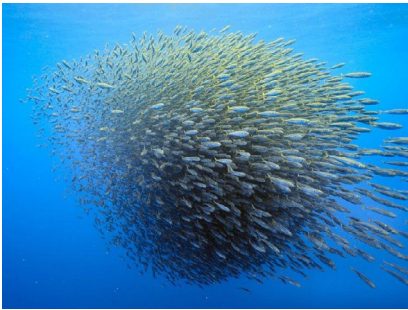


## Case Study: Customer Insight using Swarm

Customer: Miami Heat



### What is Swarm AI?

**Swarm AI® technology** provides a powerful combination of real-time human insights and AI algorithms, enabling significantly more accurate results than traditional methods.

**Modeled after swarms in nature**, which converge on optimal solutions with extreme efficiency, Swarm AI turns networked human groups into AI-optimized systems, enabling accurate insights to be quickly generated from consumer groups or business teams.

**Applying the power of Swarm AI** is easy using the Swarm platform. It can be accessed from anywhere in the world using standard web browsers and can generate actionable results in a matter of minutes.

**For more information**, visit the following links:

*Swarm AI technology*  
<https://unanimous.ai/what-is-si/>

*Swarm software*  
<https://unanimous.ai/swarm-for-teams/>

*Swarm Insight service*  
<https://unanimous.ai/swarm-insight/>

### PROJECT OVERVIEW:

The lifeblood of the Miami Heat is their Season Ticket Members (STMs). To better understand the factors that drive satisfaction among STMs and to generate insights into renewal rates for season tickets, the Miami Heat used the Swarm platform from Unanimous AI. This enabled the Heat to capture input from real fans in real time, optimized using the power of AI algorithms.

### RESEARCH OBJECTIVES

The objective of the Miami Heat was to understand the views and opinions of Season Ticket Members across a range of issues, from the perceived value of their special STM benefits to the quality of their overall experience and its impact on their decision to renew. The issues of research interest were categorized as follows:

- Ranking Value of Season Ticket Members (STM) benefits
- Ranking Value of exclusive STM experiences
- Optimal Strategies to Incentivize Renewal & Retention

### INSIGHT METHODOLOGY

Swarm is a collaborative intelligence platform for generating AI-optimized insights from networked human groups. The power of Swarm is that the underlying algorithms don't rely on how participants report their sentiments (as reporting can be unreliable and inconsistent), but instead processes how each participant behaves when converging in real-time as part of an interactive system. This means questions can be phrased in simple terms, but evoke complex behaviors that yield precise results.

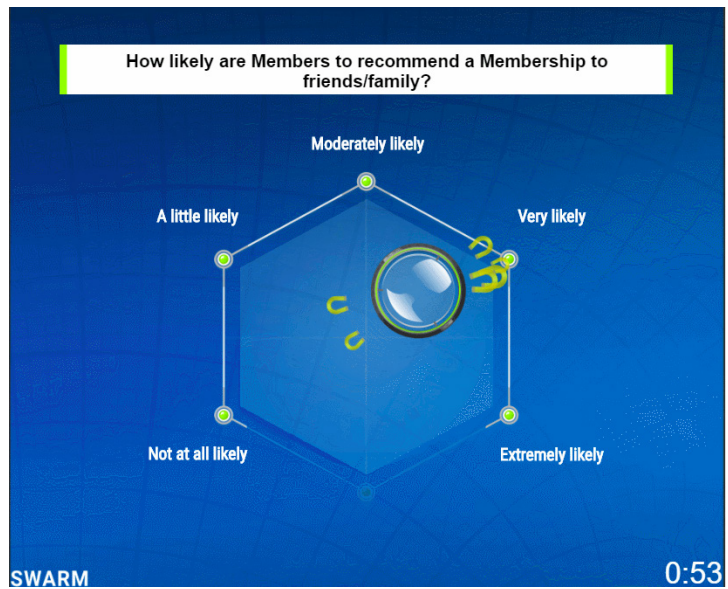
To generate the insights regarding the objectives outlined above, the research team invited a group of Miami Heat season ticket holders into the Swarm platform and asked them a series of research questions. For example, participants were asked to compare the Heat season ticket experience to that of competing local teams like the Marlins and Dolphins. Participants were also asked to evaluate

- (i) a list of benefits given to season ticket membership,
- (ii) a list of unique experiences provided to season ticket holders, and
- (iii) a list of incentives given to season ticket holders to promote ticket renewals.

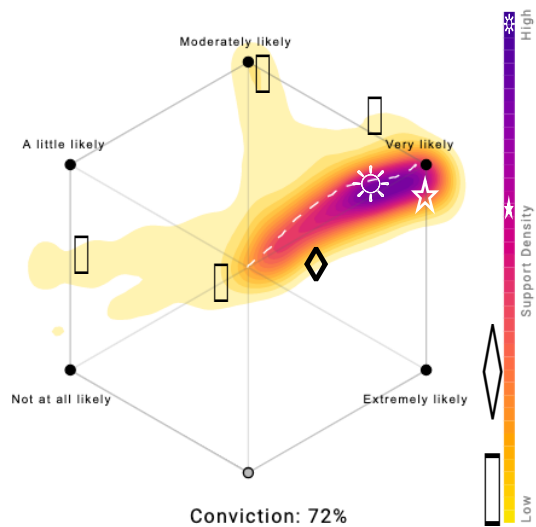
“We value our Season Ticket Members and constantly strive to make their experience world class. Using Swarm Insight allowed us to get a view into their thought process that we’ve never been able to get with traditional survey research. We now feel like we have truly actionable insight into how to keep them satisfied and ultimately renew their memberships.”

**-Matthew Jafarian**

VP Digital Strategy & Innovation,  
Miami Heat



This is a snapshot of participants responding as a “swarm intelligence” to the question about the likelihood that Heat STMs would recommend membership to friends or family. Each of the magnets is controlled by one of the participating STMs as the swarm converges upon an answer.



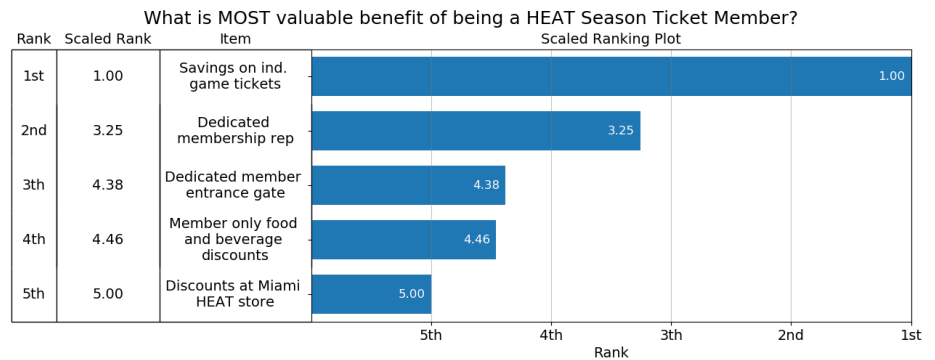
This image shows how the Swarm AI engine views the group during this deliberation, processing their actions, reactions, and interactions in real-time. The Support Density Plot is a tool that visually summarizes a swarm’s behavior in a single image. The heatmap represents the density of magnet pulls over the full swarm: the more dense an area, the more users were pulling towards that area. The puck’s trajectory is plotted on top of this heatmap, to reveal the movement of the puck over the course of the question.

## RESULTS

### Perception of Season Ticket Membership Benefits

The Heat also sought insight into the perceived “benefits” of season ticket membership. For this comparison, five major benefits were ordered using the Swarm platform from best to worst. The benefits considered were:

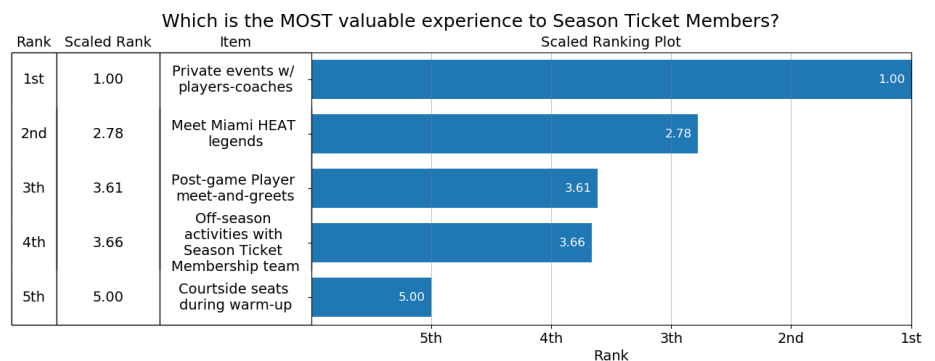
- Discount at the Miami Heat Store
- Member Only Food and Beverage Discounts
- Dedicated Membership Entrance.
- Dedicated Membership Representative
- Savings on Individual Games



### Perception of Season Ticket Membership Experiences

The Heat also sought insight into the perceived “experiences” provided to season ticket holders. For this comparison, five major experiences were ordered using the Swarm platform from best to worst. The experiences considered were:

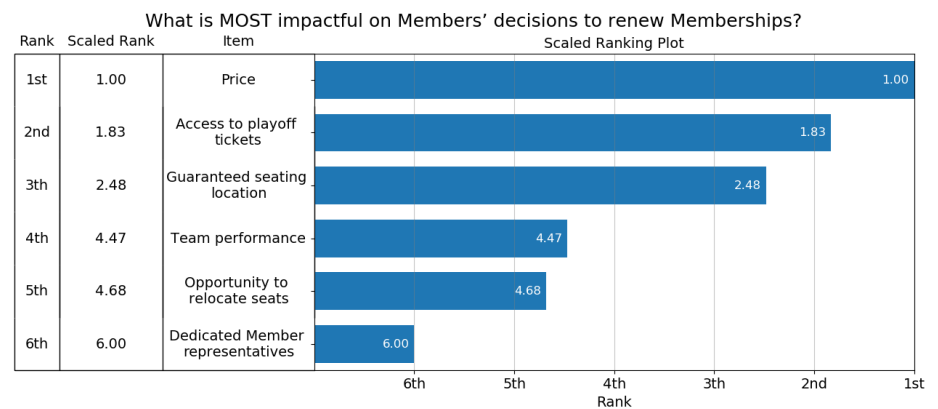
- Courtside Seats
- Of-season Activities
- Post-game Player Meet-and-Greets
- Opportunities to meet Heat legends
- Private Events with Players and Coaches



## 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

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.