

# Case Study: iKSV & Audience Experience

October 2023



# About İKSV

Istanbul Foundation for Culture and Arts (İKSV) is a non-profit cultural institution. Since 1973, the Foundation continues its efforts to enrich Istanbul's cultural and artistic life. İKSV regularly organises the Istanbul Festivals of Music, Film, Theatre and Jazz, the Istanbul Biennial, Leyla Gencer Voice Competition, autumn film week Filmekimi and realises one-off events throughout the year. The Foundation hosts cultural and artistic events from various disciplines at its performance venue Salon İKSV, located at the Nejat Eczacıbaşı Building, and offers creative events programme for children and youngsters at İKSV Alt Kat.

İKSV organises the Pavilion of Turkey at the International Art and Architecture Exhibitions of la Biennale di Venezia, conducts studies and drafts reports with the aim of contributing to cultural policy development, and supports artistic and cultural production through presenting awards at its festivals, commissioning works, taking part in international and local co-productions and coordinating an artist residency programme at Cité Internationale des Arts in France, as well as the annual Aydın Gün Encouragement, Talât Sait Halman Translation, and Gülriz Sururi-Engin Cezzar Theatre Encouragement Awards.

İKSV is a member of the General Assembly of the Turkish National Commission for UNESCO, since 2018.



# Requirement: Managing End-to-End Audience Experience, Gathering Insights, and Delivering a Seamless Experience.

İKSV organizes many events every year in different categories, including film, music and theatre. For these events, which are centered around experience, the aim was to measure and gather insight before, during and after the event. The aim was to ensure that participants could easily leave instant feedback and take necessary actions instantly in events held in different venues.

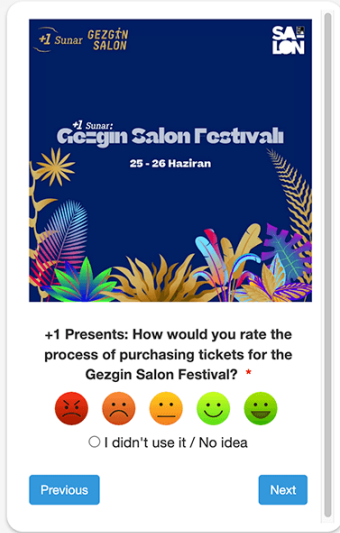


Another need stood out as receiving evaluations from participants after the event and measuring the audience experience with determined metrics. Apart from open and closed-ended feedback, it was a critical issue to measure NPS and CSAT metrics for comparative analysis.

With the aim of measuring the entire audience experience from end to end and a perfect audience experience in the 50th year, the İKSV Audience Experience project was started at the beginning of 2022 with the Wiseback solution.

# Wiseback Solution: Audience experience was measured at every stage through forms specially prepared for the events.

For each event, event-specific and experience stage-specific (ticketing / event / post-event) forms were quickly created via the Wiseback form builder. Logical and fast flow feature was used in the forms to save the audience from unnecessary questions and speed up the response time.



1 Sunar GEZGIN SALON

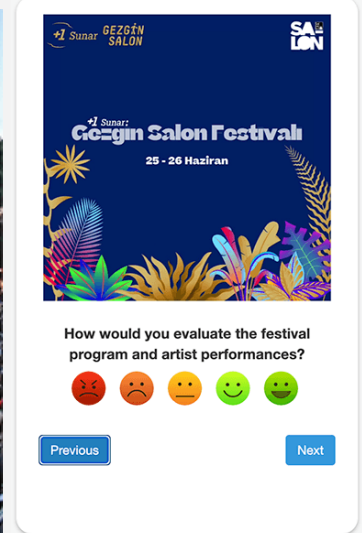
Gezgin Salon Festivali  
25 - 26 Haziran

+1 Presents: How would you rate the process of purchasing tickets for the Gezgin Salon Festival? \*

☐ ☐ ☐ ☐ ☐

☐ I didn't use it / No idea

Previous Next



1 Sunar GEZGIN SALON

Gezgin Salon Festivali  
25 - 26 Haziran

How would you evaluate the festival program and artist performances?

☐ ☐ ☐ ☐ ☐

Previous Next

Insight was gathered with a very intense participation at the **Gezgin Salon Festival** held on 25-26 June. For the first time in Turkey, sensitivity points of this scale and intensity were measured at a festival. In evaluating the service provided by the Festival Support Line via Whatsapp, Wiseback forms were again relied upon and the points that needed to be improved in the support line were observed live. A high **CSAT of 4.62 out of 5** was achieved.

# Wiseback Solution: Nick Cave & the Bad Seeds concert achieved very good results.



IKSV prepared for the **Nick Cave & the Bad Seeds** concert on August 21, using the insights it gained during the work carried out at the Gezgin Salon Festival, through comments on the organization and use of space, and feedback on areas where the audience felt lack of knowledge. Thanks to the feedback and analysis obtained through Wiseback, the Nick Cave concert at Park Orman offered a very positive experience to the audience.

Wiseback was again relied upon to measure call satisfaction on the Concert Support Line. **4.60 out of 5 CSAT** was flooded.

The event NPS value, which was 46 at the Gezgin Salon Festival, was moved to **89** at the Nick Cave concert, with the help of the feedback collected at the event. The NPS score of the Support Line offered at the Nick Cave concert reached a high level of **73**.

# Wiseback Solution: All audience experiences were measured and insights that led to better experiences were collected.

Vector QR codes in SVG format were placed in the event venues via the Wiseback form creator, which has an advanced QR code system. Viewers had the opportunity to scan QR codes from their smartphones, leave instant feedback and evaluate with CSAT and NPS metrics from wherever they were.

The image shows two smartphone screens displaying the Wiseback feedback form. The left screen features a poster for the Zurich Ballet: Anna Karenina, with the text 'ZÜRİH BALESİ ANNA KARENİNA' and 'İKSV 50. YIL GÖRÜŞMEYİŞİ'. Below the poster is a question: 'How would you rate your Zurich Ballet: Anna Karenina ticket buying process?' with five emoji options: 'Too bad', 'Bad', 'Normal', 'Good', and 'Very good'. The right screen shows the 'LALEKART' logo and a message: 'Your opinions are very valuable to us. We would be very happy if you help us improve ourselves by answering our survey.' Below this is a question: 'Did you enjoy this event, which is exclusive to Lale Card members?' with five emoji options. Then, another question: 'How likely are you to recommend an event organized by İKSV to your acquaintances?' with a scale from 0 to 10. At the bottom, it says '0 - Unlikely | 10 - Very likely' and 'If you have any suggestions for similar events'.

Wiseback forms were shared via SMS channel for the experience before the events throughout the year, and the experience in the reservation and ticketing processes was measured.

After the event, Wiseback forms were sent via SMS channel to collect feedback via SMS channel. Wiseback smart notification feature was used to take immediate action on audience feedback.

Event-specific reports and analyzes were created on Wise Analysis screens.

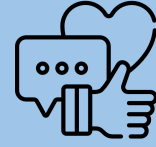
Within the scope of the **Audience Experience** project, which started in 2022 with the support of Wiseback, Istanbul Foundation for Culture and Arts (İKSV) evaluated the audience experience in 105 different events, collected more than 25 thousand feedback from the audience and increased its scores. İKSV will continue to work to improve the audience experience in 2023 in light of the feedback collected.

# Results & Figures



Measured Event #

**20**



Collected Feedback#

**+25K**



Channel

**SMS, QR  
E-mail**



Metrics

**CSAT  
NPS**



**Atasun Kaşbaş**

Marketing & Audience  
Experience Director  
İKSV

“

We quickly took the Audience Experience project live. With the insights we gained from all touchpoints, we prepared for the next events and managed to achieve great results. In the 50th anniversary of İKSV, we have found a solution with Wiseback that allows us to manage experiences end-to-end and measure them at every step.

”

You can send your comments and suggestions about this content to [marketing@wiseback.com](mailto:marketing@wiseback.com).

**Contact us to get information about our solutions that will take your Customer Experience measurement and management processes forward.**

 [www.wiseback.com](http://www.wiseback.com)

 **+90 212 401 29 90**

## Legal notice

This publication and the information it contains are shared with our company Wise Biliřim Teknolojileri A.ř. It has been prepared by and all rights belong to our company. All financial and moral rights within the framework of Law No. 5846 on Intellectual and Artistic Works regarding all text, pictures, photographs, graphics or other copyrighted content contained in this publication belong to us, and their processing, reproduction, dissemination, representation or transmission to the public is only possible with our written consent or it depends on the licenses we have granted, if any. You may use this publication and its content for your own, non-commercial and informational purposes only, without our consent or license. To use this article for commercial purposes, you must obtain written permission or license from us.