



# Eat, Drink, Play, Watch...and Listen:

How Dave & Buster's Uses CX Intelligence to Create Memorable Guest Experiences

## Everything Under One Roof

In the late 1970s, James "Buster" Corley ran a popular restaurant known for its delicious food and fantastic service. Down the street, Dave Corriveau opened an adult arcade with the latest and greatest games and endless opportunities for fun. Before long, they noticed people going back and forth between the two business over the course of an evening, and wondered if they could combine the best of both businesses under one roof. Before long, they opened the first Dave & Buster's—a fully integrated dining, social, and gaming experience.

The self-proclaimed home of eat, drink, play, and watch, D&B's cultural DNA is comprised of fun, passion, pride, and commitment. All employees strive to ensure guests are able to take a break from the stresses of everyday life while having fun with friends and family. Exceptional service, fun for everyone, and something new at every visit. That's the Dave & Buster's way.

## Is it Working?

With a commitment to superior guest experience already in place, D&B's partnered with InMoment to track its efforts over time and inform tactical and strategic improvements. Using guest feedback—collected at a rate of over 50 surveys per location, per week—D&B's monitors an array of metrics, from the guest experience in a specific department to overall satisfaction. Additionally, social listening—data pulled from various social sources—runs parallel to Voice of the Customer feedback to deliver a more organic customer sentiment. Combined, the company receives a quick read on whether or not new offerings are successful, and acts immediately.

**“InMoment...is a great partner for us...and really helps us steer the experience in a direction that makes us more and more compelling for guests.”**

- Dolf Berle, President and COO

## Increasing Engagement at Critical Touchpoints

Additionally, InMoment helped D&B's identify guest personas and key demographics that, when combined with customer experience metrics, inform game selection, menu creation, and marketing strategies. And the company is always innovating. By understanding the role technology plays in guest experience, D&B's automated processes that don't require human intervention, freeing up staff to engage with guests at critical touchpoints in more meaningful ways.

Insights show that customers who have more interactions with staff have a better overall experience. For this reason, D&B's continues to invest in it's employees—from frontline staff to regional managers—ensuring they're well trained, have the tools they need to be successful, and are excited about the company culture.

In a changing and competitive market, D&B's continues to rely on customer feedback to drive company growth and create memorable experiences for its guests.