

SPLACER

Creating meaningful
experiences throughout
the customer journey

RESULTS

\$360K+

in annual cost savings

10+

data integrations

15%+

increase in booking
revenue per month

Industry: Hospitality

SUMMARY

- Splacer is an online marketplace that brings together people who own unique spaces with people who are looking to create event “experiences,” such as meetings, workshops, parties and exhibitions.
- In order to make sure their users are satisfied, it is critical for Splacer to understand exactly what their clients want so they can show the right results when clients are searching for the perfect event space.
- With analytical data coming from 10+ sources, Medallia CX Journeys enables Splacer’s teams to understand and comprehend all of that data in one platform.
- By having access to analytical journey data, Splacer has been able to save money in resourcing costs, and is now seeing an additional 15% in bookings revenue per month.

Creating meaningful experiences

Splacer is an online marketplace that brings together people who own unique spaces with people who are looking to create event “experiences,” such as meetings, workshops, parties and exhibitions. Just like Airbnb turns homes into hotels, Splacer lets people transform their personal spaces into event venues for their local community.

Splacer aims to create meaningful, whole experiences for their members and partners. In order to make sure their users are satisfied, it is critical for Splacer to understand exactly what their clients want so they can show the right results when clients are searching for the perfect event space.

“In order to increase the effectiveness of our platform, we need to have one place where we can access multiple data sources so that we can analyze the information and be able to take action on it,” says Lior Ash, CEO of Splacer.

After evaluating many different solutions that could help solve this, Splacer began using Medallia CX Journeys because of its customization, connectivity to data sources, and its ability to visualize and analyze all of the data in one platform.

A comprehensive view of the customer journey

With access to dashboards and comprehensive reports, Splacer has a comprehensive view across six journeys. One of the journeys helps Splacer identify the exact point in the customer journey a client is experiencing an issue.

For example, a client was having a difficult time finding a space where they could host their event. Real-time data analytics reported this point of friction and the Splacer team had a support team member reach out immediately and was able to help this client find the right space.

Another example of how Splacer takes actionable insights from their data analytics is regarding advertisement plans for space owners. A space owner purchased a sponsorship plan so they could attract more business. Through the data analytics dashboards, Splacer could identify how well that advertising plan was working and if it was creating a higher demand. By receiving actionable data, Splacer was able to fine tune that program.

Driving cost savings and an increase in bookings

With analytical data coming from 10+ sources, such as the Splacer website, Google Analytics, Facebook and Stripe, CX Journeys enables their teams to understand and comprehend all of that data in one platform.

The ability to access this analytical data enables the Splacer team to make better business decisions and provide an exceptional experience for their customers. By getting unique cuts of data in real-time to key stakeholders (such as marketing, support and sales teams) for prioritizing improvements, the Splacer team is now seeing an additional 10% more bookings per month, which equates to an additional 15% in booking revenue per month.

“

Accessing this data all in one place saves us huge costs from the resources needed to build the infrastructure on our own, which would cost us over \$360,000.00,” explains Ash. “In addition to the cost savings, I can see information faster. I get results faster. And I’m able to act faster, which is absolutely crucial for our business.”

Learn more at medallia.com

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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