



Golden State Warriors use feedback to build a state-of-the-art fan experience

From inclusive dance squads to a fresh, more intuitive website, the Warriors create unforgettable fan experiences using SurveyMonkey, the official fan feedback partner of the Golden State Warriors.



Photo by Jason O'Rear



19%

Increase in NPS using SurveyMonkey

18k+

Total responses collected

33

Surveys sent

THE CHALLENGE

New arena, new opportunities to create loyal fans

When the Warriors moved from the Oakland Arena, their home for 47 seasons, to the brand new, state-of-the-art Chase Center in San Francisco, they saw an opportunity. As the owner and operator of the new building, the Warriors now had an unprecedented chance to create a compelling fan experience—and they planned to exceed expectations.

With the transition to a new building and new city, the Warriors evolved from just a basketball team to a diversified entertainment company, overseeing concerts, festivals, shows, and beyond. The Warriors knew they needed to keep a close eye on their customers' expectations and desires in order to differentiate their venue from all the others out there. So the Warriors set out to find a sophisticated survey solution that could support the numerous in-depth research projects they had planned.



“It is critical that we are able to get a pulse on what fans care about and an understanding of our market so that we can really optimize the fan experience, and really differentiate our venue from all the other entertainment options that are out there.”

Brandon Schneider, Warriors Chief Revenue Officer

THE ANSWER

Fan feedback guides business strategy to ensure success

Having successfully used SurveyMonkey for over 5 years, the Warriors selected SurveyMonkey Enterprise to keep a pulse on their fan experience and gather regular feedback for a number of important initiatives. With the unveiling of their brand-new arena, the Warriors realized their website could use a fresh take as well. So they deployed Usabilla by SurveyMonkey, a leading app for gathering in-the-moment digital feedback, to give their site a facelift based on user input.

The Warriors quickly got to work using the solutions to gather insight from fans, from their email content preferences to what they wanted the in-game experience to look like. Staying in lock-step with their customers' preferences wasn't just about getting new ideas for the arena—it was also the best way to be certain their business strategy and investments would drive results.

The combination of using SurveyMonkey Enterprise to interact with existing customers and Usabilla to measure digital experience enables the Warriors to get an end-to-end understanding of their customer experience, from the moment a potential buyer visits their website until they exit the arena post-game.

Some of the feedback has surprised the Warriors, highlighting the often unexpected insights that can only come when gathering feedback at scale. For instance, an in-game experience survey revealed the Warriors' fan base was interested in more inclusive performances. In response, the team introduced alternative dance teams including junior, senior, and co-ed squads.

THE TAKEAWAY

Feedback leads to new discoveries and actionable insights to boost the fan experience

Rather than sticking to the same tried and true tactics for engaging fans, the Warriors were ready to break the mold. Using SurveyMonkey to keep a pulse on what customers care about, the team has successfully introduced new performances, new concourse additions, and a recent rebrand. By challenging their own assumptions and relying on data rather than hunches, the Warriors have been able to pivot their strategy with confidence.

With Usabilla, the Warriors have collected user feedback, informing them to create a more user-friendly experience for their customers with a streamlined navigation, enabling site visitors to locate the content they're looking for more easily, without having to dig around.

Whether to confirm a hypothesis or discover new ideas, gathering regular feedback enables the Warriors to steer their business in the right direction, grounded in data.

Up next, the Warriors will tap into fan feedback to determine what the future of live events will look like in the wake of COVID-19. The Warriors will be looking closely at: "How do we adapt and get ahead of the curve there?"

Company
Golden State Warriors

Use Case
Customer Experience

Products
SurveyMonkey Enterprise
Usabilla

Success factor
New insights
Faster feedback

Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.