



# RDS – Customer Journey

## Case Study

### Project Background

This research project was conducted by iReach Insights on behalf of the Royal Dublin Society (RDS). The RDS wanted to consider a survey of ‘venue’ Customers and Stakeholders to obtain independent and objective feedback from those that have run or supported events in the recent past. The purpose of the research is to gain an in-depth understanding of the Staff, Stakeholders and clients of the RDS.

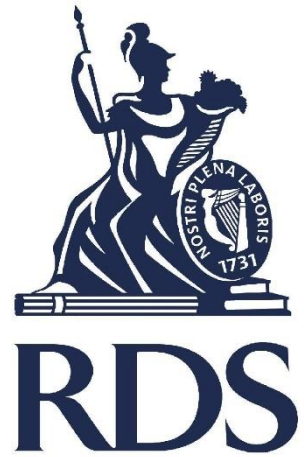
The objective of the research was to obtain a clear view and document the RDS Customer Journey to measure the experience and satisfaction with each relevant touchpoint; Awareness & Event Experience, Customer Communications, Digital & Website and Future Improvements. This will allow the RDS to better understand how they are performing and how the RDS can improve going forward.

### iReach Methodology

The research conducted is qualitative research in the form of In-Depth Interviews and a discussion guide was formulated for RDS clients and also for the Staff/Stakeholders. The Discussion Guide covered 4 topics; Customer Journey and Event Experience, Communications, Online and Digital and The Future. iReach Insights Interviewers ran In-Depth Interviews either face to face or over the phone, allowing participants to select the most appropriate method to them in sharing their experiences of the RDS venue and their ‘customer journey’.

The participants of the In-Depth Interviews were conducted with clients of the RDS and Staff, Stakeholders of the RDS.

This report was comprised of Customer Journey & Event Experience, Communications, Online & Digital, RDS Foundation, RDS Sustainability and Future Improvements & Recommendations. The presentation and report were relayed back to the team in the RDS with all key findings from the research highlighted and improvements they could make.



### iReach Insights

iReach Insights is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver **Insights to Impact**.

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