



Case Study
Legends-Yankees

Real Issues.
Real Solutions.
Real Results.

Yankees Stadium Improves CX, Upsell with GameFilm®

Real Issues

As an international hospitality management company, Legends partners with marquee sports and entertainment brands to design, plan and realize exceptional experiences.

Legends reached out to **Reality Based Group (RBG)** to help Yankees Stadium:

Measure their customer experience through objective video data

Improve up-sell behavior to increase ticket prices of merchandise sales

Using its GameFilm® solution, RBG helps improve Yankee Stadium's fan experience through constant measurements and coaching.

Real Solutions

RealResults™ Dashboard

RBG designed a custom, cloud-based dashboard to analyze the hundreds of incoming data points and track the progress of staff.

GameFilm®

Trained, RBG mystery shoppers evaluate the Yankees Stadium fan experience - starting from entering the parking lot to navigating the entrances and shops throughout the stadium.

RBG sends in **multiple mystery shoppers on a monthly basis throughout the Major League Baseball (MLB) season** to interact with ticket sales, guest support, concession stand, and merchandising staff. Scored interaction questions include:

- Were you greeted upon entering the store?*
- Did the Cashier suggest an additional item?*
- Did your Cashier end your interaction with a positive statement?*
- Were all displays neatly merchandised?*

The resulting data is then segmented by areas for improvement, overall score, and a survey summary (trending) overview.



Real Results

Legends - Yankees Stadium continues to improve upon excellent results from the **GameFilm®** program. They have noticed a rise in average merchandise sales since the program started. **Yankees Stadium's Merchandise Staff Members have improved in their first season with RBG:**

From

0 to 92%

Increase of Upsell Asking Behavior

8.5%

Increase in Overall Scored Performance

Legends - Yankees Stadium Program Summary

Program Start:

2018

Solutions Utilized:

GameFilm®

RealResults™

Key Areas Improved:

Consistency in Customer Greetings

Presentation of Merchandise

Quality of Staff Interactions

Efficiency of Staff Checkout

Frequency of Upsell Opportunities



"What we love about GameFilm® is the use of actual video footage (instead of just a photograph) when our team is being evaluated during their work performance.

We can see every single interaction and then, later on, we use the video footage as an effective coaching tool, where we identify both the positives and areas of opportunity.

With the use of the videos, we work towards improving the overall guest experience in all of our Merchandise Locations."

Odie Paula
Customer Service Manager,
Legends-Yankees Stadium