

# Intermediate Task

# Week 1

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# Assignment Brief

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# Table of contents

01

Case Overview

02

DARCI

03

Problem  
Statement

04

Objective

05

Root Cause

06

Hypothesis

07

Metrics

# Case Overview

As a Data Analyst at OverU Hotel Ltd, a prominent global hospitality organization with hotel franchises in multiple countries, your primary function involves analyzing customer satisfaction data. Your key responsibility is to generate insightful analyses that will aid management in formulating strategies designed to enhance customer loyalty. Consequently, management has reached out to you via email to identify the critical factors that should be prioritized to boost customer satisfaction. The customer experience team has conducted a survey to assess customer satisfaction levels. They seek guidance on the necessary changes to implement in order to improve customer satisfaction, as well as an understanding of which variables are of utmost importance and require immediate attention.



# DARCI



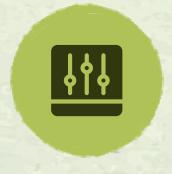
## Decision Maker

Hotel General Manager (GM)



## Accountable

Head of Customer Experience



## Responsible

Data Analysis Team



## Consulted

Front Desk Staff, Housekeeping, and Service Teams



## Informed

Facilities Manager, Training and Development Dept, and Finance Dept

# Problem Statement

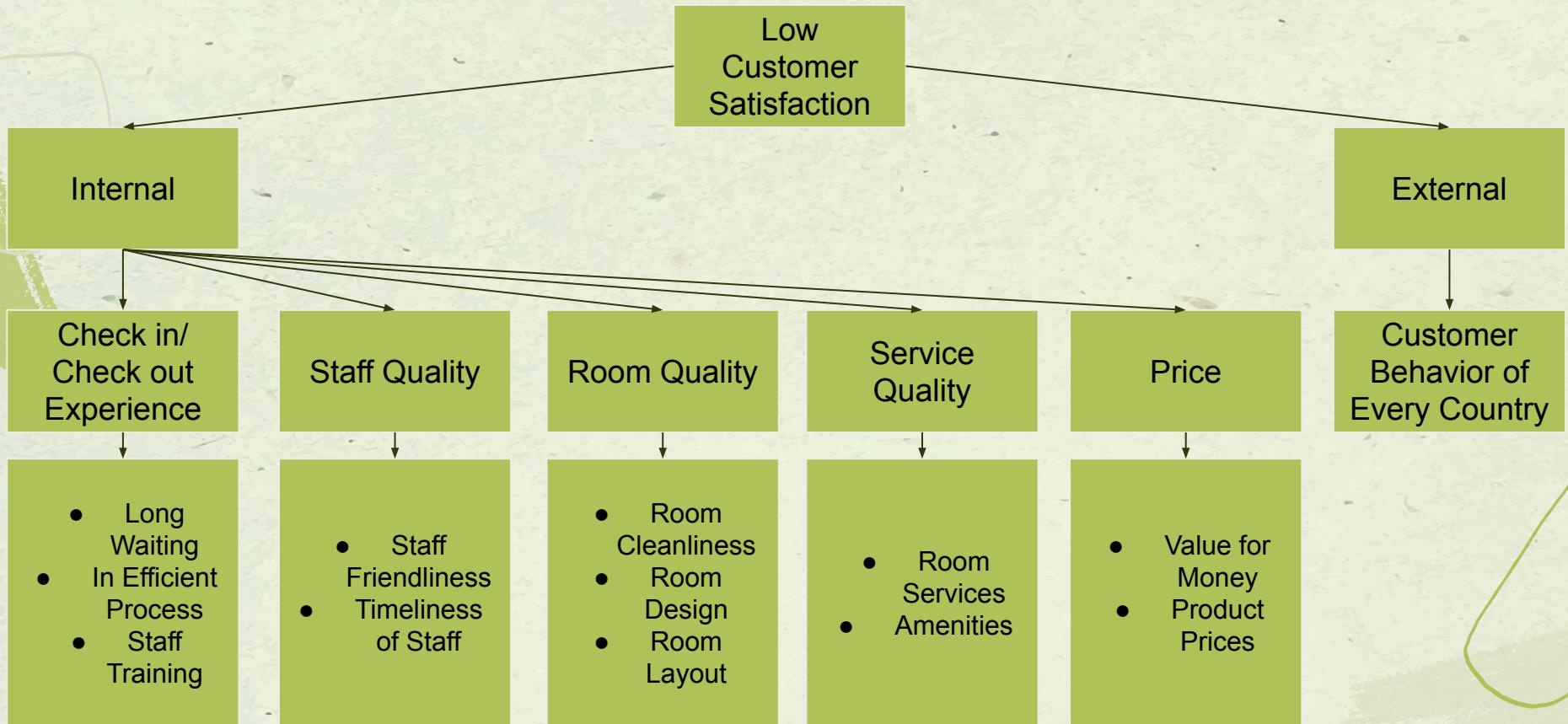
How OverU Hotel Ltd increase low customer satisfaction rating from 3.2 to 4.0 within six months?



# Objective

- To increase the low customer satisfaction rating from 3.2 to 4.0 within six months.

# Root Cause



# Hypothesis

Possible Root Cause	Hypothesis	Scores
Check-in/Check-out Experience	If they do not have long wait times, customer satisfaction will increase to 4.0 within six months.	2.2
Friendliness of Staff	If our staff are more friendly, customer satisfaction will increase to 4.0 within six months.	2.6
Room Design	If our room design are aesthetic, customer satisfaction will increase to 4.0 within six months.	2.7
Timeliness of Staff	If our staff on time to give services to customers, customer satisfaction will increase to 4.0 within six months.	2.7
Room Service	If our room service are good, customer satisfaction will increase to 4.0 within six months.	3.2
Value for Money	If our hotel give customers feeling worth for money, customer satisfaction will increase to 4.0 within six months.	3.3
Price	If our customer satisfy with our prices, customer satisfaction will increase to 4.0 within six months.	3.6
Room Layout	If our hotel changes the layouts, customer satisfaction will increase to 4.0 within six months.	3.8

# Reasoning Behind Prioritization

To enhance customer satisfaction at OverU Hotel Ltd, prioritizing improvements in the check-in/check-out experience, staff friendliness, room design, and timeliness of staff is essential. The check-in/check-out process, with the lowest score of 2.2, directly impacts first impressions and can significantly influence overall guest satisfaction. Similarly, the friendliness of staff, scoring 2.6, plays a crucial role in creating a welcoming atmosphere that fosters loyalty. Additionally, addressing both room design and timeliness of staff, which both scored 2.7, is vital for ensuring comfort and meeting modern guest expectations while providing prompt service. By focusing on these key areas, the hotel can effectively elevate the guest experience and drive long-term success.

# Hypothesis - Prioritization

Possible Root Cause	Hypothesis	Priority
Check-in/Check-out Experience	If they do not have long wait times, customer satisfaction will increase to 4.0 within six months.	High
Friendliness of Staff	If our staff are more friendly, customer satisfaction will increase to 4.0 within six months.	High
Room Design	If our room design are aesthetic, customer satisfaction will increase to 4.0 within six months.	High
Timeliness of Staff	If our staff on time to give services to customers, customer satisfaction will increase to 4.0 within six months.	High
Room Service	If our room service are good, customer satisfaction will increase to 4.0 within six months.	Mid
Value for Money	If our hotel give customers feeling worth for money, customer satisfaction will increase to 4.0 within six months.	Mid
Price	If our customer satisfy with our prices, customer satisfaction will increase to 4.0 within six months.	Low
Room Layout	If our hotel changes the layouts, customer satisfaction will increase to 4.0 within six months.	Low

# Hypothesis - Prioritization

Possible Cause	Root Hypothesis	Priority	Metrics	Metrics Reasoning
Check-in/Check-out Experience	If they do not have long wait times, customer satisfaction will increase to 4.0 within six months.	High	<ul style="list-style-type: none"><li>Average Wait Time</li></ul>	<ul style="list-style-type: none"><li>A shorter average wait time enhances guest satisfaction by reducing frustration and improving perceptions of service efficiency.</li></ul>
Friendliness of Staff	If our staff are more friendly, customer satisfaction will increase to 4.0 within six months.	High	<ul style="list-style-type: none"><li>Staff Engagement Score</li></ul>	<ul style="list-style-type: none"><li>Higher staff engagement leads to better service quality and a more welcoming atmosphere, directly impacting guest experiences and satisfaction.</li></ul>
Room Design	If our room design are aesthetic, customer satisfaction will increase to 4.0 within six months.	High	<ul style="list-style-type: none"><li>Aesthetic Appeal Rating</li></ul>	<ul style="list-style-type: none"><li>A higher aesthetic appeal rating indicates that the room design meets or exceeds guest expectations, contributing to overall comfort and satisfaction during their stay.</li></ul>
Timeliness of Staff	If our staff on time to give services to customers, customer satisfaction will increase to 4.0 within six months.	High	<ul style="list-style-type: none"><li>Percentage of On-Time Service Deliveries</li></ul>	<ul style="list-style-type: none"><li>This metric helps assess the reliability of staff in meeting service timelines, which is crucial for guest satisfaction.</li></ul>



Thank you