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(PRLEAP.COM) SHAKOPEE, Minnesota/HORSHAM, Pennsylvania; February 1, 2006 – Canterbury Park Racetrack and Card Club (AMEX:ECP), a year-round facility in suburban Minneapolis featuring live horse racing, off-track wagering, poker and casino table games, has selected LRA Worldwide, Inc., to measure the guest experience at the venue. LRA will develop and implement a customized Guest Satisfaction & Loyalty Research program designed to measure the Canterbury guest experience across the various and diverse interactive “touch points” at the facility.

Canterbury is planning on launching the program immediately by conducting a baseline survey across its entire guest population. When the live horse racing season begins in May, LRA and Canterbury will convert the program into a tracking tool that will reach guests immediately following their visit to the facility via an e-mail invitation and online survey. By employing this survey administration methodology, Canterbury will be able to use the program both for real-time tactical feedback and problem resolution, and to collect data for advanced analysis on the key behavioral drivers of Canterbury guests.

“We’ve always done a good job keeping our fingers on the pulse of our guest experience via observation and anecdote,” explained John Harty, Canterbury Park’s Vice President of Marketing. “We’re very excited that for the first time we’ll be able to proactively respond to guest issues and paint a truly representative picture of our guests’ needs and wants. We are committed to making our guests the focus of all that we do, and this initiative will guide that philosophy.”

LRA Worldwide, one of the leading providers of Customer Experience Management (CEM) solutions, has designed and developed a number of similar guest satisfaction and loyalty tracking programs for some of the leading names in hospitality, racing and gaming. Among the organizations that have benefited from LRA’s expertise in this area are MGM MIRAGE, the PGA Tour’s Tournament Players Clubs, Dover Downs Gaming & Entertainment, the ARAMARK Corporation, the Indianapolis Motor Speedway and Penn National Gaming.

“Like many of our clients, Canterbury Park has concentrated on building a beautiful facility and creating exciting programming for their guests to enjoy,” said Bush Bell, Vice President of LRA Worldwide. “They’ve realized that the competition can easily duplicate those features, and that the experience they provide their guests at Canterbury Park will truly differentiate them in the marketplace. By measuring the quality of the current guest experience and planning for the future based on guest needs and wants, Canterbury is moving a step closer to this ideal.”

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