

Future of Customer Service Is Changing

For Immediate Release Realtime Feedback helps secure Guest Experience Innovation Award for Dallas Mavericks



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Realtime Feedback, a Dallas, Texas-based company, is making headlines by helping change game-day experiences for NHL and NBA games at the American Airlines Center, home of the Mavericks, The Stars and many other concerts and events. Realtime Feedback is a guest communication platform that offers real-time engagement between guests and management offering instant customer satisfaction. The platform is a fresh and more efficient way to enhance the fan and guest experience. It allows guests and customers to privately communicate with business management in real-time, not after they leave but rather while they're still at the venue. If there is an issue, the guest can scan one of the many smart QR codes around the venue and quickly relay issues or accolades and within seconds management handles the issue promptly.

Realtime Feedback was founded by Adam Alfia and Kfir Alfia in 2018. They have a combined experience of entrepreneurship and innovation that spans three decades. They created Realtime Feedback when they saw a disconnect between the experience businesses thought they were giving their customers and their customers' actual experience. With digital being the preferred communication method of so many who grew up with cell phones, customers are now much more willing to alert management of issues in person. So instead of waiting for them to broadcast their complaints on sites like Google or Yelp, why not give customers a low-friction channel to communicate to management in real-time.

"If it's a simple and quick process, customers are more than happy to give businesses Feedback about their experiences. Going home and filling out a survey after you left a store takes a lot of time and brain drain," said Adam Alfia, co-founder of Feedback. "Furthermore, customers see it as a very one-sided interaction. The customer spends their time filling out a long-form and gets nothing in return. They almost never have someone reach out to them to discuss their survey results or do they ever see a change in the business based on their survey."

Just recently, Gina Chapa, VP of Guest Experience at American Airlines Center received the Guest Experience Innovation Award from the NBA after launching the Realtime Feedback platform at the venue.

“We have very high standards and we’ve been blown away with how consistently they go above and beyond our expectations. Game night experiences have been revolutionized with the new AAC Realtime Feedback app as the primary real-time communication with guests and employees.” States Gina Chapa. She goes on to say “The past two years could not have been possible with the Realtime Feedback team.”

Several other NBA and NHL venues are now using the technology as well as several restaurant chains, grocery stores, auto manufacturers, dealerships, gas stations, and even cities.

For more information contact: Mike Terrell at mike@realtimefeedback.com (214) 274-8708
realtimefeedback.com

Media Contact

[www.realtimefeedback.com/Mike Terrell](http://www.realtimefeedback.com/Mike%20Terrell)

mike@realtimefeedback.com

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