Avius

Capturing In-The-Moment Voice Of Customer

Avius is a global provider of Voice of Customer solutions with 20 years of experience.

We help organisations improve customer experience through intuitive hardware and software solutions, supported by data analysis and automated reporting.

We now provide Voice of Customer solutions to clients in 28 countries around the world.

What sets us apart is how closely we work with our clients — offering custom solutions, fast support, and acting as an extended part of your team.
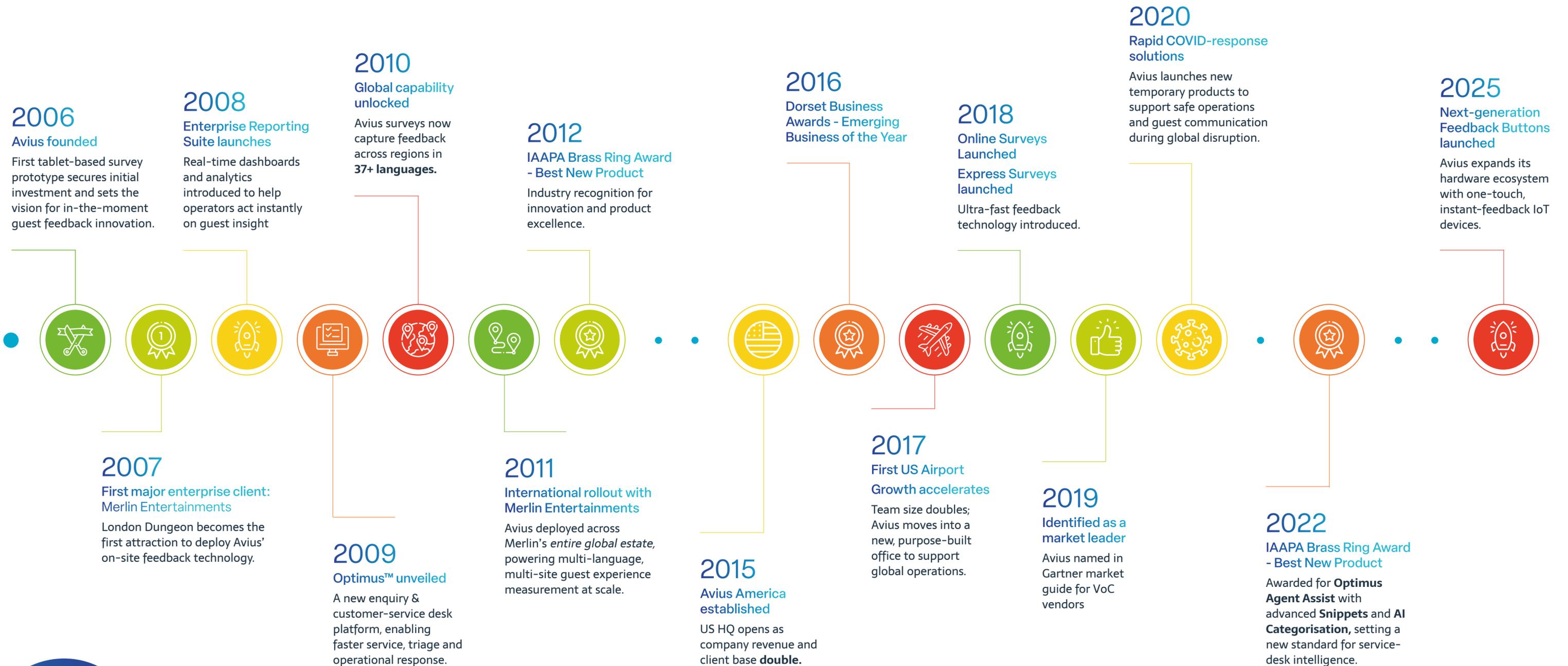
Our multi-channel feedback systems give teams real-time insight and clear KPI measurement, capturing both positive moments and feedback that needs attention.

Avius Office Locations

- Bournemouth, UK
- Florida, USA

avius.com

Avius Milestones

2006
Avius founded
First tablet-based survey prototype secures initial investment and sets the vision for in-the-moment guest feedback innovation.

2007
First major enterprise client: Merlin Entertainments
London Dungeon becomes the first attraction to deploy Avius' on-site feedback technology.

2008
Enterprise Reporting Suite launches
Real-time dashboards and analytics introduced to help operators act instantly on guest insight

2009
Optimus™ unveiled
A new enquiry & customer-service desk platform, enabling faster service, triage and operational response.

2010
Global capability unlocked
Avius surveys now capture feedback across regions in **37+ languages.**

2011
International rollout with Merlin Entertainments
Avius deployed across Merlin's *entire global estate*, powering multi-language, multi-site guest experience measurement at scale.

2012
IAAPA Brass Ring Award - Best New Product
Industry recognition for innovation and product excellence.

2015
Avius America established
US HQ opens as company revenue and client base **double.**

2016
Dorset Business Awards - Emerging Business of the Year

2017
First US Airport Growth accelerates
Team size doubles; Avius moves into a new, purpose-built office to support global operations.

2018
Online Surveys Launched
Express Surveys launched
Ultra-fast feedback technology introduced.

2019
Identified as a market leader
Avius named in Gartner market guide for VoC vendors

2020
Rapid COVID-response solutions
Avius launches new temporary products to support safe operations and guest communication during global disruption.

2022
IAAPA Brass Ring Award - Best New Product
Awarded for **Optimus Agent Assist** with advanced **Snippets** and **AI Categorisation,** setting a new standard for service-desk intelligence.

2025
Next-generation Feedback Buttons launched
Avius expands its hardware ecosystem with one-touch, instant-feedback IoT devices.

avius

avius.com

Solutions For All Guest Touchpoints

Kiosks
Touchscreen kiosks for in-depth guest feedback

Best for:
- ☑ Exit points
- ☑ Gift Shops
- ☑ Dwell Areas
- ☑ Cafés

Online Links
Send surveys via email, SMS or website embeds

Best for:
- ☑ Follow-ups
- ☑ Booking Confirmations
- ☑ Newsletter

Feedback Buttons
One-touch devices for sentiment and quick stops

Best for:
- ☑ Restrooms
- ☑ Quick stops
- ☑ Queue lines

QR Codes
Instant mobile access to surveys

Best for:
- ☑ Receipts
- ☑ Menus
- ☑ Signage
- ☑ Leaflets

avius.com
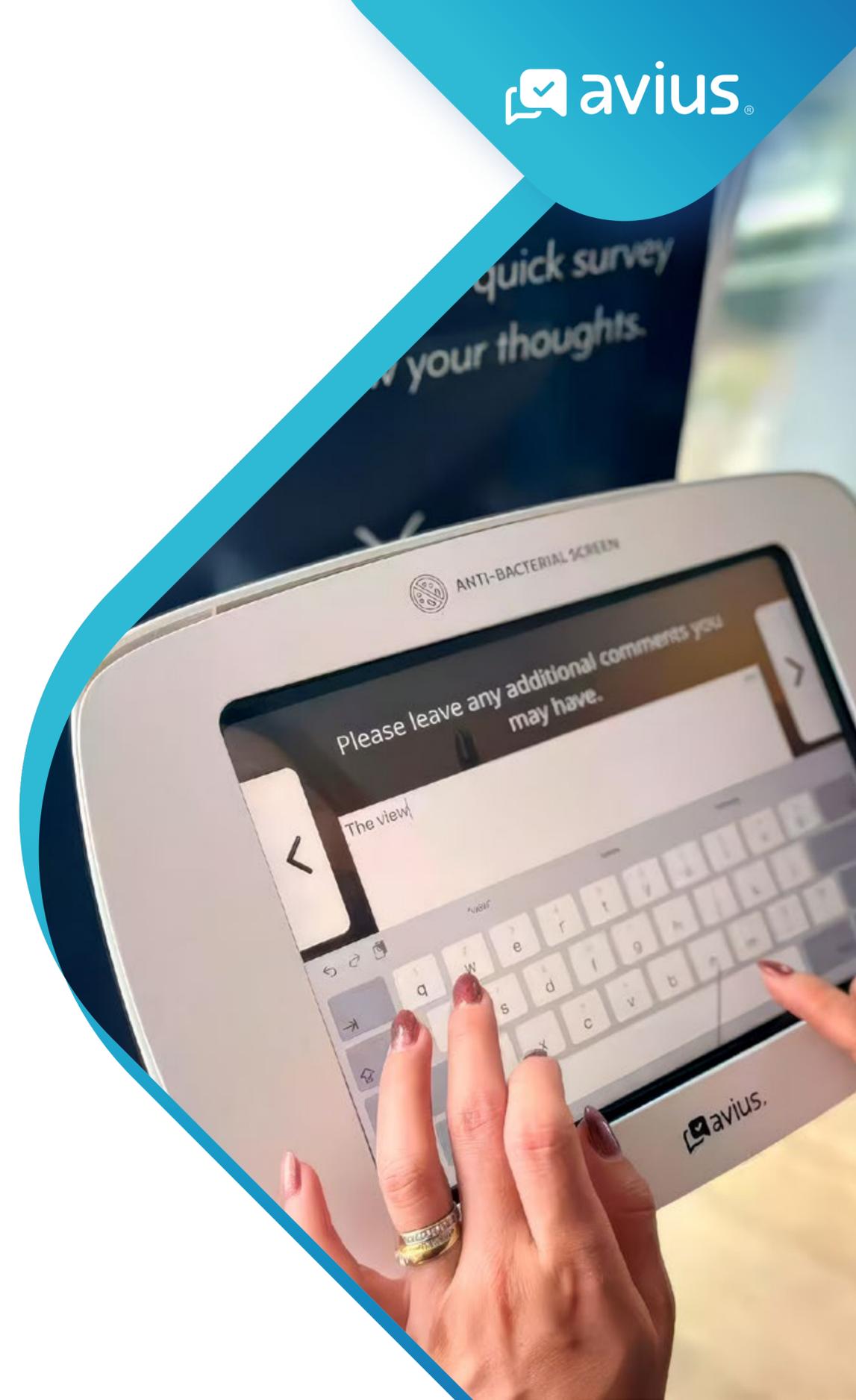
Product Features
Advanced Software

On & Offline Data Collection
Reliable operation with data sync when internet becomes available

Real-time Results
Instant access to guest feedback data as it is collected

Fully Customizable Survey Experience
Tailor questions and flow to match branding and feedback goals
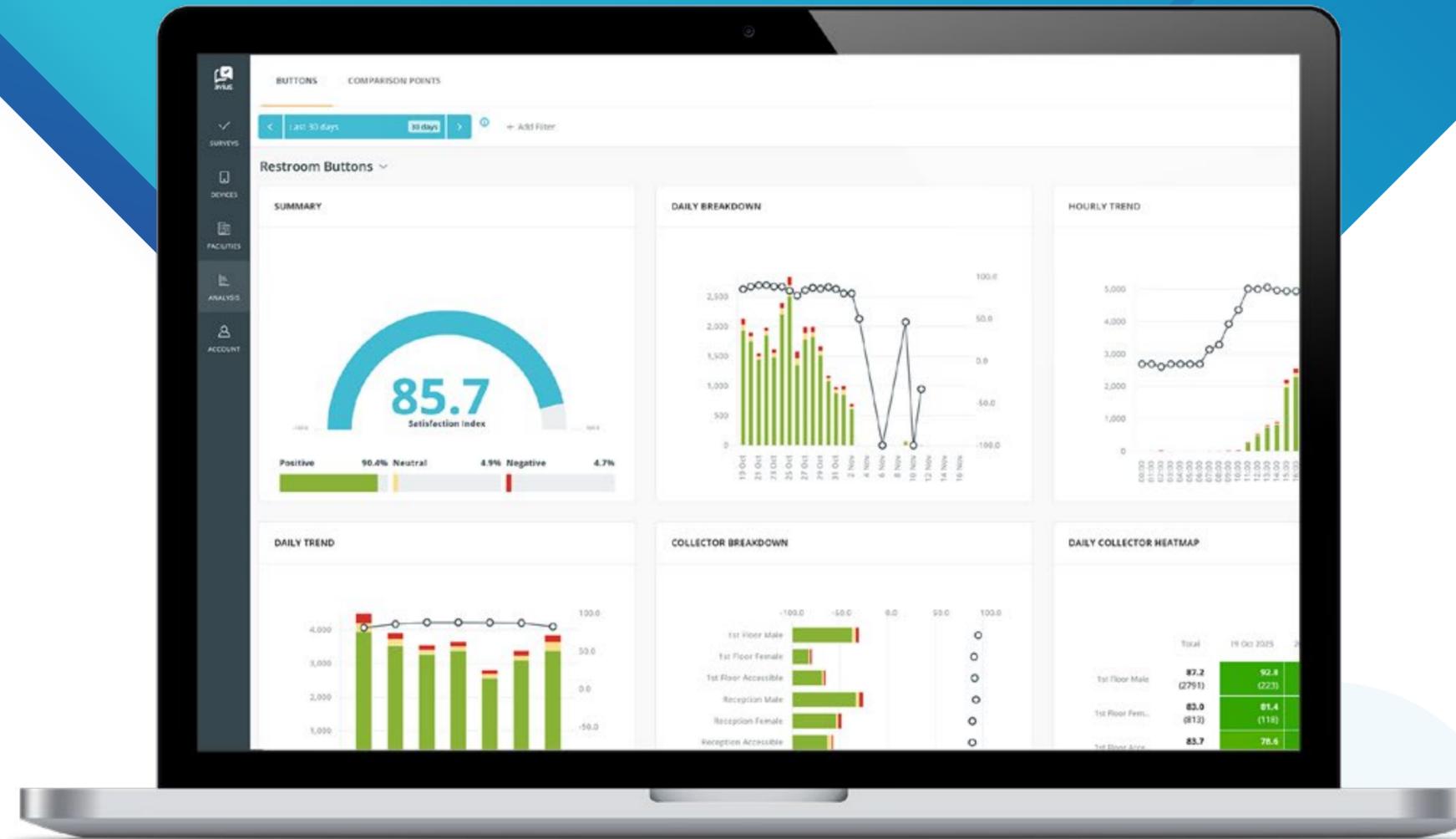
Instant Alerts for Feedback
Trigger real-time notifications for critical or low score responses

Date & Time Stamped Results
Each response is recorded with precise time for analysis

Language Translations
Support for multilingual audiences with dynamic language switching

* This is an example of actual real world collected data

avius

avius.com

Customisation

avius
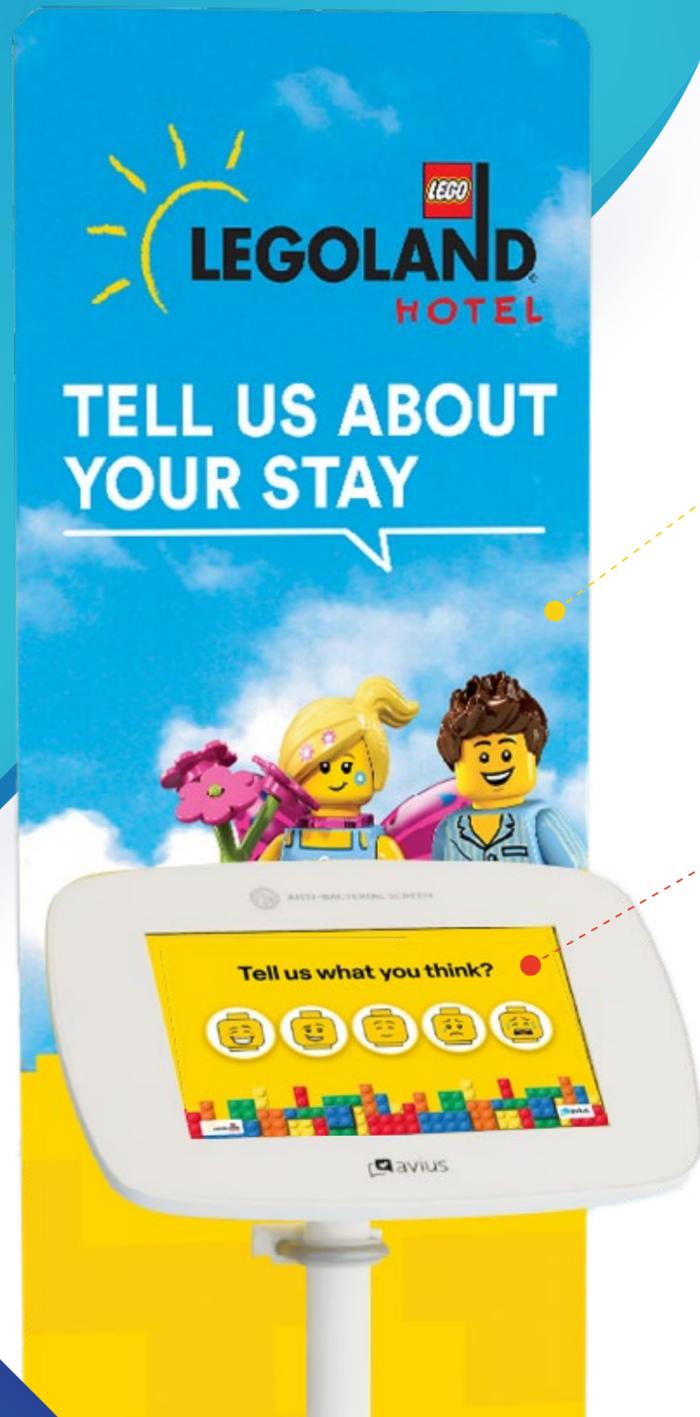
Survey Flow & Logic
Customise the entire journey — number of questions, order, conditional paths, and follow-up logic based on responses.

Branding & Appearance
Tailor colours, logos, fonts, layouts, plus kiosk colours and decals to match your brand.
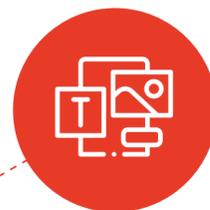
Themes
Switch between seasonal or event themes to keep surveys fresh and relevant.

Alerts & Reporting
Set custom alert triggers and route notifications or reports to the right teams with role-based logic.

Question Formats
Use smiley faces, ratings, multiple choice, comments, NPS, language selector, and more.

Icons & Images
Use our asset library or add your own icons or images to guide questions and answers.

Engaging Surveys

We make surveys fun and engaging

- ☑ The more people take part, the more valuable data you capture

- ☑ Crafting surveys that are easy to complete *and* deliver the right insights is an art

- ☑ Interaction is crucial - it's the secret ingredient many businesses overlook

DO WE NEED TO SEND IN THE DINO CLEAN UP TEAM?

NO   YES

CALL NOW

avius

Button Customisation
Buttons and images can be fully customised to match your branding and call to action

Survey Animation
Engaging animations and motion graphics help attract attention and boost participation

ANTI-BACTERIAL SCREEN

Was your visit ape-solutely bananas?

avius

Engaging Design = Higher Participation = More Insights

avius
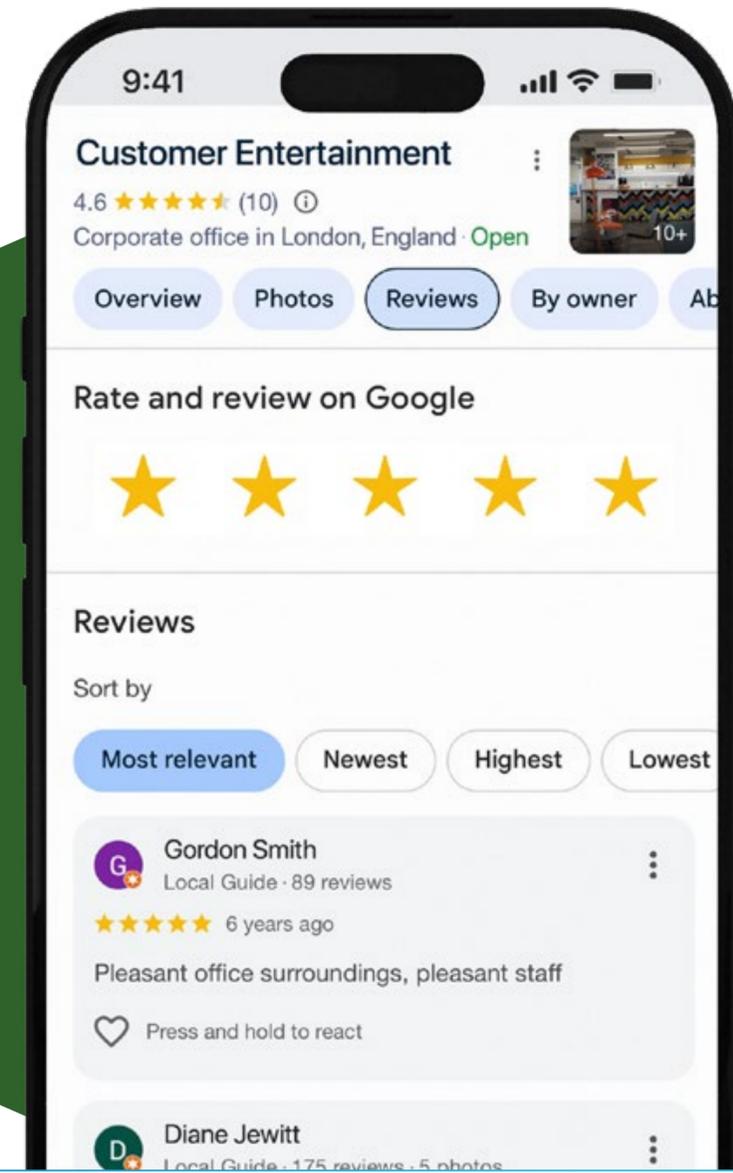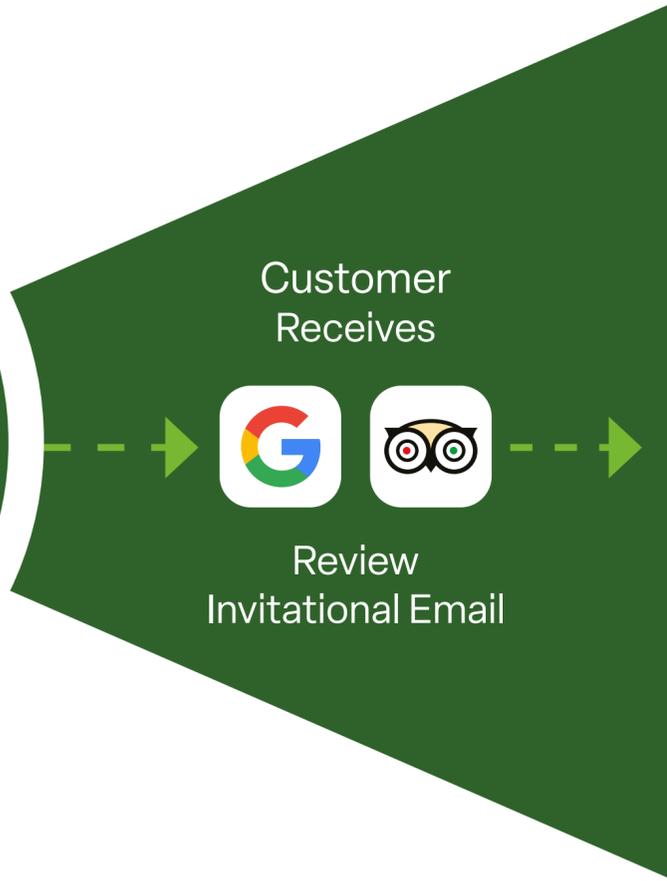
Internal Employee Satisfaction Survey

**Fully Anonymous Survey
no id, email, or personal data
is ever collected**

- Understand how your team feels
- Identify workplace improvements
- Track engagement and morale
- Spot areas where support is needed
- Build a healthier, happier culture

Staff can share honest feedback safely, fostering trust and giving the business a true picture of how employees feel.

ANTI-BACTERIAL SCREEN

How would you rate the support you have had in your job?

avius

Employee Rating Survey
Let Customers Celebrate Your Staff

ANTI-BACTERIAL SCREEN

Who helped you today?

Tom   Melissa   Joe   Sarah

avius.

avius.

Run staff performance league tables with real-time rating

- ☑ Highlight great service moments
- ☑ Recognise stand-out staff
- ☑ Motivate teams with real customer comments
- ☑ Celebrate milestones & improvements
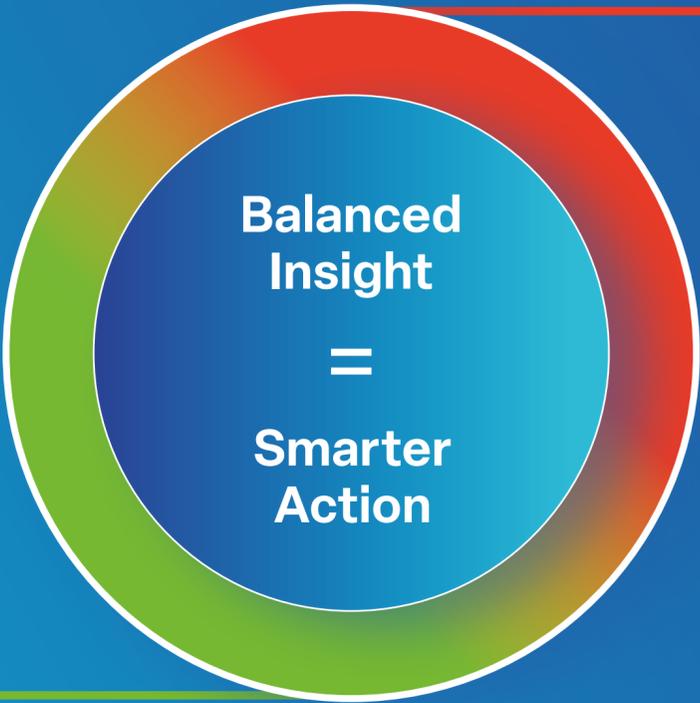- ☑ Reinforce the behaviours you want

Enable managers to recognise great performance and set the standards needed for teams to meet their KPIs.

avius

Unbiased Feedback

Avoid Polarised Feedback

Positive

- ✅ Celebrates great service
- ✅ Recognises staff
- ✅ Marks milestones
- ✅ Shows what guests love

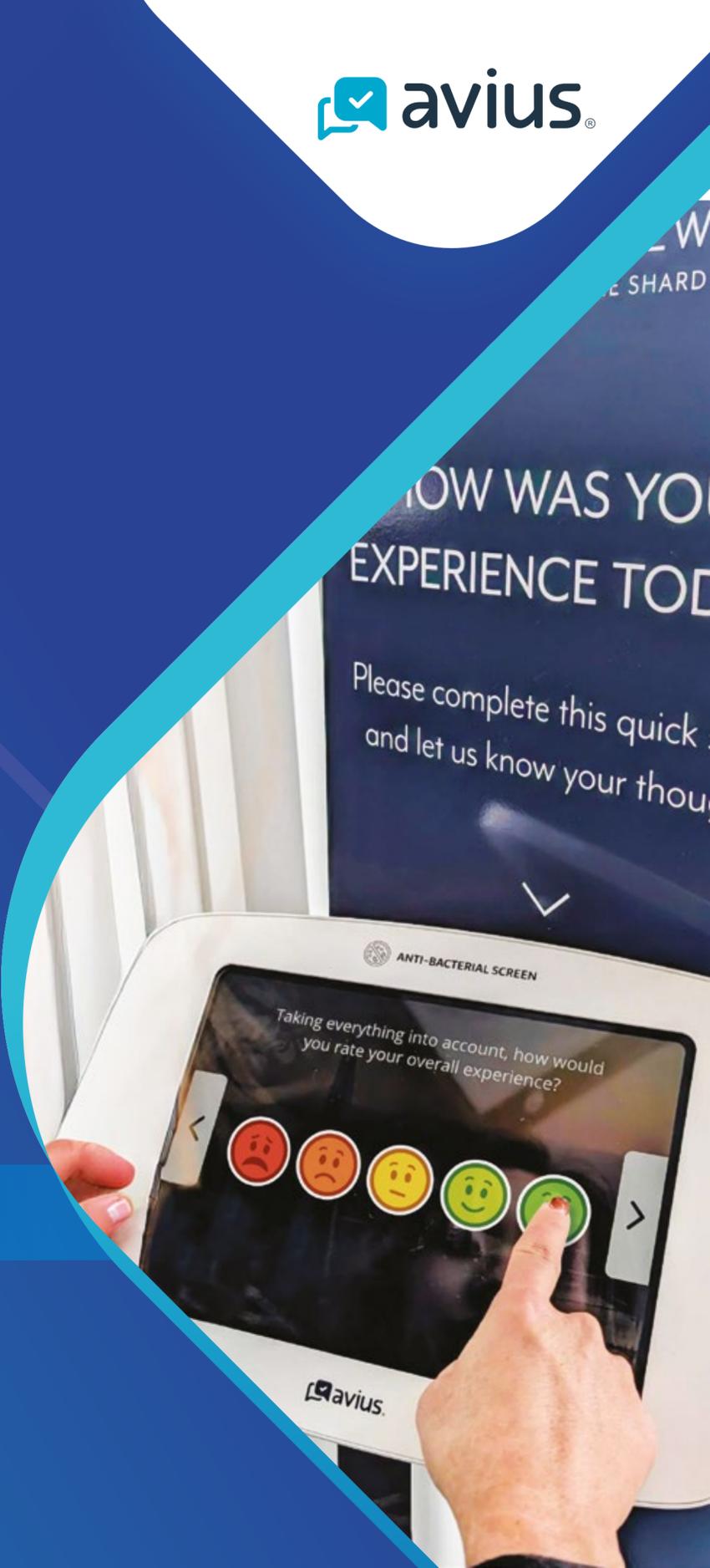**Balanced Insight**

=

Smarter Action

- ✅ Spots issues early
- ✅ Reveals blind spots
- ✅ Guides improvements
- ✅ Drives meaningful change
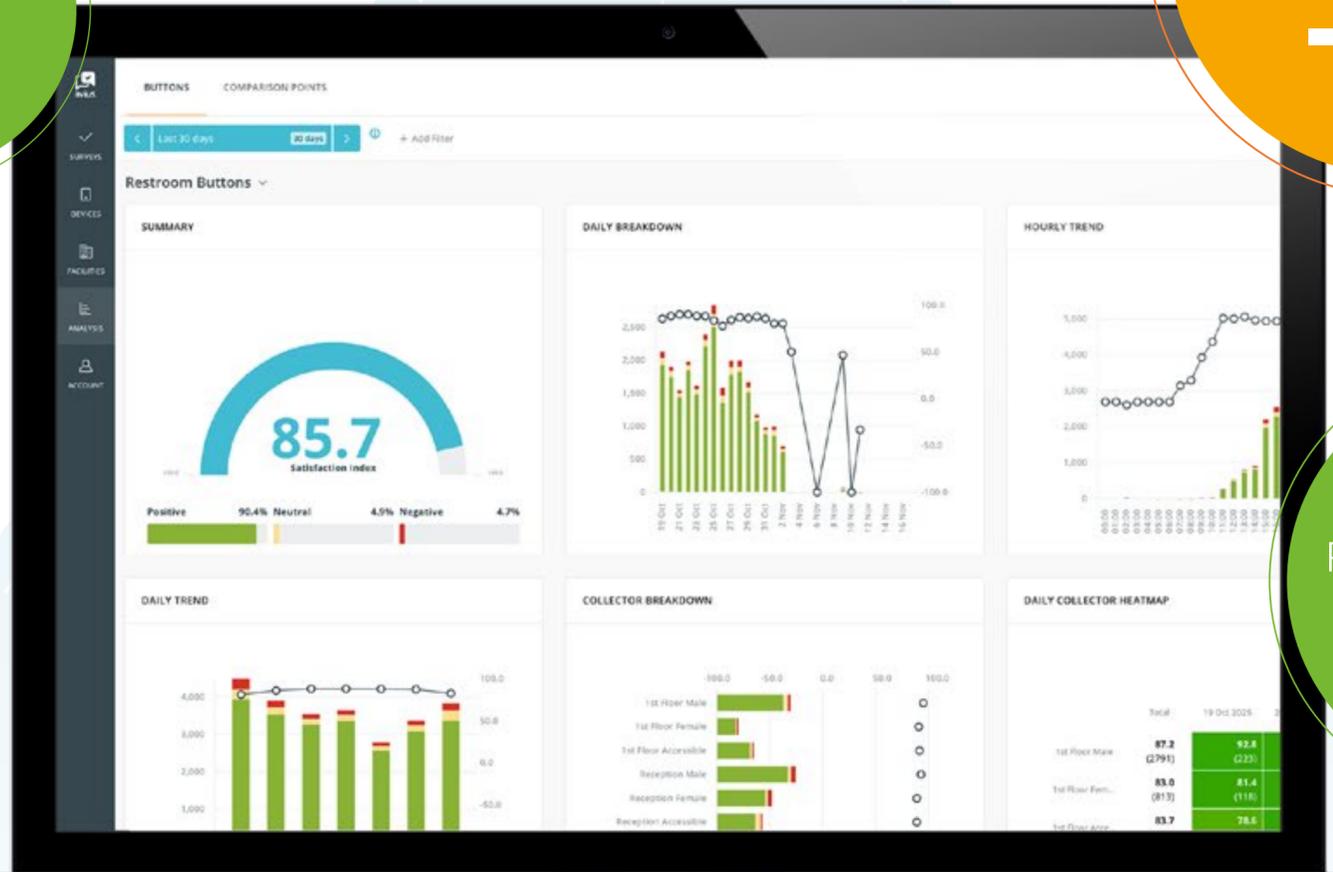
Negative

When People Give **Honest Feedback**

- ✅ Fresh Experience
- ✅ Quick & Effortless
- ✅ Safe & Anonymous
- ✅ Easy To Access Feedback Point

avius

avius.com

Measurable KPIs

Transform feedback into KPIs that drive smart decisions and deliver real ROI

- ☑ Use the system to see how guests feel today - not weeks later

- ☑ Whether service levels are rising or dipping

- ☑ Where improvements are needed

- ☑ Where teams are performing strongly

- ☑ Clear, data-driven KPIs for decision making

Weekly Experience Score **+13%**

Trends Across Weeks, Days, or Shifts **+5%**

Comparison Between Locations or Teams **-3%**

Operational Recovery Time After An Issue **-1%**

Volume of Feedback and Participation Rate **20%**

avius.com

Avius Solutions
For Your Whole Customer Journey

avius

Integrate and work alongside your existing systems

Pre-Ticket
01
- ✔ Website Enquiries
- ✔ In-app Survey
- ✔ Email Enquiries
- ✔ Telephone Enquiries

Ticket Sale / Pre-Visit
02
- ✔ Follow-up Survey
- ✔ Visit Enquiries
- ✔ Telephone Enquiries

Day of the visit
03
- ✔ Kiosk Surveys
- ✔ QR Code Surveys
- ✔ Optimus – SMS, Email

Post-Visit
04
- ✔ Feedback
- ✔ Lost Property
- ✔ Receipt Surveys
- ✔ Post-visit Surveys

Avius Surveys Kiosk

Avius Surveys – Online Surveys

Avius Optimus

avius.com

Reporting & Data Integration

avius

* This is an example of actual real world collected data

☑ **Customisable RPI**
You can set your own RPI to define and monitor business-specific performance indicators.

☑ **Data Collation**
There are 3 ways for you to gain data and insights.

☑ **Export Data**
Export raw data in a variety of formats.
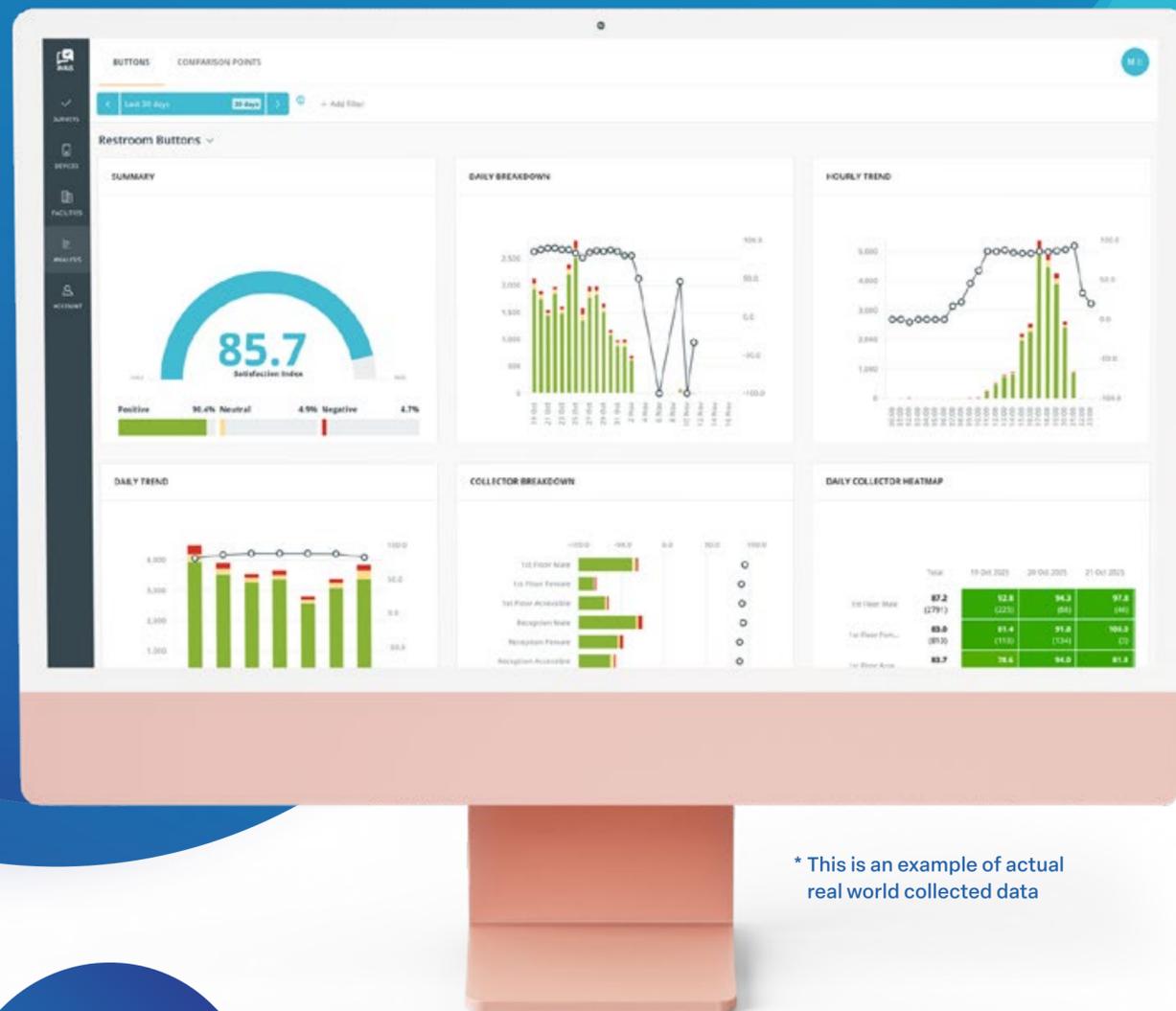
1 **Real-time Reporting Dashboard**
Access live data visualisation to track performance and operations on demand. Tailor visuals and metrics to your business needs and KPI's.

2 **Reports Subscriptions**
Automate email report delivery to stakeholders on customised schedules.

3 **Integrate With Power BI Using Our API**
Seamlessly connect with Power BI for advanced data modelling to suit your own dashboard.

Real-time Alerts

Avius Survey Alert — 34m ago
Dear Operation Manager,
Visitors are saying there's a problem in the restroom that needs staff attention...

Improve response and resolution times
Speed up incident handling with targeted notifications and escalation

Inform senior management
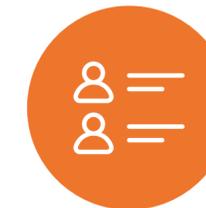Escalate serious issues directly

Offline and power alerts
Know instantly when a device drops offline or loses charge

Set-up multiple alerts
Create alert rules per question, department or rating

Flexible distribution lists
Distribute real-time alerts to customized teams or individuals using flexible, configurable lists tailored to needs.

Why You Need This For Your Business

Track Performance and Benchmark Consistently

Companies that track CX metrics are 3x more likely to exceed performance targets. Monitor operations across sites, shifts, or staff and compare over time to drive accountability and growth.

Catch Issues Early and Act Fast

95% of consumers will give you a second chance if the issue is resolved quickly. Real-time alerts allow front-line and senior staff to stay aligned and fix problems before they escalate.

Understand The Customer Experience First-hand

77% of customers say they view a brand more favourably if they're asked for feedback and feel heard.

Make Smarter, Data-Driven Decisions

60% of business decisions are still made on gut feeling. Customer insights help you steer strategy with confidence.

Boost Loyalty and Repeat Visits

80% of consumers say a great experience makes them more likely to return. Supporting long-term growth and ROI.

Drive Innovation and Stay Ahead of the Curve

57% of customers expect companies to innovate based on their feedback. Identify shifting expectations and new opportunities early.

avius

avius.com

Why Avius?

Operational in 28 Countries
Capturing feedback across diverse regions in over 37 languages.

Decades of Experience
Partnering with leading organisations across sectors.

Bespoke Solutions
Tailored survey design, analytics and client care aligned to each business.

Scale with Confidence
Flexible from single to multi-location to large, high traffic sites.

Over 2m Survey Responses per Month
Consistently high response volume delivering actionable insights.

In-House Development Team
Agile product innovation driven by internal experts.

Dedicated Support
One point of contact with fast, responsive support team.

avius

avius.com

Our Coverage

avius®

avius.com

North America
Highlights

- Empire State Building
- Chick-fil-A
- Warner Bros
- Atlanta Airport
- Georgia Aquarium
- Philadelphia Airport
- Crayola Experience
- LEGOLAND California Resort
- Madame Tussauds Hollywood
- Norton Museum of Art

Caribbean
Highlights

- Curaçao Airport
  (Willemstad, Hato International)

Europe
Highlights

- Alton Towers Resort
- London Eye
- The View from the Shard
- SEA LIFE Paris
- ZSL London Zoo / Whipsnade Zoo
- PEPPA PIG Park Günzburg
- Shrek's Adventure London
- Amsterdam Dungeon
- LEGOLAND Billund Resort
- Lampton Leisure

Middle East
Highlights

- Six Flags Qiddiya City
- LEGOLAND Dubai Resort
- Madame Tussauds Dubai
- DXB Entertainments

Asia
Highlights

- LEGOLAND Shanghai Resort
- Madame Tussauds Hong Kong
- Little BIG City Beijing
- LEGOLAND Japan Resort
- LEGOLAND Korea Resort
- Malaysia Airports
- Images of Singapore
- SEA LIFE Bangkok Ocean World

Oceania
Highlights

- WILD LIFE Sydney Zoo
- Sydney Tower Eye
- Madame Tussauds Sydney
- SEA LIFE Kelly Tarlton's Aquarium

Case Study
Merlin Entertainments

Attractions
140+
Across 23 countries

Employees
30k+
Employees worldwide

Hospitalities
23 Hotels
6 Holiday villages

Support needed
Multi-language
Multi-site
Multi-brand complexity

Merlin Entertainments is a British-based global operator of amusement parks, theme parks, aquariums, and other visitor attractions.

Diverse portfolio of world-class brands & IPs including but not limited to

- ☑ LEGOLAND® Parks & Resorts
- ☑ SEA LIFE
- ☑ Madame Tussauds
- ☑ The Dungeons
- ☑ Alton Towers, Thorpe Park, Chessington
- ☑ Peppa Pig World of Play
- ☑ Global "Eye" attractions (e.g., London Eye)

Operational Reality

- ☑ Large global estate with constant need for real-time operational insight
- ☑ High daily guest volume, diverse demographics, international visitors

Avius Solutions in Place

- ☑ Feedback Kiosks
- ☑ Feedback Buttons
- ☑ Optimus
- ☑ Enterprise Level Data Reporting Suite

Avius supports feedback capture across their entire estate

Our Global Partners

avius

THE EMPIRE STATE BUILDING

THE VIEW FROM THE SHARD

Peppa Pig Theme Park

the Dungeons

Six Flags Qiddiya City

Alton Towers RESORT

Madame Tussauds

SEA LIFE

Ripley's Believe It or Not!

The SAZERAC HOUSE

LEGOLAND

Gardaland RESORT

HEIDE PARK RESORT

GL PLAY

WILD LIFE SYDNEY

ZSL

MEOW WOLF

SkyWheel ATTRACTIONS

avius.com

avius

How was your experience today?

ANTI-BACTERIAL SCREEN

avius

Let's turn feedback into improvement & revenue gain

Chris Williams
VP of Customer Success

✉ chris@avius.com

📞 +44 (0) 1202 559933

in avius.us/buz

avius.com

avius®

✉ hello@avius.com

✔ avius.com

in avius

Book a Demo
avius.com/contact-us