

Turnkey Intelligence and Dapresy Create an Industry First

Together they created the sports industry's first national research network that is used by over 200 professional and collegiate marketing, operations, and more.



"The dashboards we built using Dapresy perfectly 'tell the story' of the Network data, and enable properties to instantly see its value."

Haynes Hendrickson, President of Turnkey Intelligence

ABOUT TURNKEY INTELLIGENCE

Turnkey Intelligence (TI) has revolutionized data collection, enhancement and understanding in sports and entertainment. Established in 1996, it is the sports and entertainment industry's leading provider of market research software and custom consulting. TI works with more than 200 professional, minor league, collegiate, brand-side, live event and agency properties each year, and offers a diverse menu of research solutions. From the company's DIY survey software platform ("Surveyor") to its full service research services, TI's solutions can be tailored to work for all budgets and levels of analytical expertise.

THE CHALLENGE

As the research needs of sports and entertainment properties have become more sophisticated, TI developed the Surveyor Network to enable properties of all types to directly compare survey results to league, industry and geographic averages.

The successful creation of this product proved challenging. TI focused on building a system that would enable the easy sharing and understanding of a wide array of data points. However, there were other factors to consider, including the following:

- **COST:** The final product had to be reasonably priced in order to achieve the participation goals necessary to make it useful. If it was full of bells and whistles but too expensive, only a handful of properties would participate, which wouldn't result in enough comparative data.
- **USABILITY:** TI's clients range from CEO and president-level users to interns; their analytical skills are similarly varied. The final product had to be easy to use, and provide instant insights for all users.
- **SECURITY:** TI had to guarantee the security of all clients' data, and ensure that each client was only able to see his/her institution's data (side by side with all relevant comparative sets).



“Dapresy proved to be a stable and reliable partner for the Surveyor Network. They’re able to handle the massive volume of data we’re funneling into the dashboards, and ensure total security.

Plus, the interface has enabled us to present data in a way that appeals to all of our users, and is actionable and easy to digest.”

- Haynes Hendrickson

THE CHALLENGE CONT.

- **CREATIVE CONTROL:** It was imperative for TI to have full design control over the Network’s “look.” The ability to use custom HTML/CSS to ensure all screens were visually stunning was, therefore, a requirement.
- **SPEED:** If TI was able to successfully market the Network, hundreds of users would have to be quickly onboarded, and hundreds of thousands of data sets collected and used. Thus, the final product had to be fast, and have the capacity to quickly digest and load a massive amount of data.

THE SOLUTION

TI knew Surveyor would be able to handle the Network’s data collection component, but was in search of a dashboard partner that would be able to help the company present that data cleanly, securely and in a visually appealing way. After evaluating numerous companies, TI elected to partner with Dapresy, based on its functionality, industry reputation and willingness to work with TI to help the Network succeed.

The two companies began their relationship in 2013 and, since then, have deployed multiple unique Network dashboards, displayed more than 100,000 survey responses on those dashboards, and – most importantly – successfully created a space where hundreds of sports and entertainment properties now go to quickly and cost-effectively collect and view comparative data that’s never before been accessible.

Currently, the Network has two live “programs” — a game day experience program and a season ticket member renewal program. Interested properties can participate in one or both programs and, as promised, have the ability to view their data against league, industry and geographic averages.

According to Haynes Hendrickson, president of TI, “Dapresy proved to be a stable and reliable partner for the Surveyor Network. They’re able to handle the massive volume of data we’re funneling into the dashboards, and ensure total security. Plus, the interface has enabled us to present data in a way that appeals to all of our users, and is actionable and easy to digest.”

Being able to create the Network dashboards cost-effectively has also helped TI break into new markets. “The Network is our entry point to the collegiate athletics space,” said Hendrickson. “Colleges and universities want to improve their fans’ game day experiences, but most don’t have huge research budgets, or unlimited analytical resources. The Network gives them an easy ‘in’ to the world of research, and enables them to get their hands on very valuable, actionable data points that would otherwise be unavailable.”

A prime example of this is the Athletic Department at the University of Connecticut (UConn). During the 2014 season, UConn’s goal was to use the Network to achieve a thorough understanding of what its fans wanted and expected of their institution, their athletic department and their game day execution -- and get a sense of how its fans differed from those from other institutions.



THE SOLUTION CONT.

The results of the study, displayed in a Dapresy dashboard custom-built by TI, helped UConn identify key commonalities among season ticket holders, and pinpoint multiple elements of the game day experience that, if changed, improved or added, would likely have a positive impact on fan satisfaction. UConn utilized that information to modify both its marketing campaigns/ communication and season ticket package benefits, and will participate in the Network again in 2015 to gauge the effect of these changes.

“UConn’s experience is fantastic, and very representative of what the Network has achieved in both professional and college sports,” said Hendrickson. “The dashboards we built using Dapresy perfectly ‘tell the story’ of the Network data, and enable properties to instantly see its value.”

OUTCOMES ACHIEVED BY DAPRESY

- Launched new product, the Surveyor Network, which boasts more than 200 property-side users.
- For the first time, made it possible for sports and entertainment properties to compare their data against industry averages, providing much needed context.
- Enabled TI to get a solid foothold in new markets, including multiple minor leagues and collegiate athletics.
- Increased TI’s ability to identify national, regional and industry-specific trends in the areas of event experience and season ticket member renewal intent.

ABOUT DAPRESY

Dapresy provides a highly visual data reporting software for market research and customer experience management to deploy visually engaging dashboards to clearly communicate complex data from markets, users and customers. For organizations looking to move beyond PowerPoint and Excel, Dapresy is the faster and far more effective way to easily present information to improve decision making. Founded in 2003, Dapresy has a headquarters in Sweden with a North American headquarters in Portsmouth, NH. The firm has several other client services offices around the globe.