COVID-19 Response Satisfaction Program
Understanding visitor expectations in a post-COVID reopening

What is it?
A statewide customer surveying solution to help NYS businesses collect data on how they are meeting customer expectations in a post-COVID reopening.

The program includes:
• An “Always on” survey to monitor customer perception on safety measures and impact on visitor experience
• Quantify and analyze the visitor experience
• Access to real-time analytics via museum’s own dashboard
• State-wide benchmarking to share best practices
• Turnkey implementation (1 week)

Cost:
$500 for 6 months for MANY Organizational Members. Deferred payment for 3 months.

FOR MORE INFORMATION: james.sauter@rovemarketing.ca

Safety is the #2 driver of a positive experience!
The challenge will be to make customers feel safe while still creating an enjoyable and welcoming experience.
COVID Response Satisfaction Program

The COVID Response Satisfaction Program (CRSP) is designed to help tourism organizations prepare for re-opening and monitor visitor feedback to their COVID response measures.

As restrictions are lifted and tourism re-opens, businesses will need to introduce new COVID safety measures to re-assure guests and make them feel safe. Their ability to meet expectations will be key to bringing tourism back.

The COVID Response Satisfaction Program includes:

- A pre-opening survey to gauge customer concerns and expectations in advance of reopening. (optional)
- Post Opening “always-on” visitor survey with standardized survey questions
- Digital / online link to facilitate adoption and ease of completion
- Self-serve dashboard for real time analytics
- Benchmarking to compare with other organizations
- Turnkey implementation
COVID Response Satisfaction Program

STEP 1
Participating museums complete a brief online registration form to receive their museum URL/QR Code and log in credentials for their dashboard.


To simplify the process during reopening, expedite delivery of the URL/QR Code, and allow museums maximum time to integrate URLs into customer touch points, all administration/invoicing is deferred to after the museum opens.
STEP 2

Museum branded survey link goes live. Museum has access to their dashboard.

Museum integrates URL/QR Code into their customer touch points.

- Web site
- Emails
- Online ticketing
- Printed on tickets
- QR Codes are displayed on signage in museums
- Printed on receipts
- Post visit emails

Register today: https://bit.ly/COVIDProgramRegistrationNYS
COVID Response Satisfaction Program

Data available in real-time with self-serve access.
The COVID Response Satisfaction Program (CRSP) is intended to be a 6-month program to help tourism businesses gain immediate visitor insights at an affordable price.

Following the first 6 months, businesses have the option to renew with the COVID program, renew with a larger turnkey visitor satisfaction program, or simply end their participation in the program.

If required and to expedite implementation, payment can be deferred for 3 months.

Register before June 12 to get the MANY price.

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* 6-month term starts when your museum opens.