



EXPERIENCE MAPPING SCORES FOR NHL SEASON TICKET HOLDERS

An in-depth analysis of the season ticket holder experience helps Ottawa Senators management optimise service.

CLIENT Ottawa Senators LOCATION Ottawa, ON WEBSITE www.senators.nhl.com INDUSTRY Consumer Products

SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks
Experience Mapping



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Visual Design

CHALLENGE

For over two decades, Ottawa fans have been buying season tickets to support their NHL team: the Ottawa Senators. Recognising season ticket holders as the most loyal (and profitable) of customers, management wanted to raise the bar of the service provided and grow this market. In order to meet this objective, the Senators' management team needed to understand fully the customer experience.

APPROACH

To grasp the Senators customer experience, Akendi conducted interviews with season ticket holders about every stage of the experience lifecycle, from online account setup, to game preparation and package renewal. Akendi identified three personas, each with distinct and unique experiences. To display their findings, Akendi visualised the data as an experience map which outlined the experiences of season ticket holders and their potential ideal experiences.

IMPACT

The Senators experience map, which currently hangs in the Senators head office, brings Senators' management closer to season ticket holders and serves as a reminder of the responsibility the organization owes this key sector of Senators' fans.

"AKENDI GAVE US GREATER INSIGHT INTO OUR USERS, THEIR CUSTOMER JOURNEYS AND THEIR BEHAVIOURS, ALLOWING US TO BETTER POSITION OURSELVES TO RESPOND TO THEIR NEEDS IN A WAY THAT MET THEIR EXPECTATIONS."

Chris Atack
DIRECTOR OF SEASON-SEAT MEMBERSHIP & GROUP TICKET SALES