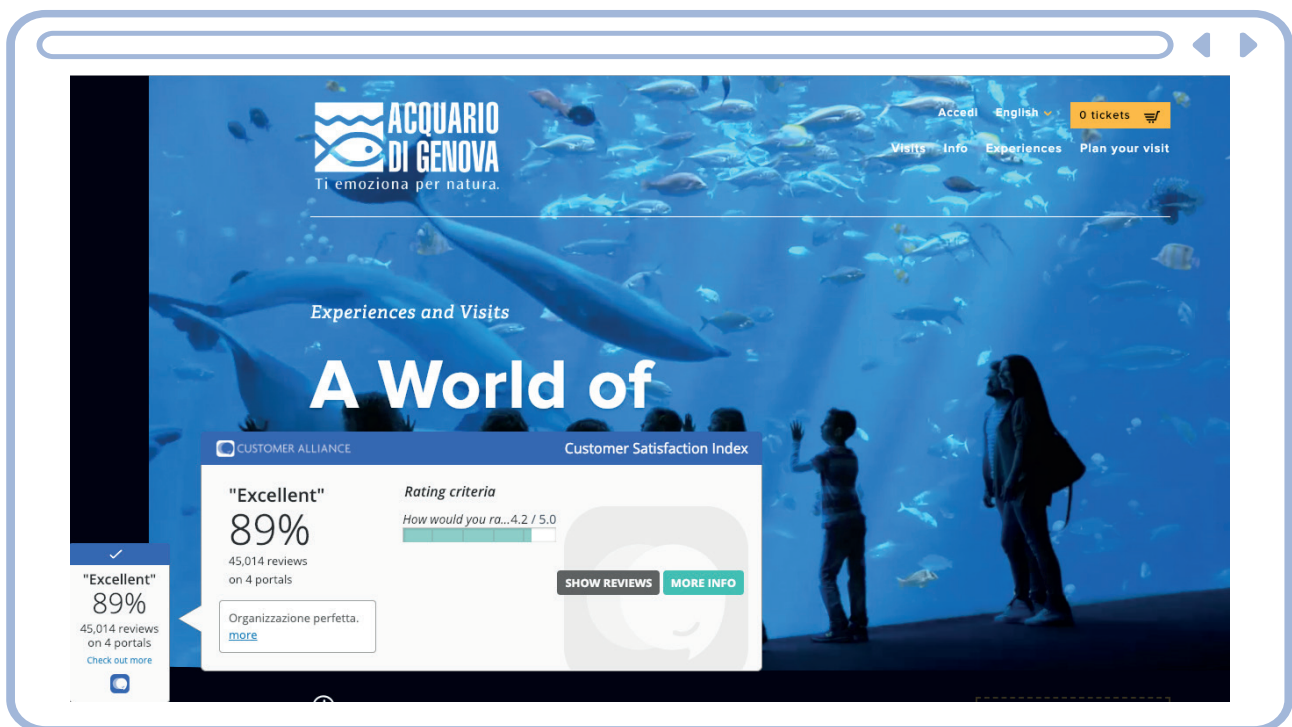


# HOW ACQUARIO DI GENOVA BECAME ONE OF THE WORLD'S TOP 10 AQUARIUMS ON TRIPADVISOR

 Website: [www.acquariodigenova.it](http://www.acquariodigenova.it)
 Hosted animals: **12.000**
 Vegetal species: **200**
 Sqm Park Area: **27.000 mq**



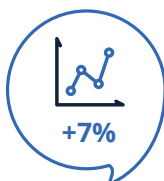
Acquario di Genova is one of the most important and famous aquariums in the world, and has finally received the recognition it deserves. But first, let's take a step back to see how it earned this recognition.

Since its opening 26 years ago, the aquarium has always been one of the main tourist attractions in the city of Genoa. Unfortunately, the online feedback left by guests on portals like TripAdvisor did not reflect its remarkable popularity amongst visitors to the city. With over one million visitors every year, the attraction was only ranked 7th in TripAdvisor's ranking amongst "Things to do in Genoa." Acquario di Genova's

management decided to take action and ensure that the online reputation for the aquarium need to reflect the reality of the great offline experience enjoyed by guests.

Unfortunately, even if the large percentage of visitors (the so-called "silent mass") enjoyed the experience at the attraction, they rarely remembered to leave a review from their own initiative, once returning to their daily routines, unless encouraged to do so explicitly.

In just two months of proactive online review collection with Customer Alliance, Acquario di Genova not only collected more than 3,000 reviews, but they even reached the top position on TripAdvisor.



CSI  
INCREASE



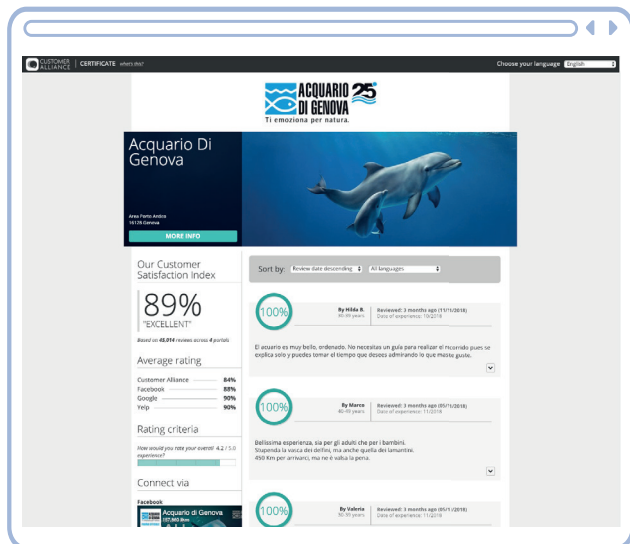
NET PROMOTER  
SCORE



TRIPADVISOR WORLD  
TOP 10 AQUARIUM



1° PLACE ATTRACTIONS IN  
GENOVA ON TRIPADVISOR



The use of a integrated tool which facilitates proactive feedback collection from visitors, and distribute it to the most important review portals of reviews, such as Google, Facebook and TripAdvisor has made it possible to publicize these results and give more visibility to Genoa's most important attraction.

### Rewarded with global recognition!

In October 2018, Acquario di Genova was recognised as one of the Top 10 Aquariums in the World by TripAdvisor - securing 5th place. This world class recognition was achieved through the excellent work undertaken for the brand reputation of the attraction. Vincenzo Pisano, Digital Manager Costa Edutainment S.p.A. worked in close collaboration with Acquario di Genova to improve the online reputation of the Aquarium commented:

*"Customer Alliance has performed very well for us. Despite the popularity of the aquarium, Acquario di Genova ranked only 7th on TripAdvisor for attraction in Genoa. In order to address the discrepancy between the real experience guests were having and the one portrayed on the various online portals, we sought a solution which would allow us to move from a passive management of online reputation to a proactive and strategic one. After a few months of collaboration with Customer Alliance, we secured the first place for attraction in Genoa on TripAdvisor. By communicating with the customer before their visit, thanks to the pre-stay questionnaire, and after visiting the aquarium, we were able to optimize the experience and consequently gain more positive feedback. This ultimately resulted in exceeding our highest expectations, being named as the 5th best aquarium in the world."*

Over the course of 2018, the reviews continued to reflect the service and dedication to the guests by Acquario di Genova's staff. In just one year, the aquarium collected almost 22,000 certified customer reviews, improving its customer satisfaction index by around 7%.

The Net Promoter Score (NPS) of Acquario di Genova is certainly a factor which was important to the management of Acquario di Genova. The NPS is a reflection of how likely customers of a certain business would recommend it to their friends and family, and Acquario di Genova has been able to achieve an NPS score of 79 since working with Customer Alliance.

### How did Acquario di Genova manage to achieve such amazing results?

It is no surprise that the close collaboration between the staff of Acquario di Genova who works closely with guests and the team dedicated to online reputation has played a fundamental role in achieving such a result. Roberta Parodi, Head of Customer Care reflect on this -

*"This result represents the recognition of the professionalism of the aquariological and veterinary team, which has always worked with passion for the welfare of the hosted animals, and of all the business sectors that contribute to achieving the educational objectives that the facility has set since its foundation and visitors' satisfaction objectives".*



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