



REAL-TIME MEMBER AND GUEST FEEDBACK SYSTEM

August 2022

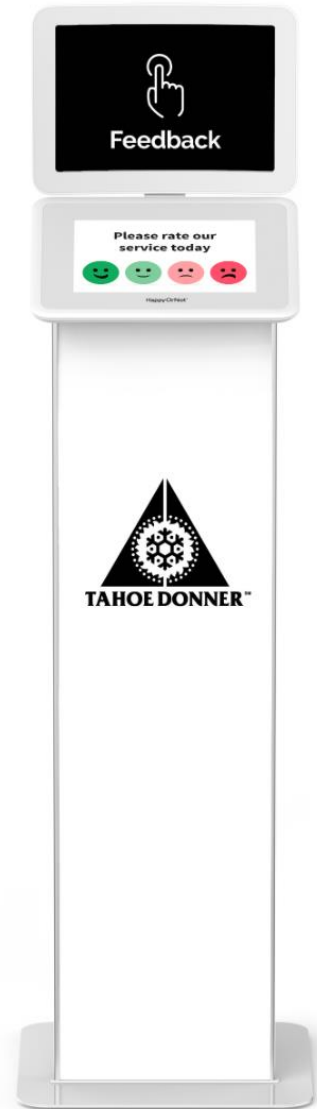
BACKGROUND + THE NEED

Tahoe Donner's former real-time feedback system, Likemoji, went out of business in early 2022. The association has been seeking an effective way to gather large amounts of real-time feedback from its members and guests.

Without real-time feedback, it is difficult to make data-driven decisions that add the most value to the member experience.

GOAL

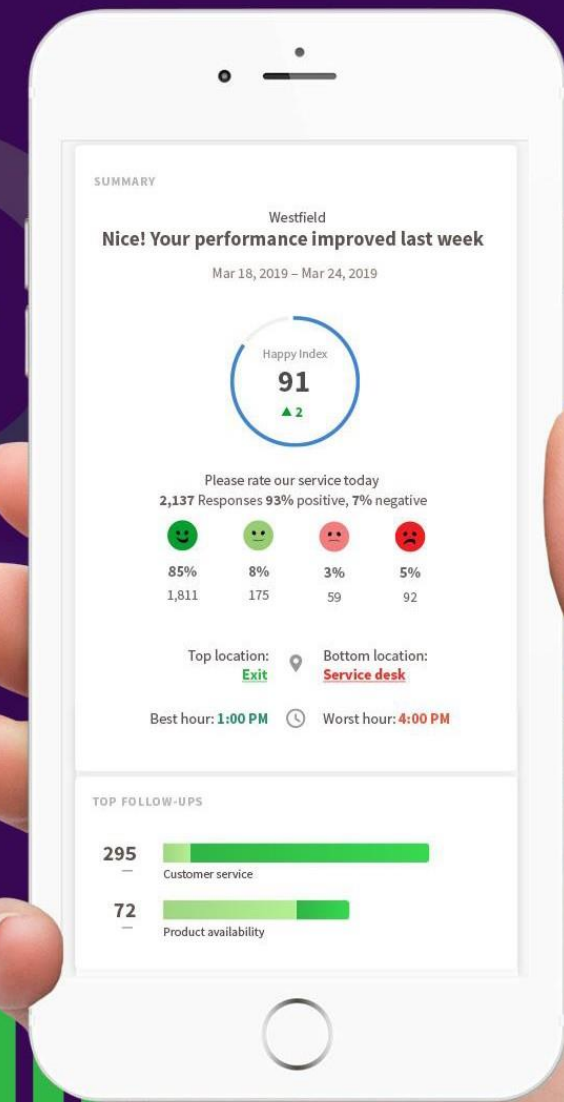
- To be able to **collect maximum member feedback** the quickest way possible in a way that is simple and hassle-free.
- To be able to **know if internal initiatives are making an impact** on the member experience
- **Identify opportunities for internal improvement**; positively impacting members, employees and the bottom line.



HappyOrNot®

Optimize member experience with real-time actionable insights

Trusted by Leading Organizations



Smiley Touch

Feedback collection – two-touch with optional open feedback section

- Simple, quick and easy to use
- Engaging user experience
- Custom logo branding
- Survey management via the cloud

Expected Outcomes

- Capture high volume of member feedback
- Capture an additional second level of data
- Quickly adapt & change feedback strategies





Mobile App



Real Time Alerts & Collaboration



API



Live Sharing

HAPPYORNOT AT TAHOE DONNER

- **August:** Agreement completed, and devices shipped
- **September:** Create department backend and staff training. Rollout at all food and beverage locations first initially
- **October:** Continue building and rolling out for all winter amenities
- **Spring:** Transition hardware from winter amenities to cover all summer amenities with either a terminal or QR code
- **Ongoing:** Benchmark against ourselves and industry standards. Continually monitor to grow and serve the community better

QUESTIONS?