



## 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](http://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.



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## 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.



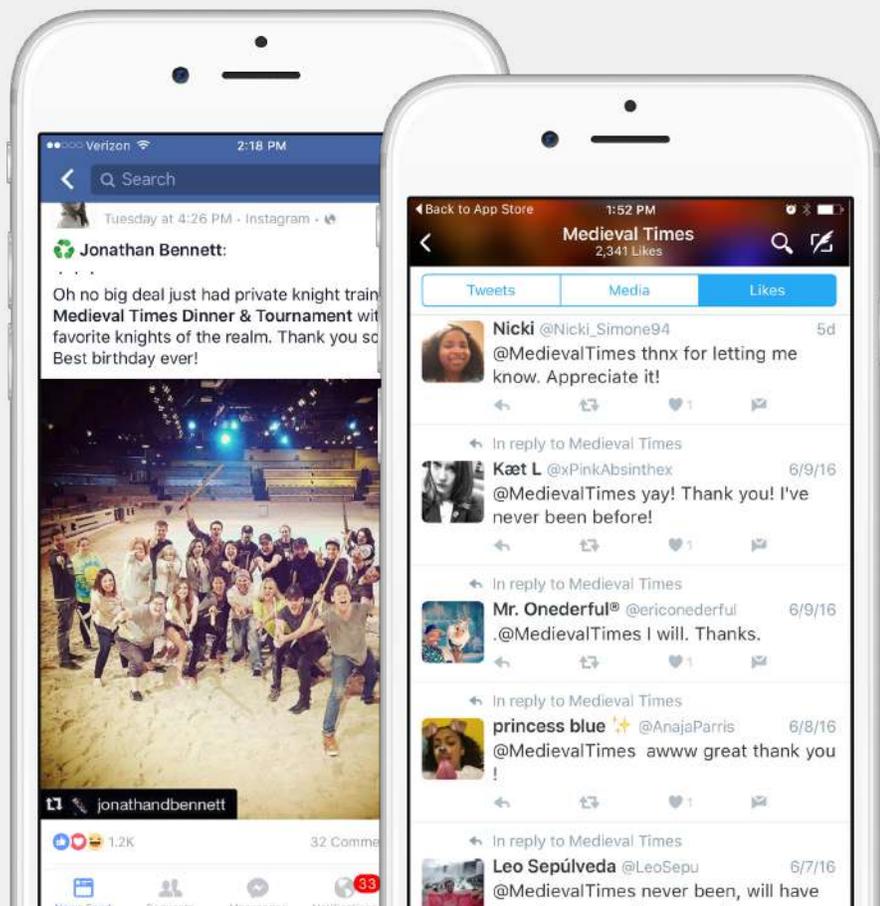


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## THE CHALLENGE

# 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.





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## 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 🙄



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! 🙌





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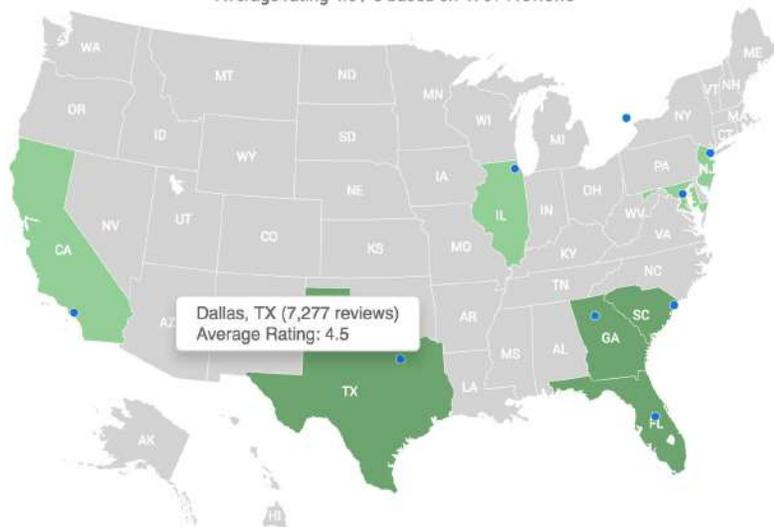
## THE RESULT

# 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.

### Your Reputation Summary

Average rating 4.5 / 5 based on 47614 reviews

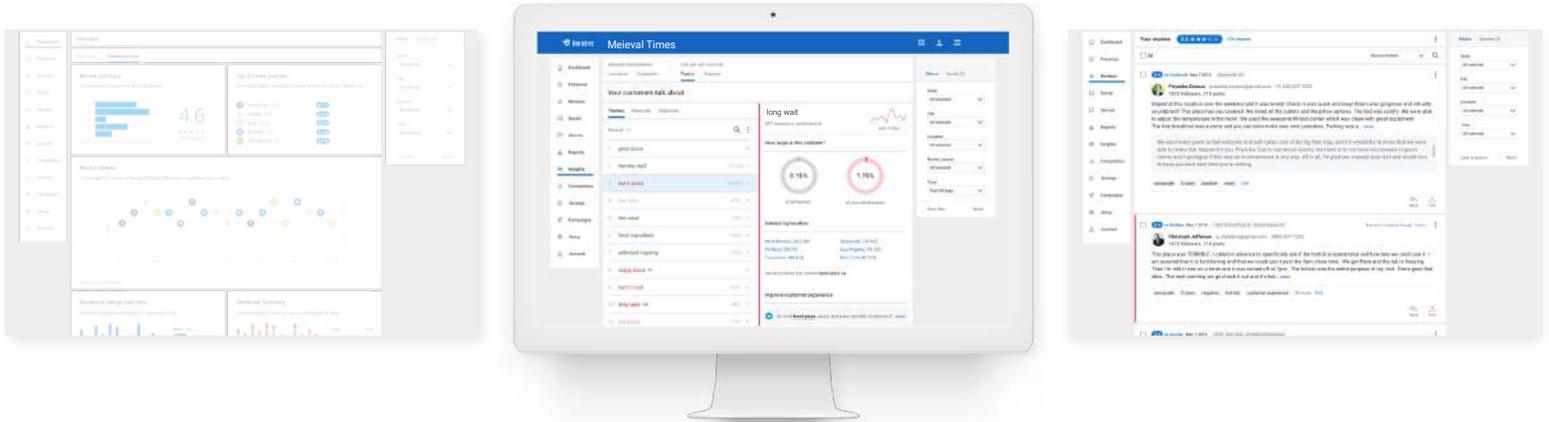


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# About BirdEye



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/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



# BirdEye features

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

## Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

## Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

## Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

## Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

## Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

## Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

## Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

## Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

## Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

## Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

## Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.