Customer Satisfaction Interview

Customer Satisfaction Research Brief: Hampton Inn Guest Experience

1. Project Overview & Objectives

What's Being Studied:
Guest satisfaction across Hampton Inn locations, with a focus on service quality, cleanliness, and amenities. The goal is to ensure consistent service quality chain-wide and identify actionable areas for improvement to enhance guest experience and loyalty.

Research Objectives:
- Assess overall guest satisfaction across five key dimensions: Service Quality, Cleanliness, Amenities & Offerings, Value for Money, and Brand Trust & Loyalty.
- Identify primary drivers of guest satisfaction and sources of dissatisfaction, with emphasis on service consistency and cleanliness standards.
- Understand how amenities (e.g., breakfast, fitness, Wi-Fi) impact the overall guest experience and repeat stay intent.
- Pinpoint gaps in service delivery and cleanliness that may lead to negative reviews or reduced loyalty.
- Surface guest priorities for improvement to inform operational and training initiatives.

2. Research Design & Participants

Method: Qualitative in-depth interviews (semi-structured, one-on-one)
Format: Remote video or phone interviews (to enable geographic diversity across Hampton Inn locations)
Duration: 45 minutes per interview
Sample Size: 15 participants
Rationale: In-depth interviews provide rich context on guest experiences, emotional drivers, and specific stories behind satisfaction ratings. Remote format enables inclusion of guests from multiple regions.

Participant Segmentation:
- 5 Highly Satisfied Guests (rated stay 9-10/10, would recommend)
- 5 Moderately Satisfied Guests (rated 7-8/10, satisfied but see room for improvement)
- 5 Dissatisfied Guests (rated 0-6/10, experienced issues or would not recommend)

Secondary Segmentation:
- Recent stay within last 30 days
- Stay purpose: Mix of business and leisure travelers
- Stay length: Mix of 1-night and multi-night guests

Screening Criteria:
- Stayed at a Hampton Inn within the last 30 days
- Primary decision-maker for booking
- Willing to discuss specific experiences (positive and negative)

Recruitment:
- Email invitations to recent guests, with screener survey
- Incentive: $75 per interview
- Timeline: 2 weeks for recruitment

3. Interview Framework

Structure (45 min):
- Introduction (5 min): Welcome, confidentiality, consent
- Warm-up (5 min): Context, reason for stay, expectations
- Core Dimensions (30 min):
1. Service Quality
2. Cleanliness
3. Amenities & Offerings
4. Value for Money
5. Brand Trust & Loyalty
- Overall Value & Loyalty (8 min): NPS, repeat intent, switching
- Improvements (5 min): Priority changes, magic wand
- Closing (2 min): Anything missed, thank you

Satisfaction Dimensions & Example Questions:

1. Service Quality
What we're exploring: Staff professionalism, responsiveness, friendliness, and problem resolution.
- [Factual] "Can you describe your interactions with staff during your stay?"
- [Experiential] "Tell me about a time when staff went above or below your expectations."
- [Emotional] "How did those interactions make you feel about Hampton Inn?"
- [Behavioral] "If service improved or declined, how would it affect your decision to return?"

2. Cleanliness
What we're exploring: Room and common area cleanliness, housekeeping consistency, hygiene standards.
- [Factual] "How would you rate the cleanliness of your room and shared spaces?"
- [Experiential] "Walk me through your first impression when you entered your room."
- [Emotional] "Did anything about cleanliness make you uncomfortable or especially satisfied?"
- [Behavioral] "If you encountered a cleanliness issue, how did you respond? Would it affect your loyalty?"

3. Amenities & Offerings
What we're exploring: Satisfaction with breakfast, Wi-Fi, fitness center, parking, and other amenities.
- [Factual] "Which amenities did you use during your stay?"
- [Experiential] "Tell me about your experience with [specific amenity]."
- [Emotional] "How important are these amenities to your overall satisfaction?"
- [Behavioral] "Would lack of certain amenities influence your choice of hotel in the future?"

4. Value for Money
What we're exploring: Perceived fairness of price, comparison to expectations and alternatives.
- [Factual] "What did you pay for your stay and what was included?"
- [Experiential] "When you consider what you received, how do you feel about the value?"
- [Emotional] "Do you feel the stay was worth the price? Why or why not?"
- [Behavioral] "Would a price increase or decrease change your likelihood to return?"

5. Brand Trust & Loyalty
What we're exploring: Confidence in Hampton Inn, likelihood to recommend, switching considerations.
- [Factual] "Have you stayed at Hampton Inn before? How often?"
- [Experiential] "Have you ever considered switching to another hotel brand? What prompted that?"
- [Emotional] "What comes to mind when you think of the Hampton Inn brand?"
- [Behavioral] "What would Hampton Inn need to do to keep you as a loyal guest?"

Overall Value & Loyalty Questions:
- "Overall, how satisfied are you with your most recent Hampton Inn stay? What drove that rating?"
- "On a 0-10 scale, how likely are you to recommend Hampton Inn? What would make that higher?"
- "Have you considered staying elsewhere? Why or why not?"

Moderator Guidance:
- Probe for specific stories and examples
- Ask "Why?" and "What happened next?" to get beneath surface responses
- Invite candid feedback, especially on negative experiences

4. Success Metrics & Analysis

Quantitative:
- Satisfaction distribution by segment (promoters/passives/detractors)
- NPS scores by segment
- Dimension-level satisfaction patterns (service, cleanliness, amenities)
- Frequency and severity of issues

Qualitative:
- Thematic coding of guest narratives (service, cleanliness, amenities)
- Journey mapping from booking to checkout
- Emotional arc analysis (highs/lows during stay)
- Unmet needs and improvement priorities
- Competitive comparisons (why guests might choose alternatives)

Analysis Framework:
- Satisfaction-Loyalty Matrix (identify at-risk segments)
- Importance vs. Performance Gap (which dimensions matter most but perform worst)
- Issue prioritization (frequency × severity × impact)

5. Timeline & Logistics

Total Duration: 4 weeks
- Weeks 1-2: Recruitment & screening
- Week 3: Conduct 15 interviews (3-4 per day)
- Week 4: Analysis & reporting

Results Delivered: End of week 4, to inform operational improvements and training initiatives for consistent guest experience across Hampton Inn locations.

Team Roles:
- Research Lead: Protocol, interviews, analysis, reporting
- Note-taker (optional): Quotes, observations
- Stakeholder: Review design, attend select interviews, receive report

Tools:
- Video conferencing (Zoom/Teams)
- Scheduling (Calendly)
- Transcription (Otter.ai/Rev)
- Analysis (Dovetail/Airtable)

6. Deliverables

Core Deliverables:
1. Executive Summary (2-3 pages):
   • Satisfaction snapshot, top drivers, key pain points, prioritized recommendations
2. Detailed Research Report (15-20 pages):
   • Methodology, dimension-by-dimension analysis, journey map, segment profiles, improvement priorities

Optional Add-Ons:
3. Satisfaction Dashboard (1 page): NPS by segment, dimension scores
4. Voice Highlights Reel (5-7 min): Key guest quotes
5. Executive Presentation Deck (15-20 slides)
6. Verbatim Database: Full transcripts tagged by theme