



Better fan insights with QuestionPro: Eintracht Frankfurt optimizes sporting decision-making processes.



Challenge 1

Complex workflow

Challenge 2

Limited analysis capability

Solution

BI Dashboard & Research Edition

About Eintracht Frankfurt

Professional soccer club in Frankfurt am

Main

Further information can be found [here](https://www.eintracht.de):
eintracht.de



Overview

We had the opportunity to talk to Dr. Marius Johnen - Head of Analytics and Strategic Projects in the Marketing and Partnerships department at Eintracht Frankfurt - about his tasks and how Eintracht Frankfurt uses QuestionPro. The range of applications extends from classic market research to wave surveys for members and fans, as well as member surveys.

Initial situation

Eintracht Frankfurt, one of Germany's most traditional soccer clubs, previously used a rudimentary tool for surveys and reporting. While this tool met basic requirements, the effort required for manual processes was considerable. For member surveys, for example, the data first had to be collected, then exported to a statistical program and then converted into PowerPoint presentations. This way of working required considerable resources and was a challenge, especially when it came to reporting fan insights to stakeholders such as the Executive Board.

Challenges with the previous system

- Complex workflow: After collecting the data, the information first had to be exported to an external statistics program, analyzed there and then prepared in static PowerPoint slides. This process was time-consuming and inefficient.
- Lack of live reporting: Real-time reports were not possible with the previous tool. Stakeholders could only view the survey results once the analysis was complete, which slowed down the decision-making process.
- Limited analysis capability: Detailed insights into member demographics (e.g. gender comparisons, membership levels) were difficult to generate. In-depth analysis and interactive reports required a lot of manual effort.

QuestionPro has enabled us to significantly increase efficiency in the creation, implementation and evaluation of our market research studies. The BI dashboard solution in particular offers us flexible and individual design and analysis options, which ultimately enabled us to increase the knowledge gained for our various stakeholders in the company.



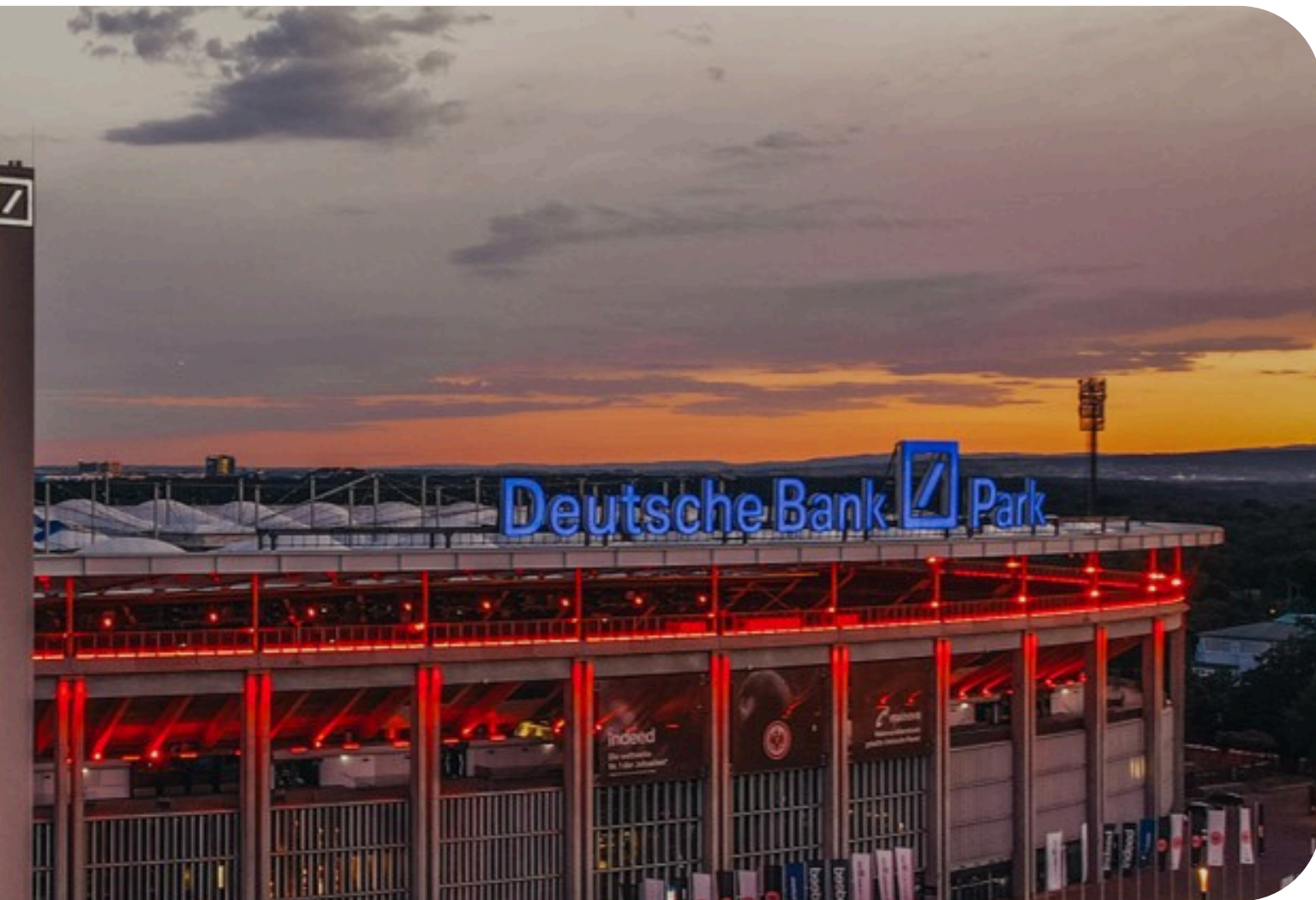
Dr. Marius Johnen
Head of Analytics and
strategic projects

50% time saving: Eintracht Frankfurt speeds up report creation with QuestionPro

With the introduction of QuestionPro, Eintracht Frankfurt was able to realize several significant benefits:

1. time savings and efficiency: by using interactive data analysis tools and on-demand reports, the manual workload was reduced by 50%. Stakeholders were able to access the data independently via the QuestionPro BI dashboard instead of having to wait for extensive PowerPoint presentations.
2. targeted reporting for the management level: data slicing and segment analysis were easy to implement, allowing the association to create customized, understandable reports for the C-level. This greatly simplified the presentation of aggregated data to management.
3. real-time reporting and dashboards: QuestionPro's live reporting feature revolutionized the way survey data was handled. Stakeholders could now view results in interactive dashboards in real time without having to wait for manual data analysis and presentations. Key insights, such as comparisons between different member groups (men vs. women, membership levels), could be visualized immediately. This enabled the Executive Board and other target groups to carry out more in-depth analyses independently.
4. extended survey methods: QuestionPro offered significantly more flexibility and more sophisticated survey options compared to the previous system. The club was able to conduct various surveys, such as fan satisfaction surveys, member surveys and surveys among season ticket holders.
5. interaction with fans and members: Surveys, such as the “Deine Eintracht, Deine Meinung” campaign, were distributed by email and via the club website in order to reach a broad target group. For example, the number of matches attended or fan satisfaction could be collected efficiently.

Highlights of the BI dashboard for Eintracht Frankfurt's research team and stakeholders



QuestionPro's BI dashboard impresses with its intuitive handling and outstanding performance, which benefits both the research team and the various stakeholders:

- Fast and intuitive navigation: the platform enables swift and user-friendly operation, specifically designed to appeal to non-technical users. Both the research team and managers can easily navigate through the dashboards and view relevant data immediately.
- Appealing visualizations: Insightful data is presented in a visually clear and aesthetically pleasing way. Tools such as Data Slicer make it easy for users to analyze segments and gain targeted insights into specific groups or memberships.
- Customizable reports: The dashboard makes it possible to create reports for both C-level management and in-depth analysis with just a few clicks. This makes it easy for the research team to quickly switch between aggregated overviews and detailed insights, depending on the needs of the target groups.

Results and benefits

- 50% time savings in the creation and distribution of reports.
- Improved data-driven decision making at all levels of the organization.
- Greater interaction with fans and members, resulting in more valuable insights.
- A smooth transition to real-time reporting, enabling management and the board to see key insights immediately.

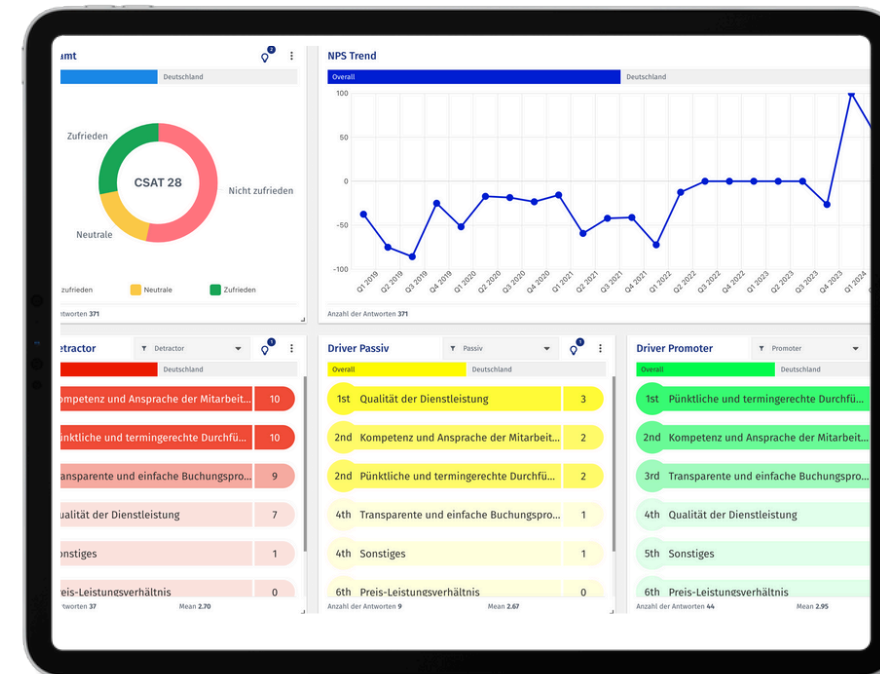
Thanks to QuestionPro's suite, Eintracht Frankfurt was able to move away from time-consuming manual processes and instead focus on extracting and using valuable data, improving engagement with members and fans in the long term.

Overview of QuestionPro solutions

- Market Research Solution
- Insights Community
- Consulting
- Full Service
- Global Panel (22 Mio)
- Journey Management
- Customer Experience Solution
- Employee Experience Solution
- AI Sentiment Analysis

About QuestionPro

QuestionPro is an end-to-end experience management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the fields of experience management, market research and scientific research. With more than 5 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main business areas are market research, customer experience and employee experience.



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www.questionpro.com