OverU Hotel

Optimizing Guest Experience by Enhancing Customer Satisfaction at OverU Hotel

Prepared by Ade Dwi Aryani
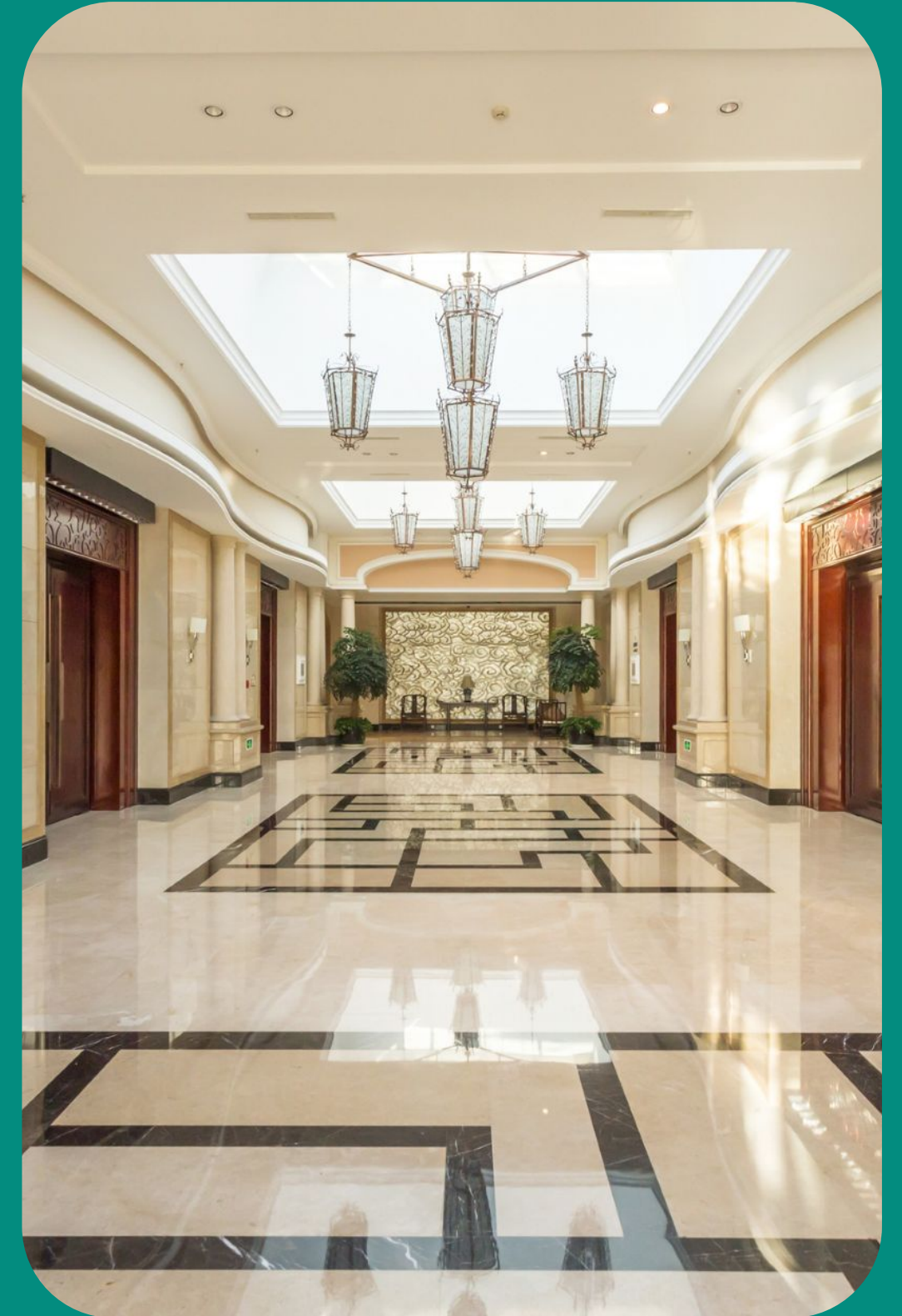
Start Slide

OverU Hotel

TABLE OF CONTENT

Improving Customer Satisfaction
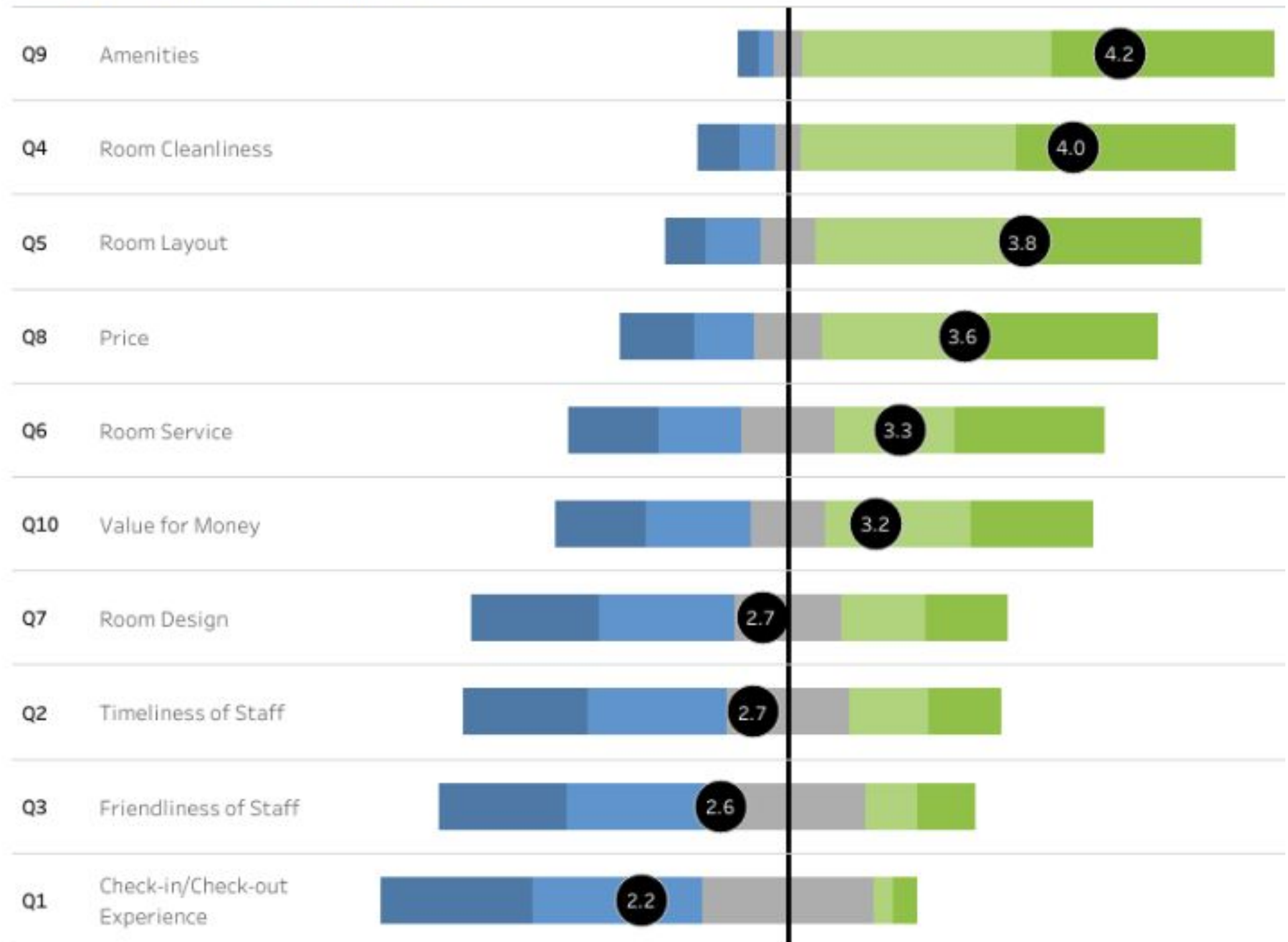
Go to the next slide

BACKGROUND

Improving Customer Satisfaction

The OverU Hotel is a global hospitality company with branches in several countries. Management has emailed the data team about the Net Promoter Score (NPS) survey results and asked the data analyst to provide insights on areas needing improvement to enhance customer satisfaction and promote customer loyalty.

- There are 9 factors that impact the hotel's performance.
- The most satisfactory factor is amenities, rated at 4.2 out of 5, while **the most unsatisfactory factor is the check-in/check-out experience, rated at 2.2 out of 5**.

How can we improve the NPS for the check-in / check-out experience?

Survey Score Distribution | All Countries

Q9	Amenities	4.2
Q4	Room Cleanliness	4.0
Q5	Room Layout	3.8
Q8	Price	3.6
Q6	Room Service	3.3
Q10	Value for Money	3.2
Q7	Room Design	2.7
Q2	Timeliness of Staff	2.7
Q3	Friendliness of Staff	2.6
Q1	Check-in/Check-out Experience	2.2

DARCI

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Improving Customer Satisfaction

Decider   Chief Operating Officer (COO)

Accountable   Regional Managers (for each global region)

Responsible
- Data Team
- Sales and Marketing Department

Consulted
- Human Resources Department
- Front Office Department
- Sales and Marketing Department

Informed
- Hotel Managers (for each individual hotel)
- Finance Department

Go to the next slide

PROBLEM STATEMENT

Improving Customer Satisfaction

How to improve the NPS for the check-in and check-out experience from 2.2 to a target of 4.0 within 12 months?

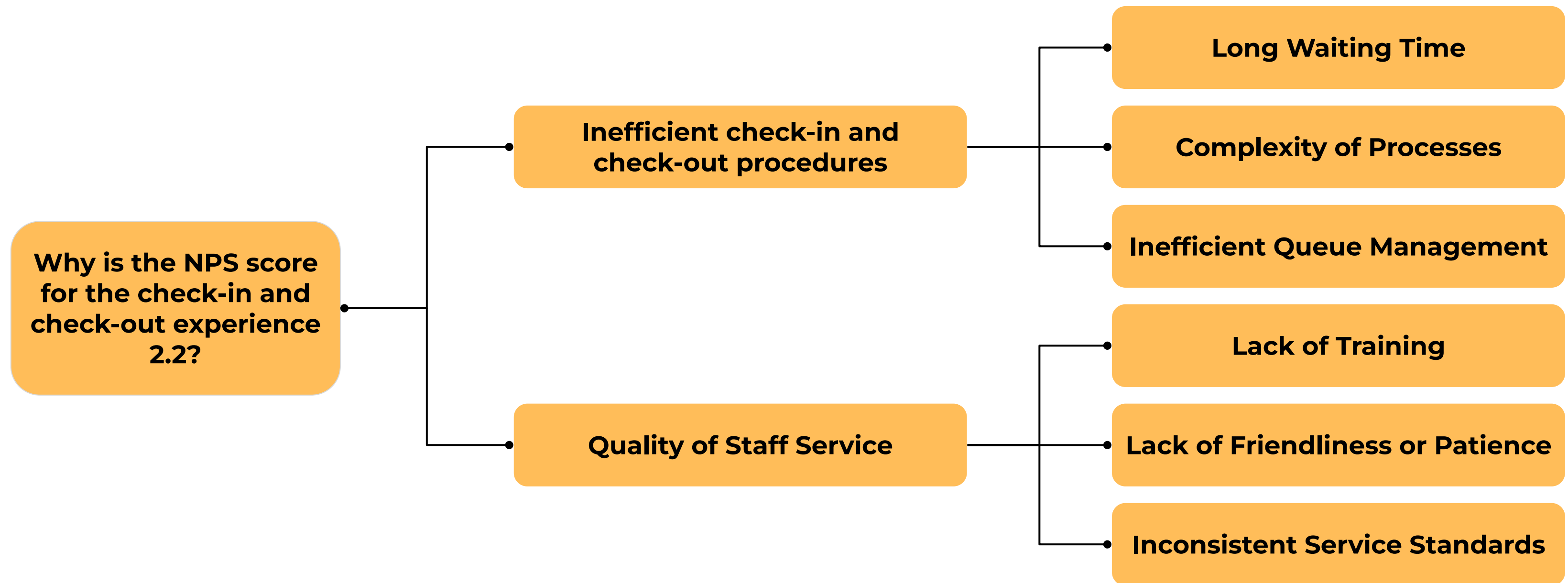Go to the next slide

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OBJECTIVE

Improving Customer Satisfaction

To find practical strategies to improve the NPS score for the check-in and check-out experience from 2.2 to 4.0 within 12 months.

ROOT CAUSE

Improving Customer Satisfaction

Why is the NPS score for the check-in and check-out experience 2.2?

Inefficient check-in and check-out procedures

Long Waiting Time

Complexity of Processes

Inefficient Queue Management

Quality of Staff Service

Lack of Training

Lack of Friendliness or Patience

Inconsistent Service Standards

HYPOTHESES

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Improving Customer Satisfaction

Root Causes	Hypotheses	Prioritization
Long Waiting Time	If we reduce waiting time by 20-30% (from 15 minutes to 12 or 10 minutes), it will improve customer satisfaction and NPS by 2-3% within 12 months.	**Mid**
Complexity of Processes	If we simplify check-in and check-out procedures by 10-15%, it will improve guest experience and elevate NPS by 3-4% within 12 months.	**High:** because simplifying processes reduces guest frustration and improves NPS.
Inefficient Queue Management	If we optimize staffing and enhance queue management, reducing wait times by 15-20%, it will decrease guest frustration and improve NPS by 3-4% within 12 months.	**High:** because reducing wait times and confusion significantly improves guest experience.
Lack of Training	If we enhance staff training, leading to a 10-15% improvement in service efficiency, it will elevate service quality and boost NPS by 3-5% within 12 months.	**High:** because improving staff training directly enhances service quality and guest satisfaction
Lack of Friendliness or Patience	If we implement ongoing training and incentives, resulting in a 10% increase in friendliness/patience, it will improve guest perception and raise NPS by 2-3% within 12 months.	**Mid**
Inconsistent Service Standards	If we establish clear service standards and evaluate regularly, ensuring 10% more consistency, it will lead to better guest satisfaction and improve NPS by 2-3% within 12 months.	**Low**

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METRICS RECOMMENDATIONS

Improving Customer Satisfaction

Prioritized Hypotheses	Metrics	Reasoning	Measurement
If we simplify check-in and check-out procedures by 10-15%, it will improve guest experience and elevate NPS by 3-4% within 12 months.	Average Resolution Time (ART)	ART indicates the efficiency of the check-in and check-out process. A shorter ART suggests streamlined processes, resulting in reduced complexity.	ART = Total Resolution Time / Number of Resolved Issues
If we optimize staffing and enhance queue management, reducing wait times by 15-20%, it will decrease guest frustration and improve NPS by 3-4% within 12 months.	Average Wait Time (AWT)	AWT directly assesses queue efficiency. Reducing AWT will improve guest satisfaction and can be easily monitored.	AWT = (Number of Guests Arriving / Number of Guest Check-in or Check-out) x 100%
If we enhance staff training, leading to a 10-15% improvement in service efficiency, it will elevate service quality and boost NPS by 3-5% within 12 months.	Customer Satisfaction Score (CSAT)	By measuring the impact of staff training on guest satisfaction, CSAT will validate the effectiveness of training programs through improved scores post-training.	CSAT = (Number of Satisfied Customers / Total Number Respondents) x 100%

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THANK YOU

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