Marckus Harden
Conference and Events Coordinator

Capstone Overview: Customer Feedback Loop

Project Description:

This project focuses on the creation of a **feedback loop** to collect data and returns in order to make increased improvements. The overall purpose of the project is to **improve the services** provided by Conference & Events for community stakeholders.
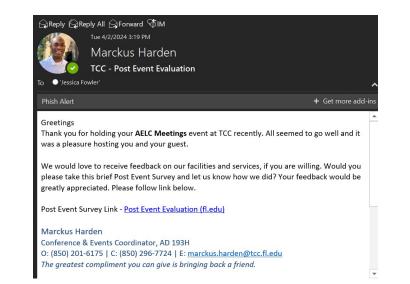
Rationale (the WHY):

- Help identify **areas for improvement.**
- Better **understand customer needs** and enhance their experiences.
- **Strengthen existing customer base**, building better relationships & loyalty within the community.
- Aid in **future planning** and **market base.**

Methodology

- Implement a Post-Event Evaluation that **captures both the positive and negative feedback** of community stakeholders.

- **Develop a rhythm** whereby collection of feedback becomes part of the department regular practice.

Staff Review

On a scale from A-5, PLEASE RATE THE FOLLOWING: (1 = Unsatisfactory, 3 = Satisfactory, 5 = Excellent, N/A = No Answer)

	N/A	1	2	3	4	5
Reservation Process	○	○	○	○	○	○
Pre-Event Assistance	○	○	○	○	○	○
Event Management	○	○	○	○	○	○
Accessibility	○	○	○	○	○	○
Security (did you feel safe?)	○	○	○	○	○	○
Ask Us	○	○	○	○	○	○

Facilities Review

On a scale from A-5, PLEASE RATE THE FOLLOWING: (1 = Unsatisfactory, 3 = Satisfactory, 5 = Excellent, N/A = No Answer)

	N/A	1	2	3	4	5
Event Space(s)	○	○	○	○	○	○
Cleanliness	○	○	○	○	○	○
Technical Equipment	○	○	○	○	○	○
Restrooms	○	○	○	○	○	○
Furniture (tables, chairs, room dividers,	○	○	○	○	○	○

Reply   Reply All   Forward   IM

Tue 4/2/2024 3:19 PM

Marckus Harden

TCC - Post Event Evaluation

To   'Jessica Fowler'

Phish Alert   + Get more add-ins

Greetings
Thank you for holding your **AELC Meetings** event at TCC recently. All seemed to go well and it was a pleasure hosting you and your guest.

We would love to receive feedback on our facilities and services, if you are willing. Would you please take this brief Post Event Survey and let us know how we did? Your feedback would be greatly appreciated. Please follow link below.

Post Event Survey Link - Post Event Evaluation (fl.edu)

Marckus Harden
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The greatest compliment you can give is bringing back a friend.

Capstone Data

Participants:

Department of Education

Tallahassee Memorial Healthcare

Evolution Group, LLC

FL Department of Health

Leon County Schools

Association of Early Learning

Seminole State College, St. Pete College
        Florida College Access Network

                Citrus County Chamber of
Commerce

and more...

Mobile AV Kit
- Saving users roughly $1,700 through outside vendor

Event Support Specialist
- Rodney McCammon