CASE STUDY

Analysis, Gaining Insights & Recommendations of a Team Building Event

About Company

Industry: Event Marketing

Duration: 1 day

Members: 1

Tools: Azure Technologies

Year: 2019

KAK is a company that specializes in the hotel trade and has a special segment dedicated to organizing events. The company has been known for organizing international team building events, where companies of various sizes and industries are included, as well as, for organizing wedding expos, individual team buildings for companies, etc. The success they have depends on the various programs they offer, as well as on the personal relationship they established and the recommendations they provide for improvement.

In order to improve the service, the client wanted to get more detailed and thorough insights into the way events are organized, regarding the number of attendees, satisfaction, emotions, age, and get recommendations that would help them to get better with each future event.

Problem

The traditional approach of sending emails with feedback forms to analyze the entire event in terms of overall participants' satisfaction wasn't applicable anymore. The feedback forms were long, it required a lot of time, manual and costly work. Furthermore, the feedback forms are rarely filled, and according to a survey around 65% of the attendees do not give feedback, and those that fill the feedback forms do not pay much attention to them. Also, the client's employees had trouble tracking and evaluating attendees' satisfaction when the attendees' numbers exceeded 25.
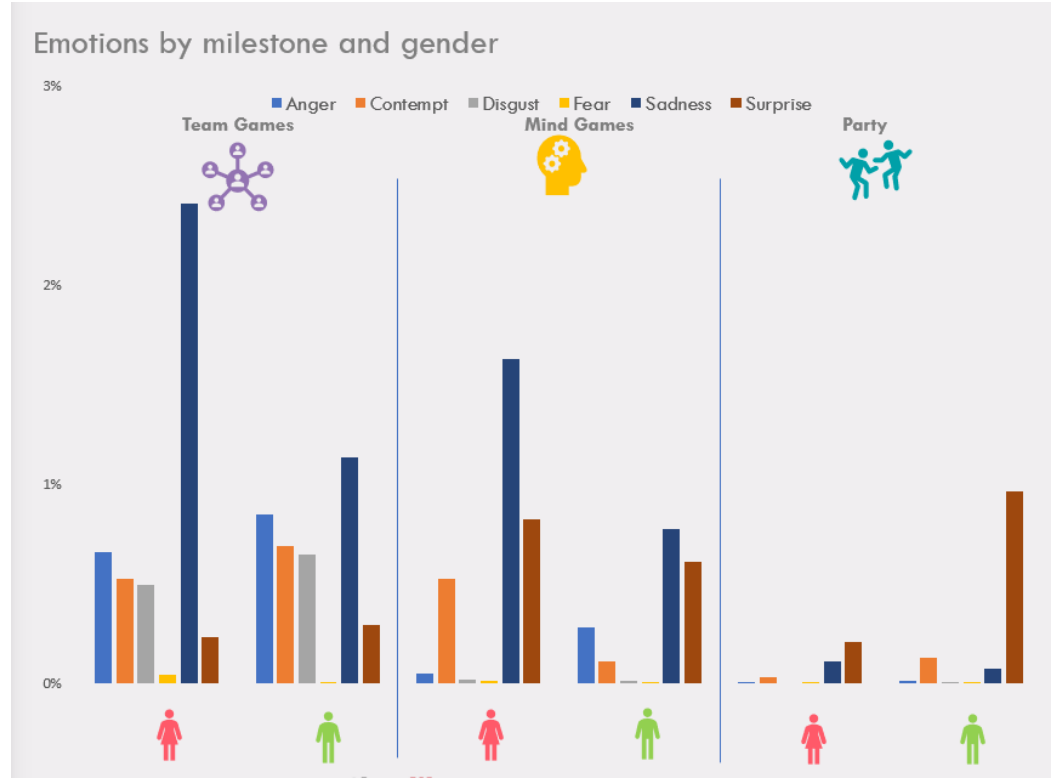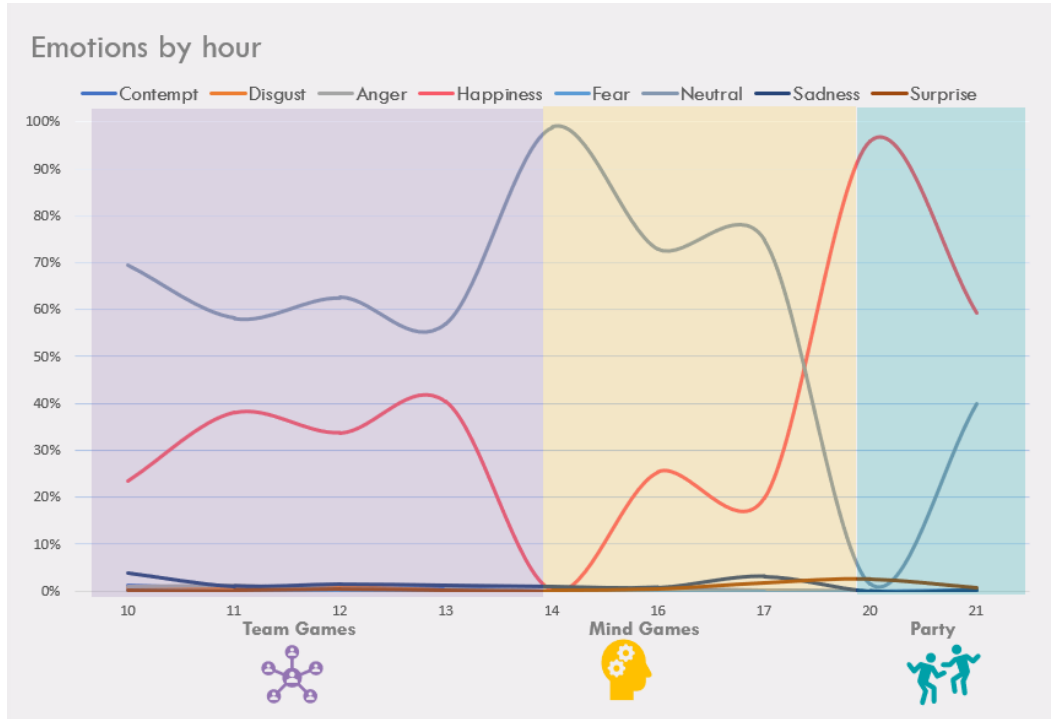
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Solution

The client knew that he should turn towards technology. There are only a few applications on the market designed and developed for event analysis on the attendees' behavior basis, but all of them are costly, complex, the analytics were done manually and provided only limited information. After they have evaluated all of the solutions, they decided to choose our Azure Cognitive Services solution which required only uploading images.

With the solution, KAK has done the analysis of the team building event in only a few hours and gained valid insights and recommendations for the future event.

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Business Outcomes

The solution enabled the client to gain thorough insights about the events by only uploading photos, which eliminated the time needed for sending and analyzing feedback forms. This, in turn, improved future events and increased attendees' satisfaction as the solution also provided recommendations for future events.

- Dashboards with thorough event analysis regarding the total number of attendees, gender, and age
- Dashboards displaying analysis of different emotions by milestones
- Dashboards displaying all emotions present on the event, segmented by milestones and type of emotion (happiness, sadness, neutral, etc.)
- A thorough sentiment analysis followed by recommendations
- Immediate results in one place
- Simple and easy-to-use application, which can be customized according to the user
- Rich visualizations and dashboards
- Accessible information from every place – the solution is cloud-based
- Automated analysis of feedback forms and pictures
- Decreased costs
- Decreased time needed for feedback
- Immediate recommendations for future events