

Assembly Hall Theatre

Royal Tunbridge Wells

Internet Customer Satisfaction Survey
Research Findings Report

Produced by:

Research Business Support and Solutions
www.voiceofyourcustomers.com

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1.0 INTRODUCTION

The Assembly Hall Theatre Marketing Manager commissioned Simon Davies to provide data capturing services, and analysis of the recent Internet Customer Satisfaction Survey to evaluate the recent online bookings for theatre shows. This will allow The Assembly Hall Theatre to take on board customers opinions of the online booking process.

The objectives of this research are to investigate the following amongst customers:

- identify new and repeat visitors to online booking services
- identify future online booking customers
- identify satisfaction with seat allocations provided by online bookings

2.0 METHODOLOGY

The Assembly Hall Theatre distributed online satisfaction surveys to all customers' that had booked online since November 2006, and those that agreed to receive Assembly Hall Theatre Marketing information. The sample was then randomised to represent 500.

3.0 ALL RESPONSES

Results for the survey are based on 126 completed questionnaires returned, representing a response rate of 23.1% out of 545 questionnaires distributed by post or email. At the 95% confidence level we can be certain that the results presented in this report will be +/- 8.7% of the reported values.

The survey results presented in this report are an overall picture of online customers' opinions of their experience when booking tickets online. It has not been possible to provide analysis by respondent's gender, age, and/or place of residence as this data was not collected in the survey or appended to the unique response data.

4.0 MRS CODE OF CONDUCT

Simon Davies abides by the Market Research Society's Code of Conduct, which states the following:

'When reporting on the results of a marketing research project the Researcher must make a clear distinction between the findings as such, the Researcher's interpretation of these and any recommendations based on them'.

'Where any of the findings of a research project are published by the Client, the latter has a responsibility to ensure that these are not misleading. The Researcher must be consulted and agree in advance the form and content of publication, and must take action to correct any misleading statements about the research and its findings. Researchers must not allow their names to be used in connection with any research project as an assurance that the latter has been carried out in conformity with this Code unless they are confident that the project has in all respects met the Code's requirements'.

We therefore recommend that all research that is published should carry the following statement:

'This survey was completed by 126 Assembly Hall Theatre's online customers, Royal Tunbridge Wells between November 2006 and December 2006, following their recent online booking – Source: Assembly Hall Theatre 2006/07'.

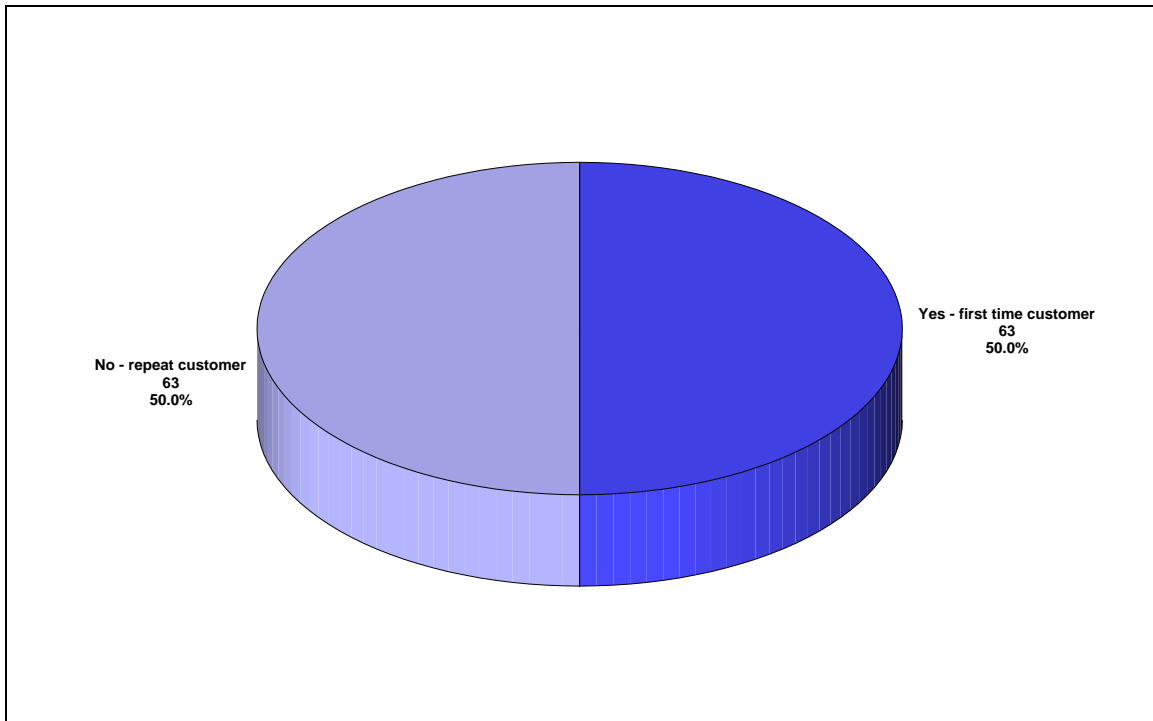
5.0 EXECUTIVE SUMMARY

- Since November 2006 the Assembly Hall Theatres had generated 50% new business in online ticket bookings.
 - A high proportion of online customers would continue to book tickets through this medium in the future.
 - Website efficiency, reliability, wanting to choose seats and preference to collect tickets appear to be the main related issues why customers could be deferring from the online booking process.
 - Over four fifths found the internet booking process 'easy'
 - A high proportion of respondents are happy with the online seat allocations given at the time of making a booking.
 - The lack of opportunity to choose seats online appears to be the main reason of dissatisfaction.
 - Online customers would much prefer to be able to choose their own seats.
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- I would recommend that future surveys of this nature collect demographic profile of customers and place of residence data to provide extra value to future marketing campaigns.
 - I would also recommend that with questions seeking to identify a perception, such as 'assessing the process', and 'satisfaction', that a five point scale is adopted.

6.0 NEW / REPEAT VISITORS

Fifty percent of respondents surveyed are new online customers, along with 50% being repeat visitor's making an online booking. The proportion of new online customers has been achieved since November 2006.

Figure1: Is this your first time booking theatre tickets online?

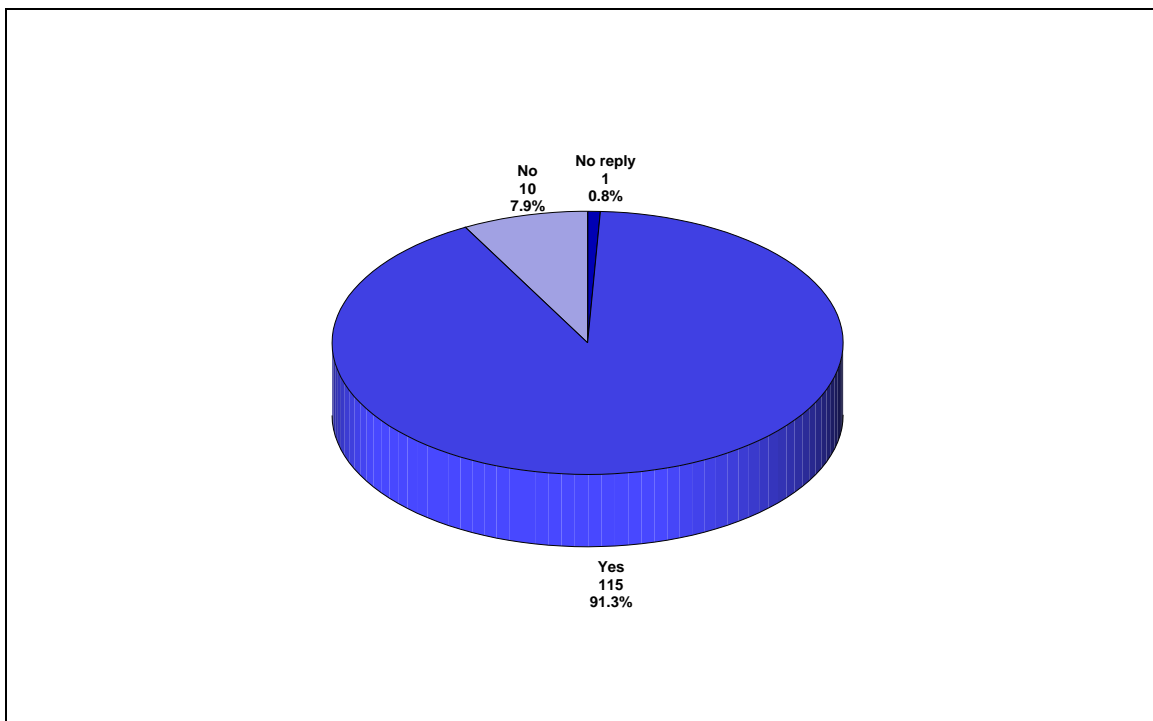


7.0 FUTURE ONLINE BOOKING

Encouragingly, the vast majority of online customers have indicated that they would book online again in the future, 91.3%.

Less than one in ten, 7.9% would appear to want to find alternative means of booking tickets.

Figure 2: Would you book online again in the future?



Looking at the comments received in the survey, I have identified a selection of potential reasons as to why certain online user groups would be deferring. Below are anonymous quotes.

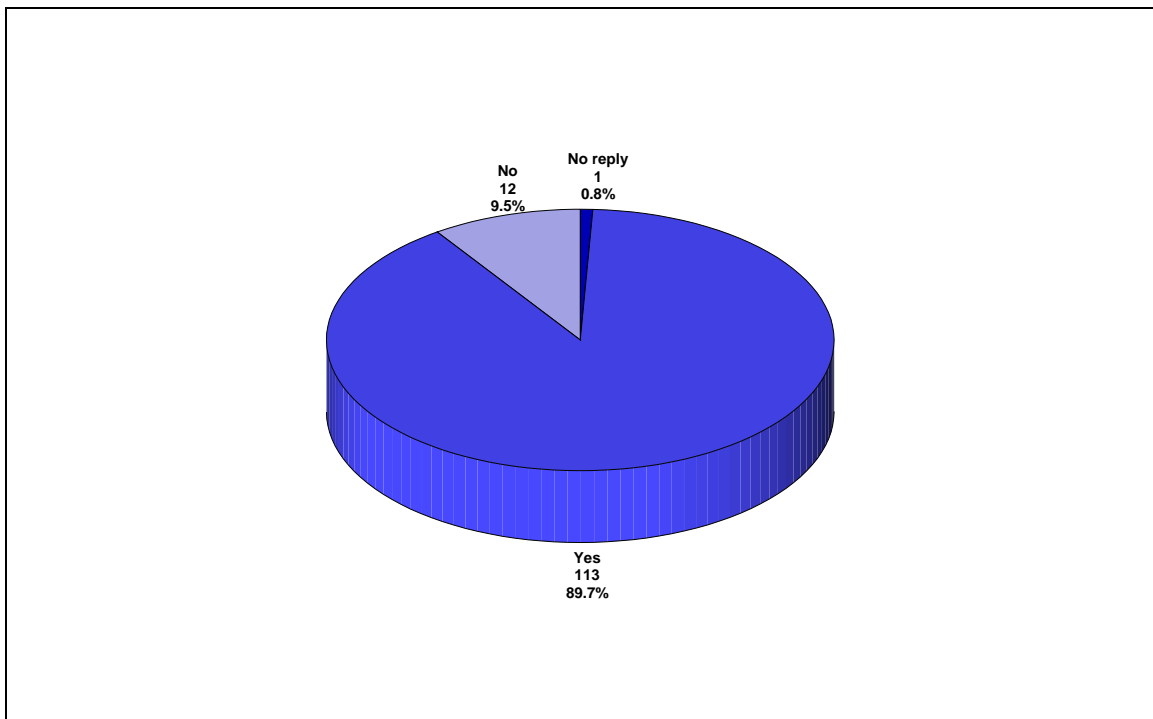
- 'Server response is slow'
- 'Gave up, and phoned the Box Office'
- 'Please send a reminder of booking. Forgot, and missed the show'
- 'Object to online charge. Felt underhand'
- 'Everything good, but would prefer to choose seats'

8.0 EASE OF ONLINE BOOKINGS

Although previously 7.9% of respondents indicated they would no longer make online bookings, identifying some negative comments, over four fifths, 89.7% still indicated the online booking process is 'easy'.

One in ten, 9.5% did not find it easy, with a further 0.8% not providing an answer.

Figure 3: Did you find the process of booking online easy?



Looking at the comments received in the survey, I have identified a selection positive and negative comments mentioned about the online booking process. Below are anonymous quotes.

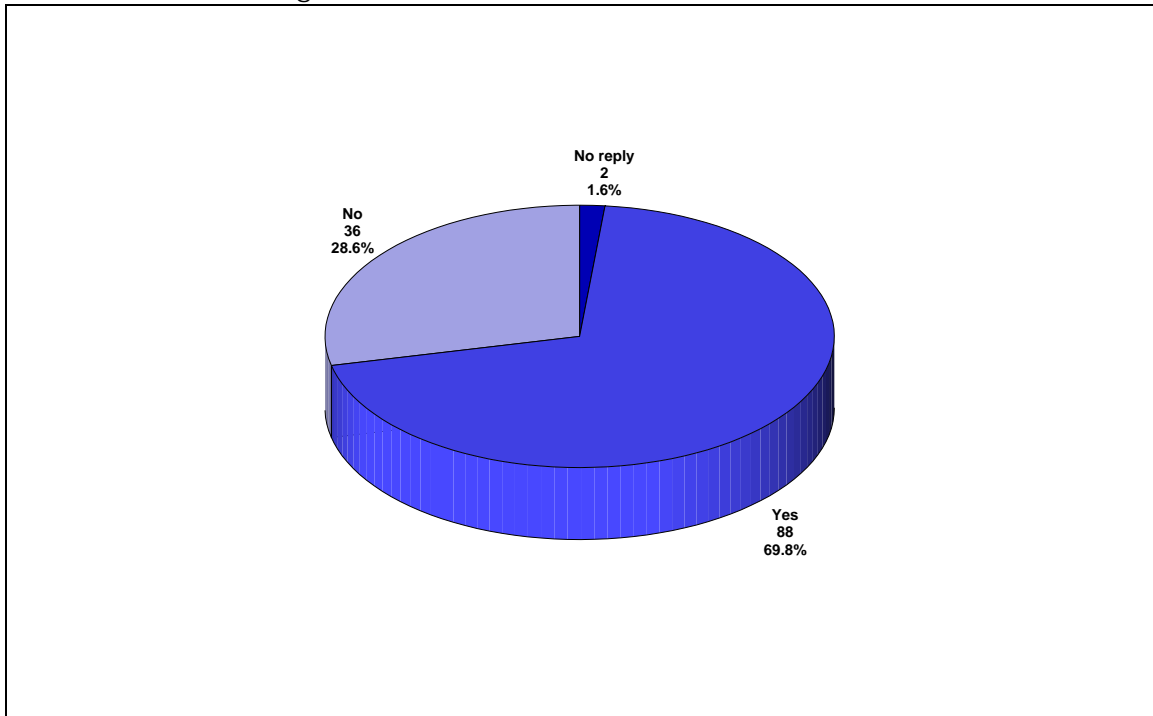
- 'Entirely easy process'
- 'Extremely happy with the process'
- 'Bad system for collections'
- 'Website poor and confusing'

9.0 ONLINE SEAT ALLOCATIONS

Just over two thirds, 69.8% of respondents were happy with their seat reservation allocated from online ticket bookings, 'Best available'.

However, over a quarter, 28.6% of respondents are not happy with online seat reservations.

Figure 4: Are you happy with the seat allocation provided from your online booking?



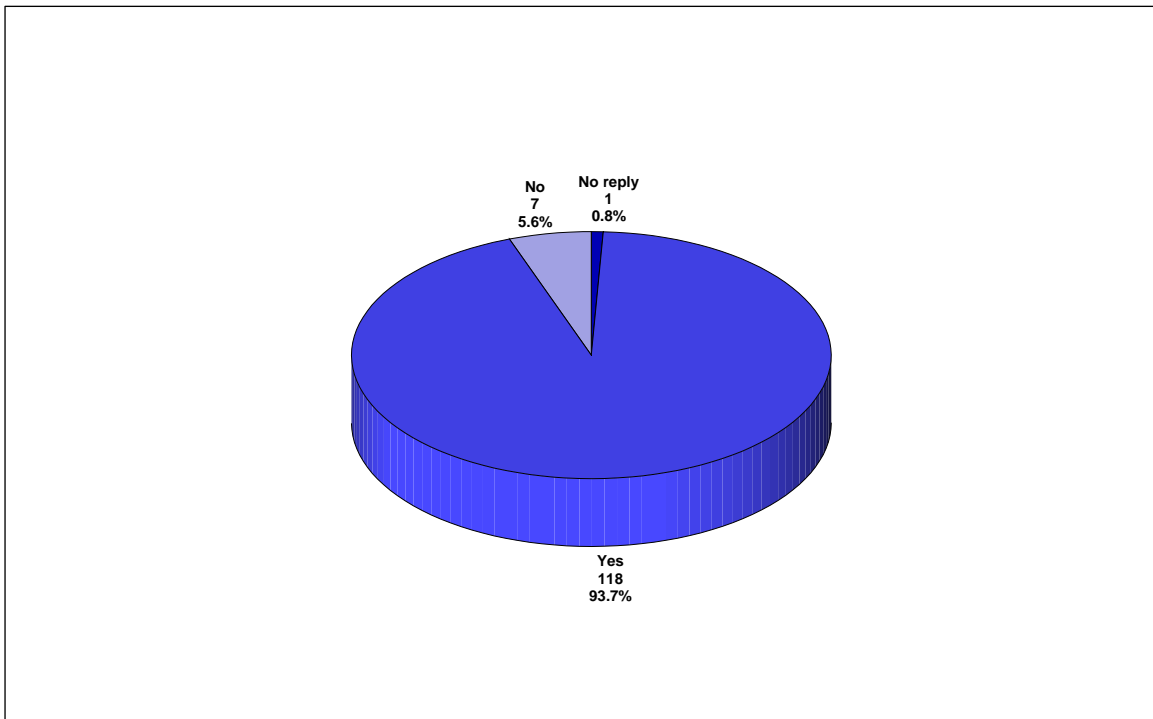
Looking at the comments received in the survey, I have identified potential reasons why certain user groups are not happy with their allocations. Below are anonymous quotes.

- 'Unhappy with seat allocation given, row A, stalls'
- 'Would like to have got standing tickets'
- 'Everything good, but would prefer to choose seats'
- 'Want to choose seats'
- 'Booked online before, but did not like seat allocation'

10.0 OFF PLAN SEAT ALLOCATIONS

The vast majority of respondents would like to be able to choose their own seats from an online seating plan, 93.7%, leaving 5.6% who do not appear to be happy.

Figure 5: Would you like to be able to choose your own seats 'Off Plan Seating Selection' when booking online?



Looking at the comments received in the survey, I have identified positive comments that would suggest further customers desire to be able to choose. Below are anonymous quotes.

- 'Real benefit, keep it up'
- 'Choose own seats very useful'
- 'Thanks, doing a very good job'
- 'Everything good, but would prefer to choose seats'
- 'Want to choose seats'
- 'Best available'
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