

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



**Stats**

19% Increase in Net Promoter Score®  
20k+ Total responses collected  
More than 30 Surveys sent

**Strategic goal:**

Customer Experience

**Solutions:**

SurveyMonkey Enterprise  
GetFeedback  
Market Research Solutions

**Success factors:**

New insights  
Faster feedback



“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**  
president & chief operating officer,  
Golden State Warriors

## THE CHALLENGE

### Investing in new opportunities to create—and keep—loyal fans

When the Warriors moved in to the brand new, state-of-the-art Chase Center in San Francisco, they saw an opportunity. As owner and operator of the new building, the Warriors had a chance to create a compelling fan experience—and they planned to exceed expectations.

As the Warriors evolved from a basketball team to a diversified live entertainment company, they knew they needed to keep a close eye on their customers' expectations and desires. The Warriors set out to find a sophisticated survey solution that could support the in-depth research projects they had planned.

## THE ANSWER

### Fan feedback guides business strategy to ensure success

Having been a SurveyMonkey customer for over 5 years, the Warriors chose SurveyMonkey Enterprise to gather regular fan feedback. With the unveiling of the new arena, the Warriors realized their website could use a fresh take as well, and they deployed GetFeedback to give their site a facelift based on user input.

Using SurveyMonkey Enterprise to interact with existing customers and GetFeedback to measure digital experience enabled 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.

Then the pandemic hit, disrupting the league and barring spectators from Chase Center for over 400 days. In early 2021, as the Warriors were preparing to welcome fans back to the venue, they redoubled efforts to understand not only what made fans feel safe but also what drove them to come back again and again.

The Warriors used SurveyMonkey Market Research solutions to uncover fan sentiment trends and inform their reopening strategy as well as conduct broader market research. The Warriors have a robust database of fans, but SurveyMonkey enabled them to reach people who weren't current Warriors fans.

"We wanted a better understanding of what drives brand appeal," said Charles Gao, senior manager of business strategy and analytics for the Warriors. "We're also getting support on what fans are looking for, what non fans are looking for, and how we can better cater to their expectations and help drive our business, create a better experience, and grow the spotlight on the game of basketball."

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.

Each of these new programs takes resources to implement and maintain, and proving ROI can be difficult. SurveyMonkey helps the Warriors understand where to focus. And when it came to planning for the post-pandemic reopening, the research done with SurveyMonkey uncovered that fans in the Bay Area had a higher expectation of COVID-19 precautions than did fans in other parts of the country, enabling the Warriors to plan accordingly.

## THE TAKEAWAY

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

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Using SurveyMonkey to keep a pulse on what customers care about, the Warriors have successfully introduced new performances, concourse additions, and a recent rebrand, and its plans to reopen safely post-pandemic were met with enthusiasm by Bay Area residents.

"One of the most powerful things about SurveyMonkey is its versatility," Schneider said. "It's not just useful for one vertical or one area of the business. It's something that we can apply for all of our partners through all aspects of our business."

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Learn how your organization can use surveys and feedback to grow, evolve, and adapt with [SurveyMonkey Enterprise](#).