

USING GUEST FEEDBACK TO IMPROVE THE CUSTOMER EXPERIENCE

GfK works closely with a leading hotel group to measure guest feedback and drive consistently great customer experiences through its properties across the globe.

The client

This leading hotel group is one of the largest in the world and has received numerous awards for demonstrating innovation and an extraordinary level of service.

Situation

The hotelier aims to give guests consistent, personalized and memorable experiences across its properties. This requires coordinating the efforts of multiple stakeholders across its many owned, managed and franchised hotels.

To make guests feel special during every visit, the group must excel at understanding its performance in relation to guest expectations. For that reason, the company wants to have high-quality dialogue with its guests.

The group also strives to bring relevant data and analyses to its hotel operators as quickly as possible so they can use the information to improve the guest experience.

These goals demand that the hotelier extends the gathering of feedback beyond the traditional mechanism of surveys to include social listening intelligence from channels such as web reviews and social media.

Approach

GfK partnered with the hotel group to power its new guest experience program with a solution based on our GfK Echo platform. This dynamic tool captures customer feedback and then aggregates and communicates this information to managers and employees.



"GfK had the best solution for bringing data together in one place. The portal is designed so that users can look more holistically at the guest experience across the different data sources. And with GfK's help, we are able to track performance on key indicators so that properties know what the numbers mean in relation to the overall guest experience."

Senior Manager, Guest Experience Intelligence

The hotelier uses GfK Echo to gather guest feedback in real time from numerous sources:

- guest survey results
- property audits
- guest reviews from websites

Our platform gives the group dynamic and intuitive views of its guest experience data, along with other passive metrics, all in real time. It is a fast and powerful system that aggregates and communicates guest feedback to thousands of managers and front-line staff so they can take immediate action.

"Having a holistic view of guest experiences and an ever-increasing dialog with our guests is the mentality that we need to have going forward as a company. This is not just about an aggregated score in some management reports. When we talk about our goals as a company, the guest experience tool is right in the middle of many of those conversations."

Senior Manager, Guest Experience Intelligence

Outcome

Seeing a holistic view of guest experiences and increasing the speed and quality of dialogue with guests are key elements of the hotelier's strategy. Now the hotel group has a guest experience tool that gives it a structured way of capturing feedback from the first day a guest is at a property, and in the form and channel they prefer to give it.

The group can view feedback from multiple channels on a single dashboard. With GfK's help, the hotelier is able to track performance on key indicators so that property managers know what the numbers mean in relation to the overall guest experience.



Employees at each hotel can see their overall customer experience score, react quickly to emerging problems, and capitalize on new opportunities to enhance a customer's perception of an event.

An important element of the tool is the hot alerts feature, which warns managers when something goes wrong for a guest. A new in-stay survey lets them see immediately when a guest at the hotel or one of its restaurants has complained in a survey, for example. As a result, hotel managers and employees can act on feedback before guests leave the property.

Data from the tool also allows the company to make better decisions at group and at property level. Hotels use the information to make their guest service and guest experience online training more dynamic and personalized for individual properties, for instance.

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.