

# Enhancing Visitor Experience

Dundalk Business Improvement District's Journey with TellUsFirst

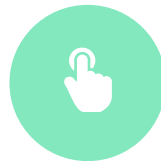


## CHALLENGES

Dundalk BID has recently organised a number of initiatives such as Frostival and The Northern Lights to attract visitors to Dundalk Town Centre. Dundalk BIDs wanted a direct channel to hear from visitors and a way to get feedback from them to improve the events and seminars going forward.

## SOLUTIONS

TellUsFirst allowed us to measure customer feedback from our biggest event of the year - Frostival. We were able to speak to our customers in huge volumes and not only get feedback on the event itself, but to get feedback on Dundalk Town in general.



1,265  
SMILEY CLICKS



624  
MESSAGES



64.56  
NPS SCORE

## BENEFITS

### Implementation Process

The TellUsFirst team simplified and streamlined the process. In just days, we were ready to collect feedback. TellUsFirst made it easy for Dundalk BIDs to hear from hundreds of visitors instantly.

### Impact On Business

TellUsFirst enables us to engage with both residents and visitors of Dundalk Town, gathering and responding to feedback swiftly. This interaction is crucial for growing footfall levels, and TellUsFirst makes it effortless for us

*"TellUsFirst is such a cost-effective way of gathering large volume levels of feedback. The team also went above and beyond to guide me along the way. I will definitely continue to use TellUsFirst in the future"*

Dundalk BIDs - Manager

## AT A GLANCE



Targeted 30k  
visitors in 3 days



Quick and Easy  
Set up Time



624 visitors left  
written feedback