

## Welcome to Mercury!

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## Welcome to the AIPC / Ipsos Client Satisfaction Survey Program!

For a number of years now one of the most often-mentioned areas that could benefit from a greater degree of rigor and consistency has been that of the customer satisfaction surveys carried out one way or another by most venues. There has never been any particular standard for these, or the kind of approach that would enable comparability amongst centres looking to use their survey results for service or process improvement.

AIPC has been collaborating with global market research company Ipsos on the creation of a highly professional and analytical version of the customer service surveys now in use.

The program has is available to all AIPC members and delivers the following key benefits:

- ✓ Benchmarking - Understand the relative performance of your centre relative to the competition
- ✓ Identify areas where you are systematically underperforming
- ✓ Use the automated system to minimize the amount of time you spend tracking your performance, allowing you to optimize your time to improve the customer experience
- ✓ Hot Alerts - Keep track of your performance, correcting problems as they occur
- ✓ Keep events coming back to your center by focusing your teams on excellent customer experience

> Performance Overview

Switch between the Client Satisfaction and APEX Award report. Note: APEX Award online results will only be available to members AFTER the winner is announced in July 2018.

Filter Results by:

Event Information

- Event Type:  Congress  Convention  Meeting  Banquet  Concert/Sporting Event  Other
- Region:  Local  International
- Language:  English  French  German
- Organisation Type:  Association  PCO  Government  Other
- Event Size:  <50  51 to 100  101 to 500  501 to 1,000  1,001 or more

Event Date Range

Start Date  End Date

Key Metrics

Overall Experience  Overall Value  NPS  Overall Seamlessness

Clear Filters

Refresh Chart

Client Satisfaction Survey results can be filtered by specific variables of interest

Save/print reports in excel/PDF/JPG format



Users can customize the date range using the filtering option.

Filters

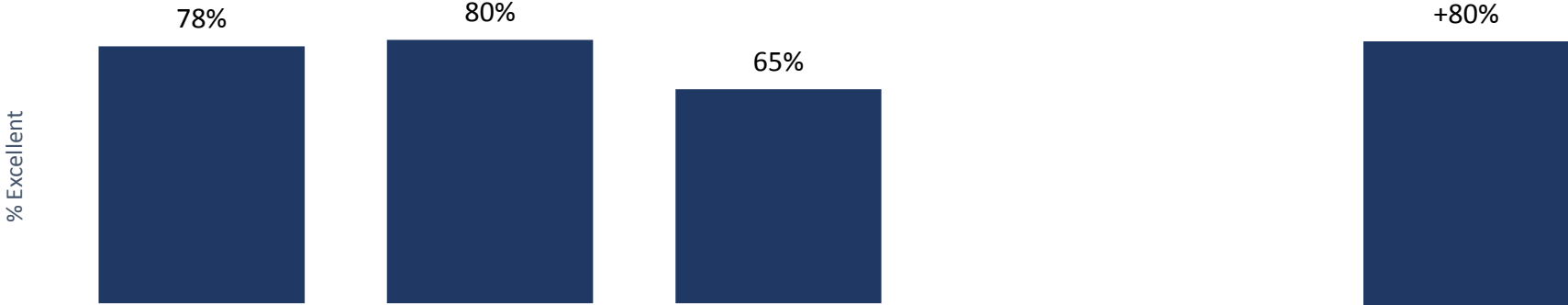
**AIPC Key Performance Area – Events from Jan to Dec 2018**

CLIENT SATISFACTION SURVEY



Click on the question text to review trending chart:

Benchmark 73% 79% 72% +75%



	Overall Experience	Overall Value	Overall Seamlessness
Excellent	78%	80%	65%
Very Good	10%	15%	13%
Good	3%	1%	5%
Fair	4%	1%	10%
Poor	2%	3%	3%
Don't know	3%	0%	4%

NPS	
(% Promoters - % Detractors)	+80%
Promoters (Rated 9 to 10)	87%
Passive (Rated 7 to 8)	6%
Detractors (Rated 0 to 6)	7%

Include or Exclude don't know in calculation

Exclude don't know

Review trends by calendar month, quarter or year



Filters



Key Performance Area – Events from Jan to Dec 2018

Month Quarter Year



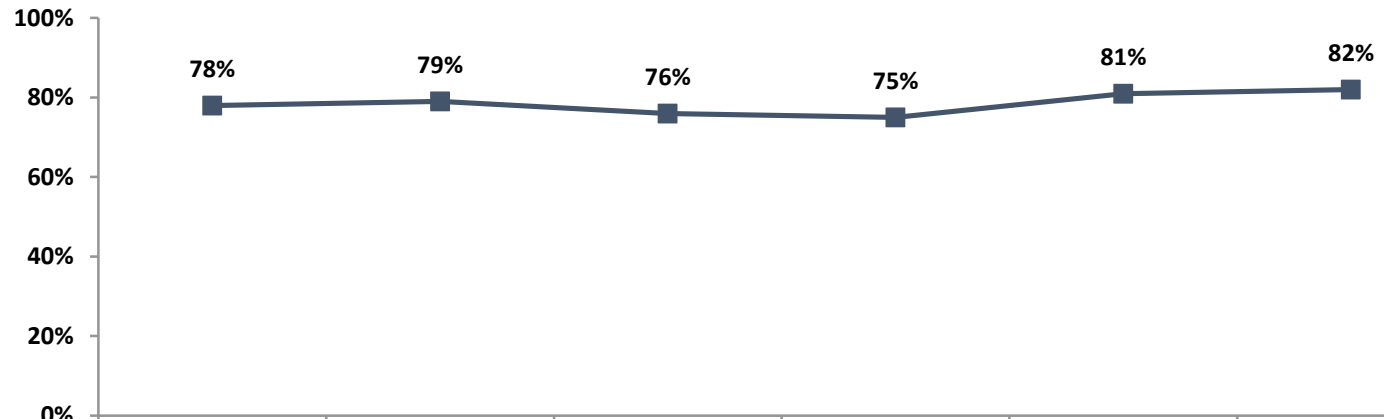
← Previous Question

Overall Experience

Next Question →

Click to select/unselect the information you would like to review:

■ Excellent



	Jan 17 (n=75)	Feb 17 (n=50)	Mar 17 (n=45)	Apr 17 (n=97)	May 17 (n=88)	Jun 17 (n=81)
Excellent	78%	79%	76%	75%	81%	82%
Very Good	10%	12%	11%	13%	11%	10%
Good	3%	1%	2%	2%	3%	1%
Fair	4%	5%	3%	3%	2%	2%
Poor	2%	2%	4%	4%	2%	3%
Don't know	3%	1%	4%	3%	1%	2%

Include/Exclude n/a

Include or exclude don't know in calculation

Exclude don't know

Filters

# Survey Snapshot

Click on to review survey in more detail

Search for verbatim containing:



Event ID	Event Name	Event Date	Event Type	Event Size	Region	Organisation Type	Overall Experience	Overall Value	Likelihood to Recommend	Overall Seamlessness	Full Survey Snapshot
100	Event 1	Jan 13, 2017	Congress	500	International	Association	Excellent	Excellent	Very good	Excellent	
101	Event 2	Feb 13, 2017	Convention	1500	International	Association	Excellent	Very Good	Good	Excellent	
102	Event 3	Feb 15, 2017	Meeting	30	Local	PCO	Poor	Poor	3	Good	

Users will be notified via email immediately if follow-up action is required.

Click to review full survey snapshot.

Filters



## Survey Management



Upload Listings

No	Event Date	Event Name	Company Name	Prefix	First Name	Last Name	Language	Email	Event Type	Event Size	Region	Organisation Type	Sent Date	Survey Status
1	Jan 13, 2017	Event 1	Name 1	Mr.	John	Smith	English	email@email.com	Congress	500	International	Association	Jan 30, 2018	Completed
2	Feb 13, 2017	Event 2	Name 2	Mr.	Paul	Johnson	French	email@domain.org	Convention	1500	International	Association	Jan 15, 2018	Started
3	Feb 15, 2017	Event 3	Name 3	Mrs.	Amy	Weber	German	email@domain.net	Meeting	30	Local	PCO	Undeliverable	-

Users can edit contact and track survey status throughout the surveying period.