Boosting customer acquisition by using social listening for reputation marketing

This dinner theater company creates one-of-a-kind interactive shows that guests cannot help but talk about, so Medieval Times used BirdEye to hear every word with real-time social listening. By closing the loop on customer feedback and customer experience, Medieval Times delivers consistently outstanding experiences that have earned them a 4.5 star nationwide rating.

Company Snapshot

Founded in 1983
BirdEye client since
September 28, 2015
www.medievaltimes.com

Challenge

Medieval Times was receiving hundreds of social mentions each day and had no way to measure and address this invaluable customer feedback.

Solution

BirdEye's social listening tools enabled Medieval Times to participate in customer conversations in real-time, leverage positive feedback, and respond to customer issues quickly.

Outcome

By connecting to their customers, Medieval Times provides a uniquely engaging customer experience both online and in show, earning them a 4.5 star rating nationwide.

THE CHALLENGE

Keep pace with light-speed social media conversations to understand customers

Hundreds of daily social mentions from across the web were flooding in too rapidly to monitor thoroughly. Comments from influencers with large social audiences as well as customer complaints were lost across multiple social channels. Although social media had a momentous impact on Medieval Times's online reputation, it was impossible to measure. With an overwhelming volume of social media activity from their customers and no way to manage it all, Medieval Times was missing out on vital conversations that could make or break their business.

THE SOLUTION

Leverage social influencers and address problems instantaneously

Medieval Times leveraged BirdEye's Social Listening tool to track all social mentions from one straightforward dashboard. They organized conversations by source and filtered by influencers, utilizing posts from customers with millions of followers as invaluable promotional opportunities. With streamlined management of hundreds of daily social mentions, Medieval Times let no issue slip through the cracks. By monitoring, analyzing and responding to social conversations in real-time, Medieval Times closed the loop on customer feedback and customer experience.

On Twitter, May 7 2016

Christoph Jefferson cj_styleking@gmail.com +1-482-657-1235
62 followers, 3 posts

Absolute disgrace that @MedievalTimes has charged my card for 2 extra tickets and not even apologised 😤

Ticket   Reply   Park

On Twitter, May 7 2016

Tyler Willis Toronto, ON tyler.willis@gmail.com +1-482-657-1235
63872 followers, 8431 posts

@MedievalTimes Simply the best HI experience for our Anniversary at Southampton. Thank you so much! Superb stay! 👏
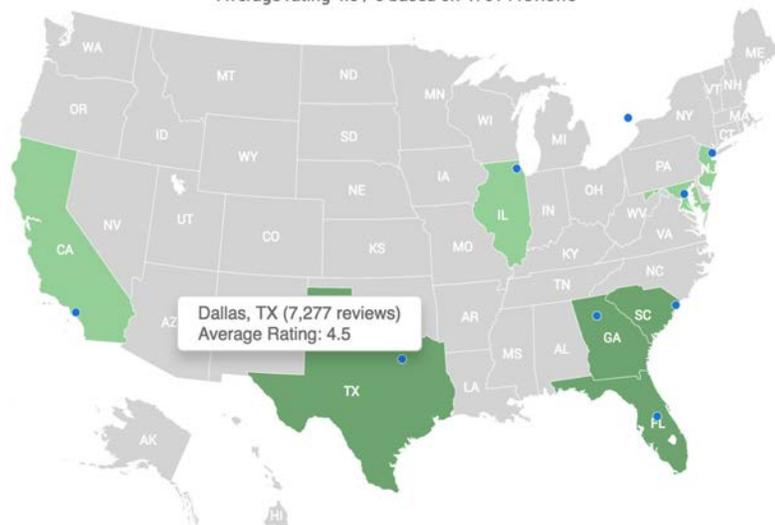⚓🚢

Ticket   Reply   Park

THE RESULT

Strong, stable ratings and customer relationships

By addressing problems in real-time, Medieval Times maintained a 4.5 average nationwide rating and their increased online exposure boosted both review volume and social buzz. Real-time interaction with their social audience gave Medieval Times an entertaining, personable brand identity that made their digital customer experience as engaging as their live shows. Amplifying happy customer voices and harnessing the influence of social mentions solidified a positive online reputation for Medieval Times that spurred customer acquisition and kept existing customers coming back.
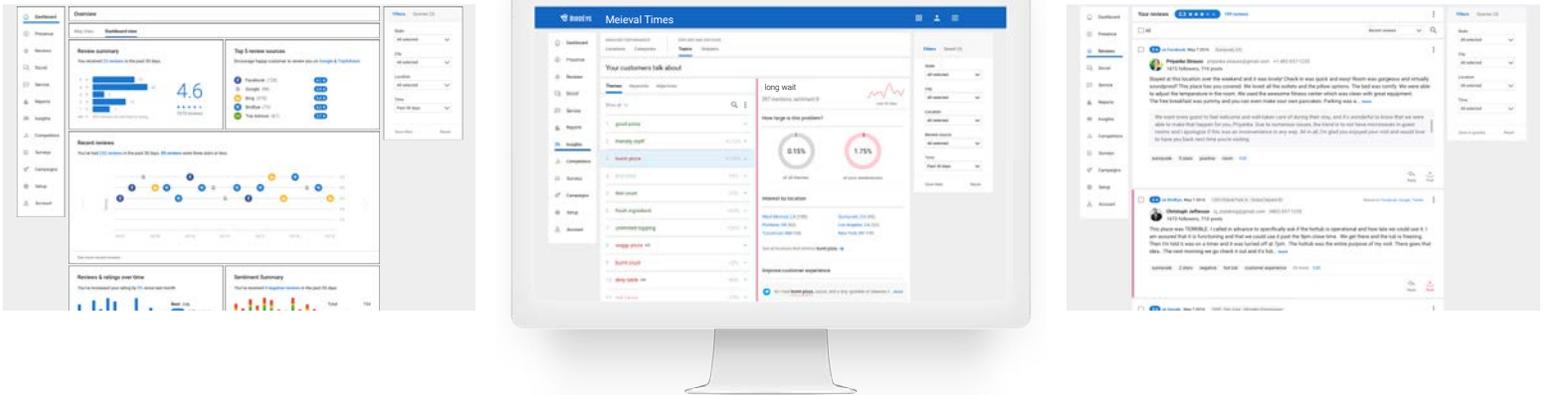
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Your Reputation Summary
Average rating 4.5 / 5 based on 47614 reviews

Dallas, TX (7,277 reviews)
Average Rating: 4.5

About BirdEye

BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.

BirdEye features

Small Business edition

The platform that drives your patients to become your marketing engine, out of the box.

Review generation

Get reviews on top sites like Google, Facebook and Healthgrades via automated SMS or MMS messages.

Review monitoring

Monitor all your reviews from all sites like RateMD and Vitals -- in real-time, from one place.

Review website

Display your best reviews from all sites on your custom-built microsite, optimized for SEO.

Review marketing

Auto-promote reviews on your website, blog, and social pages like Facebook, Twitter and Google+.

Mobile app

Monitor and manage reviews anytime, anywhere. Available for both IOS and Android.

Online presence

Create a consistent presence for your business on 50+ sites and boost SEO with new patient reviews.

Review triage

Respond instantly to negative reviews before problems escalate.

Premium support

Get results quickly with premier customer service and a dedicated support representative.

Enterprise edition

All the features of the SMB edition, **multi-location enabled**, plus:

Next-generation surveys

Design your own surveys that engage patients in-the-moment.

Proactive issue management

Assign support tickets to reviews and social comments and track issue resolution.

Business insights

Discover root cause of sentiment and take action to boost patient happiness.

Social listening

Engage with social comments in real-time to leverage influencers and User-Generated Content.

Your BirdEye view

See your enterprise as patients see you. Track trends by country, region, state, city, or branch.

Competitor analysis

Get the same insights into your competitors' patients that you have for your own.