Case Study

How the *Grand Théâtre de Québec* Prioritized Its CX Initiatives

Our customer experience (CX) team conducted extensive analysis and produced a CX recommendation report that enables the theater to strategically prioritize its actions and effectively improve its CX.

Objectives

The *Grand Théâtre de Québec* wanted to:

1. Understand which CX improvement areas to prioritize

2. Analyze key indicators over time

3. Identify correlations between overall satisfaction and key indicators

4. Improve satisfaction and key indicator performance

Methodology

To achieve these objectives, we:

1. Analyzed 12 months of data based on 2 collection types: email (on-site or telephone customers) and the transactional site

2. Weighted the results by traffic

3. Analyzed correlations between overall satisfaction (and NPS) versus other key indicators

Outcome

We provided the *Grand Théâtre de Québec* with conclusions, recommendations, and general CX findings; a grid for positioning the performance of key indicators and their correlation with overall satisfaction; and actions to prioritize by types of interaction.

The next steps are to analyze the scope, impact, cost, and effort needed for each proposed action.

Click here to speak with our team

Leger