



## Case Study Experience Columbus

### About the Client

Experience Columbus is an accredited institution from the Destination Marketing Association International (DMAI) and is one of only 68 destination marketing organizations to have met the rigorous standards. To accomplish this accreditation, Experience Columbus provided evidence of compliance with 54 mandatory standards and 33 voluntary standards, including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships.



As a part of this, Experience Columbus' market intelligence is gained in part by taking part in the "Experience Dedicated" program from the Experience Institute. This initiative gathers three-question surveys which provide basic anonymous feedback, and is automatically submitted into the Experience Institute. From there, the Experience Institute creates metrics based on the feedback, and provides these results to Experience Columbus.

### About Our Solution

Recognizing our ability to harness a captive audience in attendance at the over 175 events at the Ohio Expo Center annually, NetSteady's CEO Chris Hutchison reached out to the Experience Columbus team to establish a partnership whereby we would allow for free short-term internet access in response to completion of a survey.

To accomplish this, NetSteady created a system which would deliver survey results immediately to the Experience Institute platform, and then instantly provide internet to the end-user. This system is fully automated, and has shown to increase visitor feedback by astronomical amounts.

To date, NetSteady has gathered nearly 61,000 surveys on behalf of Experience Columbus since the program's inception in August 2015.

### About NetSteady

Founded in 2003, NetSteady is an Ohio-based company run by a staff of technical experts. We have developed some of the largest voice, video, and data networks in the United States. As a result, NetSteady is now known as a leader in providing distributed networks that deliver services where conventional networking techniques are not effective.

We have become the "go-to" organization for many businesses for services ranging from basic engineering to full network monitoring, maintenance, and support.