HappyOrNot

HappyOrNot (HON) is the leading solution to help companies transform real-time fan feedback into fan experience data insights. The reason most data analytics solutions fail is because they're simply too complex to extract insights from at the exact time of the service experience. This service eliminates the confusion of fan experience data analytics and delivers real-time, actionable insights that you can immediately put into action.

Utilizing HON we collect anonymous, high-volume feedback on fan experiences in all areas of the stadium. The feedback data provides vital information, from supporting better decision making for new and existing initiatives, to the overall fan experience.

The platform also offers transparency of information to all levels of the organization. When staff, managers, and the executive team all have access to real-time data that tells them how the desired services and experiences are performing, your organization gains the agility to react and meet shifting needs rather than being caught by negative feedback after the fact.