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| *For immediate release* |  |

**Avius partners with The World of Coca-Cola and Coca-Cola Stores to harness the power of real-time customer data**

*The deployment of Avius real-time surveys helps the attraction and retail stores understand their customers better and improve in-store experiences*

**ATLANTA, Georgia, 16 November 2021 –** Today, [Avius](https://avius.com/) are pleased to announce the installation of 24 of their survey devices to The World of Coca-Cola attraction as well as Coca-Cola Stores in Atlanta, Las Vegas and Orlando. Avius are a Voice of Customer solutions provider, allowing organizations to measure customer satisfaction and respond in real-time.

Guests visiting the attraction and retail stores have the opportunity to leave opinions and comments throughout their experience. Once a survey is completed, the results will be available within 30 seconds, enabling immediate response and resolution where required. In addition to this, daily and weekly trend reports are also delivered. All devices have an anti-bacterial screen protection layer to keeps customers safe and reassured.

The World of Coca-Cola captured over 40,000 survey responses when trialling Avius earlier this year and have been taking action on guest feedback to drive real-time improvements and shape future strategic decisions on customer experience.

“We’re excited to have Avius onboard as a technology partner to help us gather, analyze and respond to guest feedback,” shared Joanna Hobday, Senior Director of Retail Operations and Administration. “The insights gleaned from their reporting have already helped improve our guest experience and have allowed us to address areas with the confidence that data brings.

“With Avius, The World of Coca-Cola can listen and understand guest feedback in real time, taking immediate action to respond to any issues and driving guest loyalty as a result,” adds Ben Story, Founder and CEO at Avius.

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**About Avius**

Avius is the leading global provider of customer experience solutions, dedicated to helping its customers improve customer satisfaction and employee engagement. The company strives to improve business operations and the customer experience with the most innovative customer feedback technology for the private and public sector. To date, Avius' solutions are in 28 countries with over 100M responses recorded from customers worldwide.

For more details, please visit: <https://avius.com/> or visit us at booth 3800 or call Ben Story on 863 207 1641

**Image**

