

## How Best to Incentivize Renewal & Retention

Because retention rate is one of the key metrics for determining the success of the program, the Heat looked to assess how the perception of benefits and experiences would impact the decision to renew, and what incentives would best motivate their customers to remain part of the Heat family. For this comparison, six major incentives were ordered based on their perceived impact on renewal:

- Dedicated Member Representatives
- Opportunity to Relocate Seats
- Team Performance
- Guaranteed Seat Location
- Access to Playoff Tickets
- Price

## CONCLUSIONS

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The Miami Heat sought to better understand how their most-valuable customers perceived their experiences with the team and the STM experience. Using the Swarm platform, researchers were able to quickly harness and amplify the input of real ticket holders in real time. This provided rapid insights into the current perceptions of fans, as well as clear indications as to which benefits, experiences, and incentives are most effective at driving renewals of season tickets.