

SEC SURVEY: USER GUIDE


IF YOU NEED HELP INTERPRETING AND/OR COMMUNICATING SURVEY RESULTS, EMAIL HELP@SSBINFO.COM.

DASHBOARD LEGEND

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- **TAB: NPS**
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- **TAB: TEXT RESPONSES**
- **TAB: IMPORTANCE – YEAR OVER YEAR TRENDS**
- **TAB: IMPORTANCE – TRENDS BY QUESTION TYPE AND SPORT**

GENERAL EXPORT INSTRUCTIONS

These are the general export instructions unless otherwise noted by ** on the individual tab description.

1. Click the **PDF icon** () in the top left of the portal
2. From the dialog box that appears:
 - a. Include: select **Specific sheets from this workbook** then choose which tabs from the dashboard to print
 - b. Scaling: **Automatic**
 - c. Paper Size: **Letter**
 - d. Orientation: **Portrait**
 - e. Click **Create PDF**

TAB: QUADRANT

This Quadrant shows a high-level summary of respondents' importance and satisfaction scores for each question type.

With the Quadrant graph, you can:

- Identify risks and opportunities
- Monitor satisfaction and importance levels
- Decide where to invest to increase satisfaction

On this dashboard:

- Importance and satisfaction average by question type
- Broken down by Seat Type

TAB: IMPORTANCE

This dashboard compares the average scores in both importance and satisfaction for each question.


With the Importance dashboard, you can:

- Dive into specific question types to see where opportunities and risks lie
- Identify gaps in respondents' level of importance vs satisfaction
- Monitor satisfaction and importance levels

On this dashboard:

- Importance and satisfaction by question
- Gap (+/-) between importance score and satisfaction by question
- Comparison to SEC Average Satisfaction
- Broken down by Seat Type

**Export Instructions:

1. Click the **PDF icon** () in the top left of the portal
2. From the dialog box that appears:
 - a. Include: select **Specific sheets from this dashboard** then choose which tabs from the dashboard to print
 - b. Scaling: **Automatic**
 - c. Paper Size: **Letter**
 - d. Orientation: **Landscape**
 - e. Click **Create PDF**

TAB: NPS

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend your products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with your product or service and the customer's loyalty to the brand. It is the only standardized metric across all industries and this survey allows you to compare the metric to other brands – helping you gain a more accurate picture of where you stand in the competitive landscape.

With Net Promoter® Score you can:

- Optimize around a single customer metric
- Benchmark against industry and competitor scores
- Uncover customer loyalty drivers
- Monitor improvements in products, services and across the entire customer journey
- Identify unsatisfied and at-risk customers

On this dashboard:

- Year over Year comparison
- Broken down by Seat Type
- Four-year historical view
- Comparison to SEC Average
- Top 5 SEC schools by Ticket Type

TAB: RESPONDENTS

The Respondents information provides high-level demographic details and purchase information.

With the Respondents information you can:

- Understand the demographic makeup of your survey respondents
- Understand participation compared to other schools

On this dashboard:

- Age
- Gender
- Travel time
- Mobile Provider
- Number of Home Games Attended
- Seat Location
- Survey Participation by School %

TAB: ATTENDANCE FACTORS

This dashboard highlights the levels of impact different variables have on respondents attending events.

On this dashboard:

- Variables that impact attendance
- Game duration scale
- Broken down by Seat Type

With the Attendance factors, you can:

- Use factors deemed important in marketing materials to specific segments
- Solidify investments in areas of high importance

TAB: SPONSORSHIP & MEDIA

This dashboard ranks the main sources of information for respondents and brands they associate with your athletic program.

On this dashboard:

- Rank of media sources
- Rank of brands recognition in the venue
- Broken down by Seat Type

With the Sponsorship & Media dashboard, you can:

- Evaluate sponsorship activation
- Validate media resource allocation

TAB: TEXT RESPONSES

On this dashboard:


- Word cloud summary of text responses
- Text responses by constituent
- Broken down by Seat Type

With the Text Responses dashboard, you can:

- Visualize fan feedback
- Review individual fan feedback

- Follow up with constituents individually to address issues or comments

****Export Instructions:**

1. Click the **PDF icon** () in the top left of the portal
2. From the dialog box that appears:
 - a. Include: select **Specific sheets from this dashboard** then select all the tabs from the dashboard
 - b. Scaling: **50%**
 - c. Paper Size: **Letter**
 - d. Orientation: **Portrait**
 - e. Click Create **PDF**

TAB: IMPORTANCE – YEAR OVER YEAR TRENDS

This dashboard compares the average scores in importance and satisfaction year over year for each question.


On this dashboard:

- Importance and satisfaction by question
- Gap (+/-) between importance score and satisfaction by question
- Year over Year comparison
- Broken down by Seat Type
- Three-year historical view
- Comparison to SEC Average

With the Importance – Year Over Year Trends dashboard, you can:

- Dive into specific question types to see where opportunities and risks lie
- Identify trends in importance vs satisfaction scores Year over Year
- Monitor satisfaction and importance levels across programs

****Export Instructions:**

1. Click the **PDF icon** () in the top left of the portal
2. From the dialog box that appears:
 - a. Include: select **Specific sheets from this dashboard** then choose which tabs from the dashboard to print
 - b. Scaling: **Automatic**
 - c. Paper Size: **Letter**
 - d. Orientation: **Landscape**
 - e. Click **Create PDF**

TAB: IMPORTANCE – TRENDS BY QUESTION TYPE AND SPORT

This dashboard compares the average scores in importance and satisfaction year over year for each question and across sports.


On this dashboard:

- Importance and satisfaction by question
- Gap (+/-) between importance score and satisfaction by question
- Sport by sport comparison
- Year over Year comparison
- Broken down by Seat Type
- Three year historical view
- Comparison to SEC Average

With the Importance –Trends by Question Type and Sport dashboard, you can:

- See differences in satisfaction and importance levels across sports
- Identify trends in importance vs satisfaction scores Year over Year
- Dive into specific question types to see where opportunities and risks lie
- Monitor satisfaction and importance levels across programs

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 - c. Paper Size: **Letter**
 - d. Orientation: **Landscape**
 - e. Click **Create PDF**