

SLIP INTO YOUR CUSTOMERS' SHOES!



The year of 2015 was a rather eventful one for the young Austrian start-up ExperienceFellow. Based on former research achievements at the MCI Management Center Innsbruck, the academic spin-off under the lead of Marc Stickdorn and Jakob Schneider has developed an app which allows customers to evaluate brands, products and services.

By using the own mobile device as a research tool, customers can give feedback anytime and anywhere. At the same time, companies can track all evaluations of their customers live and analyze data with the web-based software ExperienceFellow.

HOW MOBILE ETHNOGRAPHY WORKS

Companies can register online on experiencefellow.com and immediately create a project. They invite their customers and send them a link to the free mobile app. After downloading the app and logging into the project, customers can decide themselves which aspects of their individual customer experience are important.

They can document any important moment with text, photos, and videos and evaluate them with simple smileys. Besides, time and location are automatically registered through GPS.

WHAT RESEARCH RESULTS MEAN FOR ORGANIZATIONS

Mobile ethnography helps companies to save time and money as customers become researchers themselves. The app allows them to understand customer experience really through the eyes of a customer.

The web-based software allows them to visually analyze the data and reveal positive and negative customer experiences. Both research participants and their uploaded data can be codified and filtered to easily find patterns and immediately react to them. All data can be visualized and exported as customer journey maps or geographical maps.

COMPANIES THAT ALREADY USE EXPERIENCEFELLOW

A good example is "Serfaus-Fiss-Ladis", one of the leading tourism destinations in the Alps. The destination's key players use ExperienceFellow as a real-time quality assurance tool. Additionally, they get in-depth feedback they can use for user innovation and product development.

"In Serfaus-Fiss-Ladis we use ExperienceFellow mainly to track customer feedback instantaneously in order to detect gaps in the service chain of the destination"

— **Project manager Christof Schalber**
Komperdell cable car in Serfaus

The destination has integrated ExperienceFellow into its portfolio of destination apps. "To realize a project with one of the leading tourism destinations of the Alps has been an exciting challenge for us. During the upcoming winter season Serfaus-Fiss-Ladis will use the first white-label solution of ExperienceFellow", says Klaus Schwarzenberger, CTO of ExperienceFellow. Further white-label solutions are planned – also beyond the tourism industry.

HOW EXPERIENCEFELLOW IS GROWING

ExperienceFellow is constantly growing. In 2013 the startup had only two software developers as employees besides the two founders. After two years of development, ExperienceFellow was launched in March 2015. In September 2015 the company received a SEED funding from the AWS Austria Wirtschaftsservice. At the end of 2015, the Innsbruck-based company already grew to 8 employees and plans to hire at least three more in 2016.

HOW TO TEST THE METHOD YOURSELF

If you want to slip into your customers' shoes, try out ExperienceFellow yourself. Register for a free 14-day trial access or schedule a free demo with one of ExperienceFellow's staff members at www.experiencefellow.com

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