

REAL-TIME MEMBER **AND GUEST** FEEDBACK **SYSTEM** September 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.









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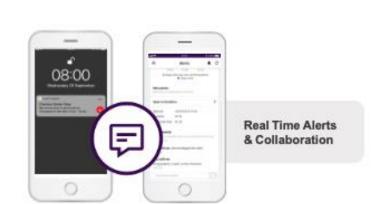
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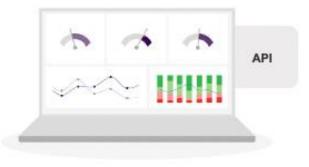
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UPDATE FROM LAST MEETING

- · Received all machines and assembled for testing
- Staff administrators have completed the onboarding training and are building out backend setup
- Next Steps: Staff training and go live for Food + Beverage
- Followed by implementation of Trout Creek Rec Center and winter amenities
- **Ongoing**: Benchmark against ourselves and industry standards. Continually monitor to grow and serve the community better

QUESTIONS?

