

The Domo logo consists of the word "DOMO" in white, uppercase, sans-serif font, centered within a solid blue square.

Customer Success Story

The ESPN logo is rendered in a large, white, bold, italicized sans-serif font, centered horizontally across the middle of the image. The background is a grayscale photograph of a crowd of people cheering with their arms raised.

“Domo has given us the tools to keep a pulse on real-time customer issues and related trends, resulting in greatly improved support processes and technical support efficiencies.”

**Douglas Kramon**  
Senior Director of Fan Support & Customer Care | ESPN

Organization:  
ESPN, Inc.

Location:  
Bristol, CT

Website:  
www.espn.com

Industry:  
Media & Entertainment

ESPN, Inc., was established in 1979 and is the global leader in multimedia sports entertainment. Its portfolio includes 32 TV networks, 13 websites, 90+ broadband networks, 7 radio stations, and many other mobile apps and consumer products.

Notable Data Sources:



### Before Domo

ESPN delivers the world’s most loved sporting content to fans through a complex network of more than 500 TV content providers. The fan experience drives the ESPN business, and Douglas Kramon, Senior Director of Fan Support & Customer Care for ESPN, knows that quickly spotting and resolving service quality issues is mission critical.

- ESPN needed a way to quickly aggregate customer comments to spot emerging issues with access to ESPN—and identify which services were affected before it caused subscriber churn.
- With a large and growing set of content distribution partners, he wanted to partner more closely with them and use data to engage them on improving service quality levels.
- He wanted to increase convenience for fans by adding additional web, phone, text-based support channels. But a lack of visibility into existing activity was holding back adding these new implementations.

### After Domo

#### Easy reporting

Now reports on service issues are available easily, and can be shared with whoever wants to see them. No more manual report creation; no more Excel and PowerPoint.

#### Real-time info

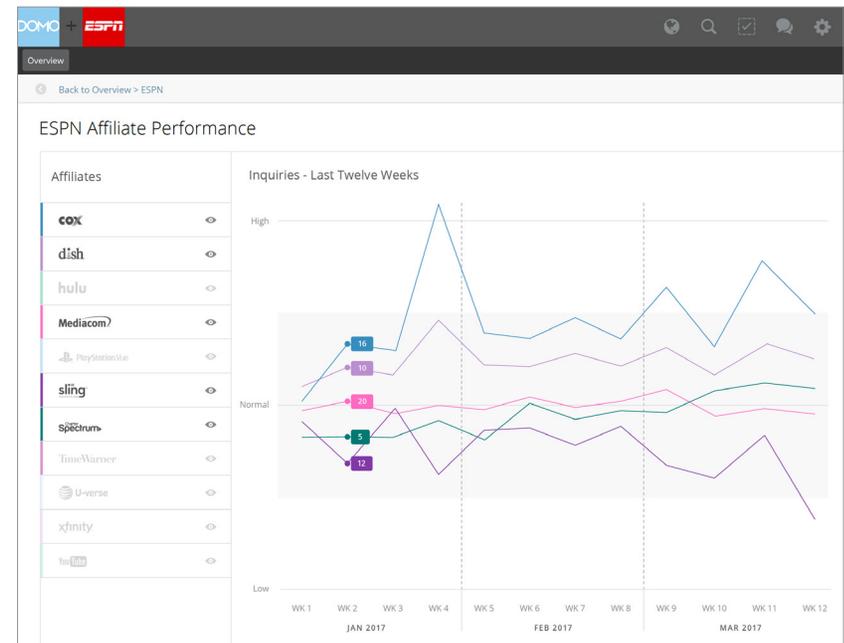
Sports are some of the most time-sensitive experiences in media. Before Domo, Douglas had to live with considerable data lag: weekly or monthly summaries of issues. Now he can see the data within moments of the kick-off.

#### Instant answers

Since customer satisfaction can drive subscription renewals or cancellations, Douglas often fielded ad-hoc questions from the executive team about overall system health. Now he can provide answers instantly through Domo.

#### Rapid detection

Big problems often look harmless in their early stages. But by using a Domo custom app that analyzed frequently-mentioned issues and compared them to historical data, the team at ESPN can get an early indicator of where attention is needed.



ESPN Affiliate Tracker—Domo App