



# NPS and Customer Satisfaction Analysis for OverU Hotel Ltd.

Intermediate Assignment - Understanding Business Problems

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OverU Hotel Ltd.



# OverU Hotel Ltd.

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OverU Hotel Ltd.

# Overview

OverU Hotel Ltd. is a global hospitality company that operates hotel franchises across various countries. The company's primary objective is to deliver exceptional guest experiences to foster customer loyalty and satisfaction. Customer satisfaction is paramount in the hospitality industry as it directly impacts the hotel's reputation, repeat business, and overall profitability. Satisfied customers are more likely to return and recommend the hotel to others, thereby driving both short-term and long-term business success. Therefore, understanding and enhancing customer satisfaction is crucial for OverU Hotel Ltd. to maintain its competitive edge and achieve its strategic goals. This analysis focuses on identifying key factors affecting customer satisfaction and providing actionable recommendations to improve the Net Promoter Score (NPS) and overall guest experience at OverU Hotel Ltd.





# DARCI

|                    |  |
|--------------------|--|
| <b>Decider</b>     | CEO  |
| <b>Accountable</b> | Hotel Managers   |
| <b>Responsible</b> | Data Team  |
| <b>Consulted</b>   | Front Office Department, Food and Beverage Department, Facilities Management, Sales and Marketing Department |
| <b>Informed</b>    | Board of Directors and Regional Managers   |



OverU Hotel Ltd.

# Problem Statement

How OverU Hotel Ltd. improve overall customer satisfaction by increasing the Net Promoter Score (NPS) by 15%, from 42.7 to 49.1 within the next six months?





OverU Hotel Ltd.

# Objective

OverU Hotel Ltd. aims to increase the Net Promoter Score (NPS) by 15%, from 42.7 to 49.1, within the next six months by implementing targeted improvements in key areas identified from customer feedback.



# Root Cause

Why the NPS for all country only 42.7

Room Design

Inefficient Check-in/Check-out Processes

Unfriendly Staff Interactions

Inefficient Room Layout

Furniture is too old

Long Wait Times

Outdated Systems

Insufficient Customer Service Training

Low Staff Morale



# Hypothesis and Prioritization

| Root Causes                            | Hypotheses  | Prioritization   |
|--|---|--|
| Furniture is too old                   | If the furniture in the rooms is outdated and uncomfortable, then guests will have a less enjoyable stay, leading to lower satisfaction scores.       | Old and uncomfortable furniture reduces overall guest satisfaction (Low impact). |
| Long wait times                        | If long wait times during check-in and check-out processes are happening, then guest frustration will increase, leading to lower satisfaction scores. | Long wait times increase guest dissatisfaction (High impact).                    |
| Insufficient customer service training | If customer service training is insufficient, then staff interactions will be unprofessional, causing negative guest experiences.                     | Lack of proper training reduces overall guest satisfaction (Medium impact).      |



# Metrics

| Prioritized Hypotheses  | Metrics                         | Reasoning   |
|---|---------------------------------|---|
| If the furniture in the rooms is outdated and uncomfortable, then guests will have a less enjoyable stay, leading to lower satisfaction scores.       | Furniture Condition Rating      | Measuring guest ratings on furniture condition helps identify the need for updates or replacements. Low ratings indicate dissatisfaction with the current state of the furniture. |
| If long wait times during check-in and check-out processes are happening, then guest frustration will increase, leading to lower satisfaction scores. | Average Check-in/Check-out Time | Measuring the average time taken for check-in and check-out processes helps identify inefficiencies. Longer times indicate potential issues with the process.                     |
| If customer service training is insufficient, then staff interactions will be unprofessional, causing negative guest experiences.                     | Guest Service Feedback Scores   | Feedback from guests on their interactions with staff provides insight into the effectiveness of customer service training. Low scores indicate need for improvement.             |



OverU Hotel Ltd.

# Thank You!