

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.

[illegible]

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