



The Audience Experience

So much more than a mystery shop.....

The secret to developing a relationship with your audience is loyalty. And loyalty blossoms when a customer's experience delights.

A great audience experience is not only about what happens on the stage or in your venue. It starts the moment an audience member becomes aware of you, and continues after they walk out your doors.

And that's why thrive have designed this product specifically for the cultural sector. And as you would expect from us, it allows you to walk in your audiences shoes. It will give you an objective take on your most important audience touchpoints, along with practical suggestions for things you might want to think about changing.

Here's what we look at:

Brand Assessment

Your brand is so much more than a logo, and it **really** matters. ecause your brand is how your audience perceives your organisation or venue. It gives them an idea of what to expect. And that is especially important for those who are new to you, or coming across you for the first time.

Brand dictates how you talk **about** yourself and **to** your customer and should be consistent across your physical location, online platforms, and content created. It should also be part of how your staff and volunteers treat customers. Research shows that the biggest reason for dissatisfaction with a visit to a cultural organisation is rude staff.

A disconnect at any stage of the audience experience will affect trust and will damage the chance of building that long term relationship.

To make sure your brand is working, we will look at:

- What is your brand voice and does it appear consistently across the touchpoints?
- Will the audience have a clear sense of who you are, and what you do?
- Does the experience match brand expectations? (if you say you are welcoming and relaxed, are you?)

The Actual Experience

The make or break section – a clunky website or a boring email can be forgiven, but a bad visit will not. We will look at various elements, all of which are essential to a good audience experience.

- Signage – is it clear and accurate?
- First impressions
- Welcome/Attitude of staff
- Interior Layout
- Maintenance and cleanliness
- Orientation
- Access
- Catering
- Toilets
- Other appropriate facilities (box office, family friendly spaces etc)

Audience Communications

There are 2 different sections here as we want to look at how you talk to your audience both online and offline.

The online section will analyse:

- SEO optimisation including Google My Business and Google Maps
- Visitor information including opening hours, transport, and contact.
- Website Copy and content
- Website Images.
- Web accessibility and user experience.
- Social Media tone and usability.

The offline will look at your printed material, but not to judge whether it looks nice. Instead we will be thinking about how easy it is for your audience to read, and if it fits your brand:

- Copy
- Readability
- Tone
- Jargon

How do we do all of this?

Consultation

We need to have a conversation with you first to get to know you better, and find out if you want us to assess the experience through the lens of any particular audience target (2 different personas or targets are included in the price). We will also work out the best times to visit – avoiding any particular events or dates which could skew the findings.

Observational research

We will visit at least twice at different times, and will hang around incognito watching your audiences to see how they behave in the space as well as going through our checklist of things.

Written report

At the end of the process, you will get a written report, a score card and some practical recommendations on things you can change to improve your visitor experience.

Price

The full package (both online and offline) is £500 + VAT.

Online only is £250 + VAT.

Discounts will be offered for multiple locations – please talk to us. We are very reasonable.

Find Out More

Visit: www.willthrive.co.uk/products-services/visitor-experience

Or, contact Fiona on: clientdirector@wewillthrive.co.uk or on 028 9043 6480.

The logo for 'thrive' is displayed in a bold, lowercase, sans-serif font. The letters 'thri' are dark blue, the letter 'v' is a vibrant pink, and the letter 'e' is dark blue. The dot above the 'i' is also dark blue.

thrive

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