71%	-4.3%	26	60%	6.2%	3	60%	6.3%	3		
- Satisfied with availability of staff	67%	69%	-2.1%	23	58%	8.3%	2	56%	11.1%	2		
- Satisfied with professionalism	67%	70%	-3.4%	25	58%	8.3%	2	64%	2.8%	2		
- Satisfied with friendliness	67%	74%	-7.7%	29	67%	0%	3	64%	2.8%	2		
- Satisfied with responsiveness to your needs	67%	71%	-4.0%	24	58%	8.3%	2	58%	8.3%	2		
- Satisfied with operation of office	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
<b>Overall Satisfaction</b>												
- Overall Satisfaction	67%	76%	-9.1%	30	83%	-16.7%	3	74%	-6.0%	2		
- Satisfied with quality at check in	67%	76%	-9.0%	29	83%	-16.7%	3	69%	-2.8%	2		
- Satisfied with quality at check out	67%	76%	-9.3%	29	83%	-16.7%	3	78%	-11.1%	2		

# Reporting Site / Rappports

## Comment- Commentaires

www.atlantic.empathica.com

The screenshot shows the 'empathica' reporting interface. The main content area displays a table titled 'Overall Comments' for the location '072 - Future Inn Halifax'. The table includes columns for Location Name, Visit Date, Overall Satisfaction, Memo dissatisfied with experience, Memo satisfied with experience, and Final Comments. The data shows a mix of 'Completely Satisfied' and 'Mostly Satisfied' ratings with various feedback comments.

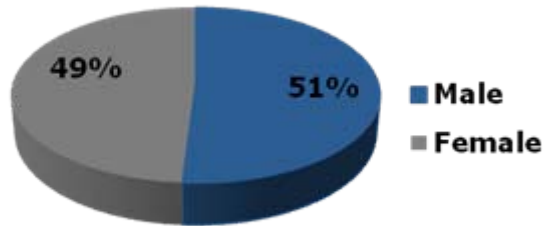
Location Name	Visit Date	Overall Satisfied with visit	Memo dissatisfied with experience	Memo satisfied with experience	Final Comments
072 - Future Inn Halifax	10/22/2009	Completely Satisfied		Good service at hte redistration desk and helpfull from the staff	
072 - Future Inn Halifax	10/22/2009	Completely Satisfied		Room was very clean	
072 - Future Inn Halifax	10/20/2009	Mostly Dissatisfied			Could be a bit more efficient with bathroom cleanliness. Air vent in bathroom claps(?) with air pressure. Nothing serious....but kind of annoying.
072 - Future Inn Halifax	10/18/2009	Completely Satisfied			I would like to have seen a pool and jacuzzi.
072 - Future Inn Halifax	10/18/2009	Mostly Satisfied			Overall great experience, however there were some renovations going on that I was not aware of and was woken up the next morning earlier than I intended on making up.
072 - Future Inn Halifax	10/18/2009	Completely Satisfied		New building, proper, safe, large room, comfortable bed, bright and proper bathroom, internet.	I was looking for a B&B in Halifax where I stayed last year but it was closed. So I saw a police car and asked the officer of where to stay in Halifax in a safe area even at night. Me and my friends where glad to stay at ACTGA Hotel So be proud of your local police, they are supporting you :-)))))
072 - Future Inn Halifax	10/17/2009	Mostly Satisfied			Only deficiencies- The floor of shower was potentially slippery and the hold bar was not handy.
072 - Future Inn Halifax	10/17/2009	Completely Satisfied		Visiting relatives	Excellent
072 - Future Inn Halifax	10/15/2009	Completely Satisfied		the friendliness of the staff at the front desk and the room	keep up the great work and see you soon
072 - Future Inn Halifax	10/13/2009	Completely Satisfied		Clean rooms, efficient and friendly staff, nice restaurant	Enjoyable stay!
072 - Future Inn Halifax	10/12/2009	Completely Satisfied		very clean hotel	nice clean hotel with friendly staff and excellent service. Would like to see flat screen TV in rooms in the future.
072 - Future Inn Halifax	10/06/2009	Completely Satisfied		very comfortable bed and pillows.	When we were going back to our room after breakfast, we met one of the maintenance people in the elevator. He was very friendly and seemed to enjoy his job- something you don't seem to see very often anymore.
072 - Future Inn Halifax	10/05/2009	Completely Satisfied		Kami was great when I arrived. Great smile and cheerful even at my late arrival. Quickly responded to a broken iron	It was a great experience, even if I was there on business.

- Comment reports show the verbatim remarks
- Comments are updated daily

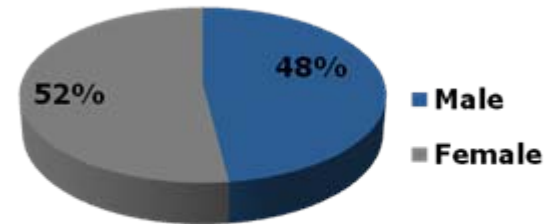
- Les rapports de commentaires montrent les remarques écrites
- Les commentaires sont mis à jour quotidiennement

# Who are your guests?/ Qui sont vos clients ?

## Newfoundland & Labrador



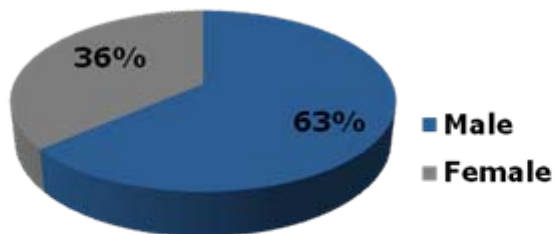
## PEI



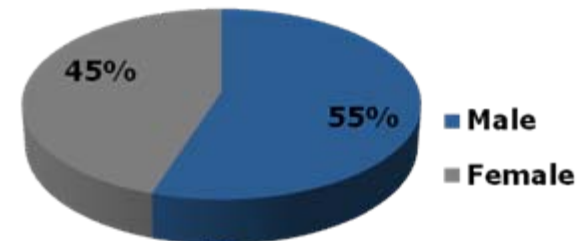
## Terre-Neuve-et-Labrador

## I.-P.-E.

## Nova Scotia



## New Brunswick



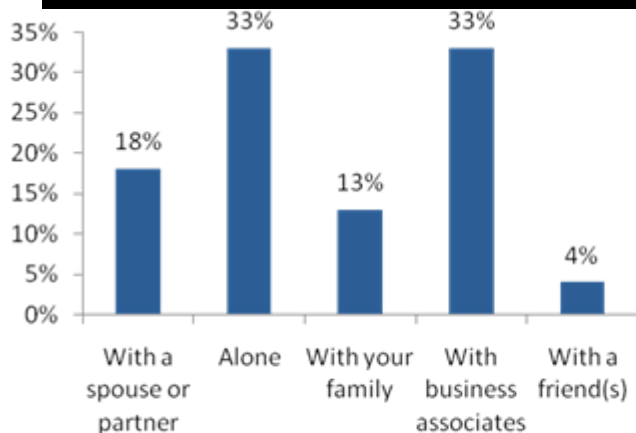
## Nouvelle-Écosse

## Nouveau-Brunswick

# Who are your guest travelling with? / Qui voyage avec vos clients ?

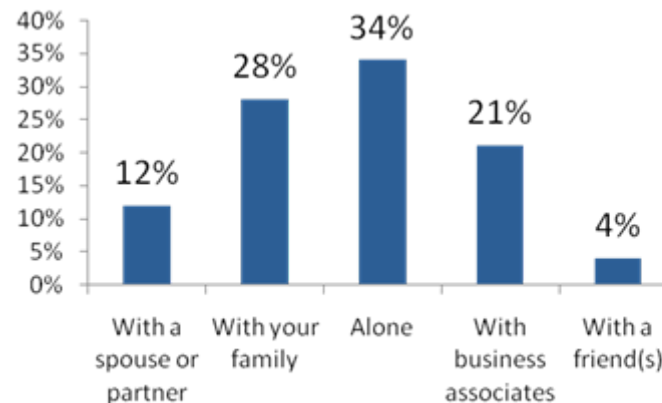
## Newfoundland & Labrador

### Terre-Neuve-et-Labrador



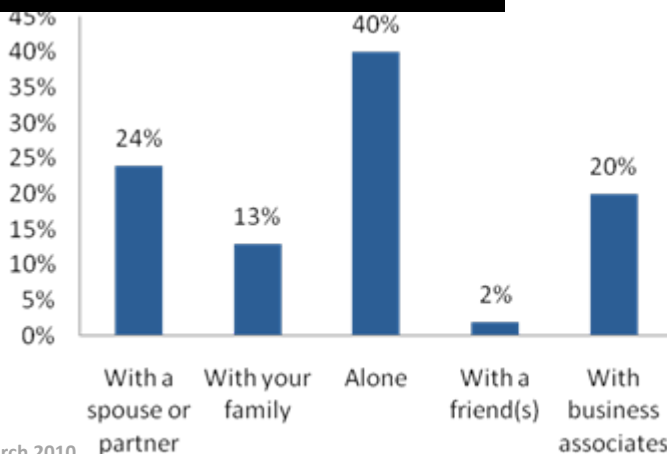
## PEI

### I.-P.-E.



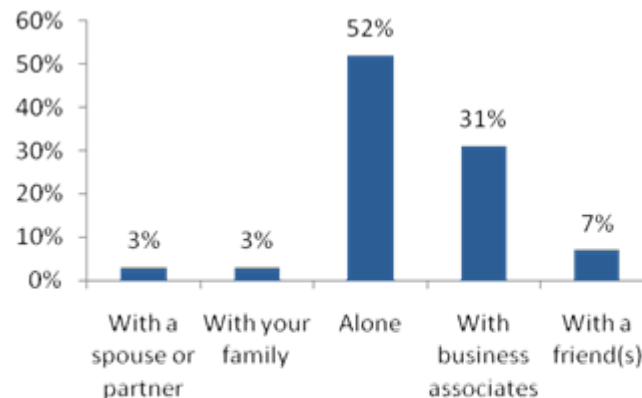
## Nova Scotia

### Nouvelle-Écosse



## New Brunswick

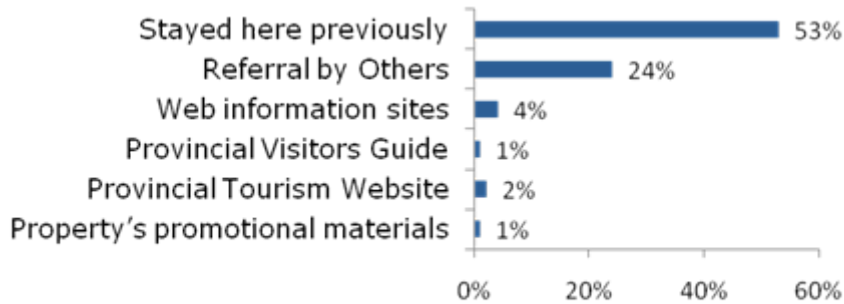
### Nouveau-Brunswick



# How did your guests find out about your establishments? Comment vos clients ont-ils entendu parler de vous ?

## Newfoundland & Labrador

## Terre-Neuve-et-Labrador



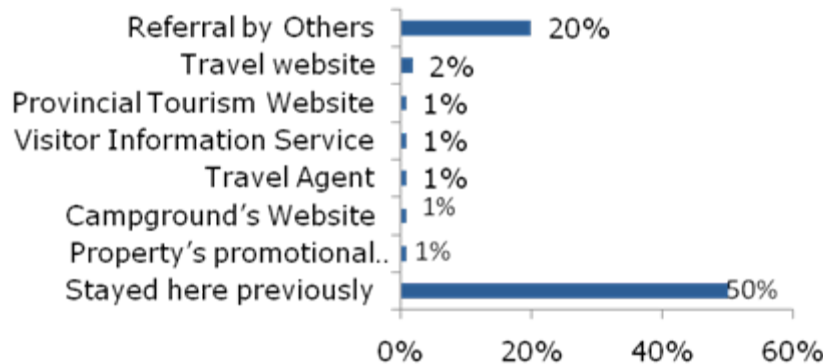
## PEI

## I.-P.-E.



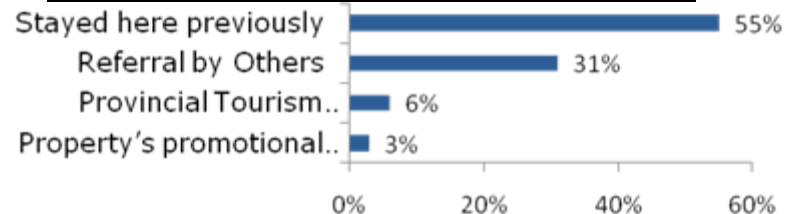
## Nova Scotia

## Nouvelle-Écosse



## New Brunswick

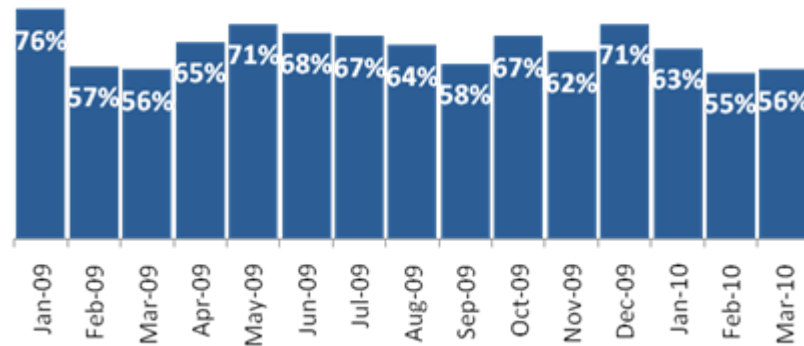
## Nouveau-Brunswick



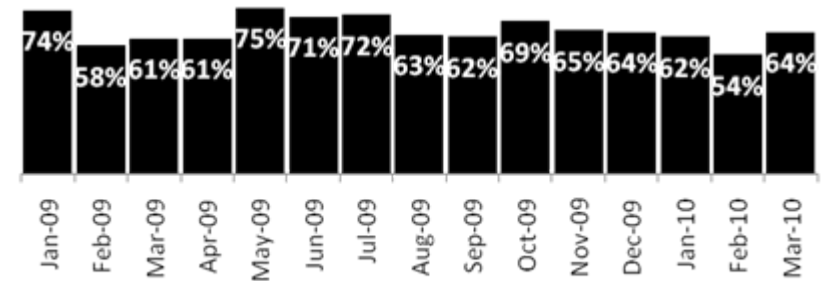
# Regional performance trends on “overall visit” composites

## Performance régionale selon les variables de la visite globale

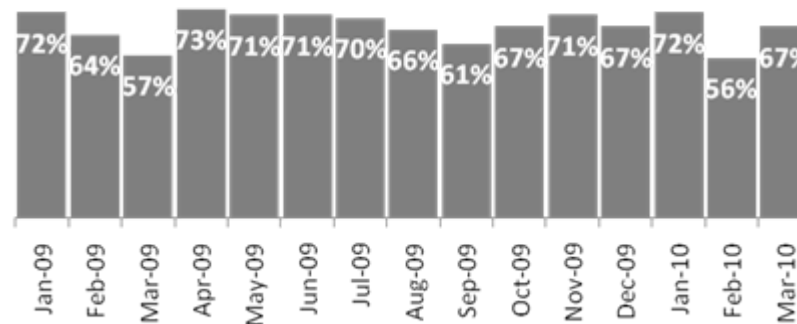
**Overall Satisfied with visit /  
Assez satisfait**



**Likely to recommend /  
Recommandera  
probablement**



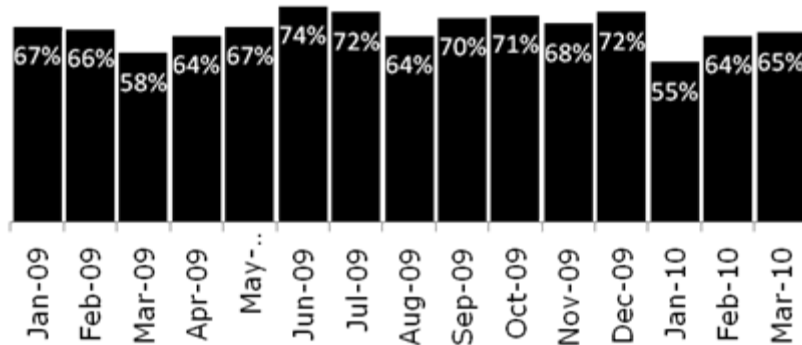
**Likely to revisit /  
Reviendra probablement**



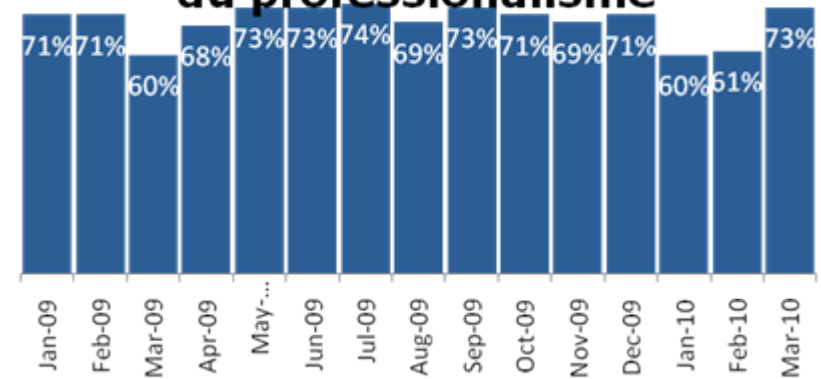
# Regional performance trends on “staff excellence” composites

## Performance selon les variables relatives à l'excellence du personnel

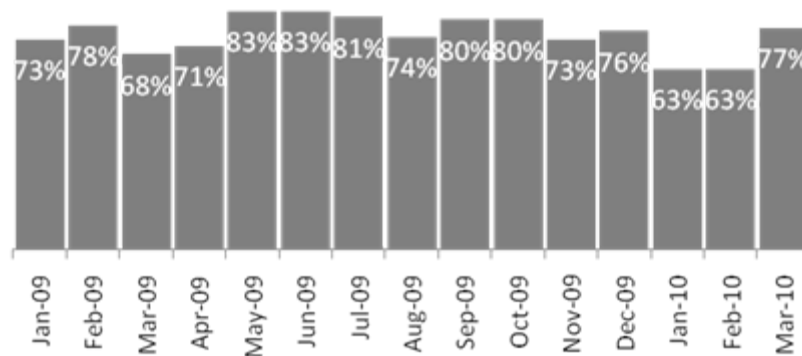
**Satisfied with availability of staff / Satisfait de la disponibilité du personnel**



**Satisfied with professionalism / Satisfait du professionnalisme**



**Satisfied with friendliness / Satisfait de la courtoisie**



**Satisfied with responsiveness to your needs / Satisfait de la façon de répondre aux besoins**

