know'N'act helps the Seattle Art Museum reach guests on deeper level

The Seattle Art Museum (SAM) puts on a grand gala every fall called Diwali Ball which attracts hundreds of revelers every time. SAM wanted to gage perception of their guests and have a system that enabled them to respond to issues as they arose in real-time. They needed a system that not only generated real-time feedback but also empowered them to act on it instantly.

SAM turned to the know'N'act system to make this possible. For the very first time in the history of the SAM, they captured guest feedback immediately and were able to reach out to guests who had satisfaction issues. Further, SAM used the know'N'act system to drive a sweepstakes program that drove up interest and audience engagement. With a completely automated and simple to use system, SAM was able to achieve multiple purposes easily.

instant **alerts** sent to the staff who can take immediate action

real-time, location-based, actionable customer **insights**

insight

communicate

optimize

happier customers, higher revenue, more accountable staff add up to better operations and **higher profitability**

create lasting **relationships** with your audiences

engage

report

rich, detailed **reports** dashboard, showing you the health of your business

SEATTLE ART MUSEUM

Overview

SAM connects art to life. Through art, the Seattle Art Museum enriches lives and engages diverse communities. As the leading visual art institution in the Pacific Northwest, SAM draws on its global collections, powerful exhibitions, and dynamics programs to provide unique educational resources benefiting the Seattle region, the Pacific Northwest and beyond.

The Seattle Art Museum aspires to be a great art museum of the 21st century. SAM is defined by its outstanding collections, dynamic and inspiring programs and innovative uses of technology to engage audiences and supporters with great art. As an anchor institution in a forward-thinking global city, the Seattle Art Museum aspires to embody and inspire the Seattle regions dynamism and enhance its global profile while contributing to a healthy and vibrant community and enriching the lives of its citizens.