



# **OVER(U) HOTEL**

## **NPS ANALYSIS**



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# OVERVIEW



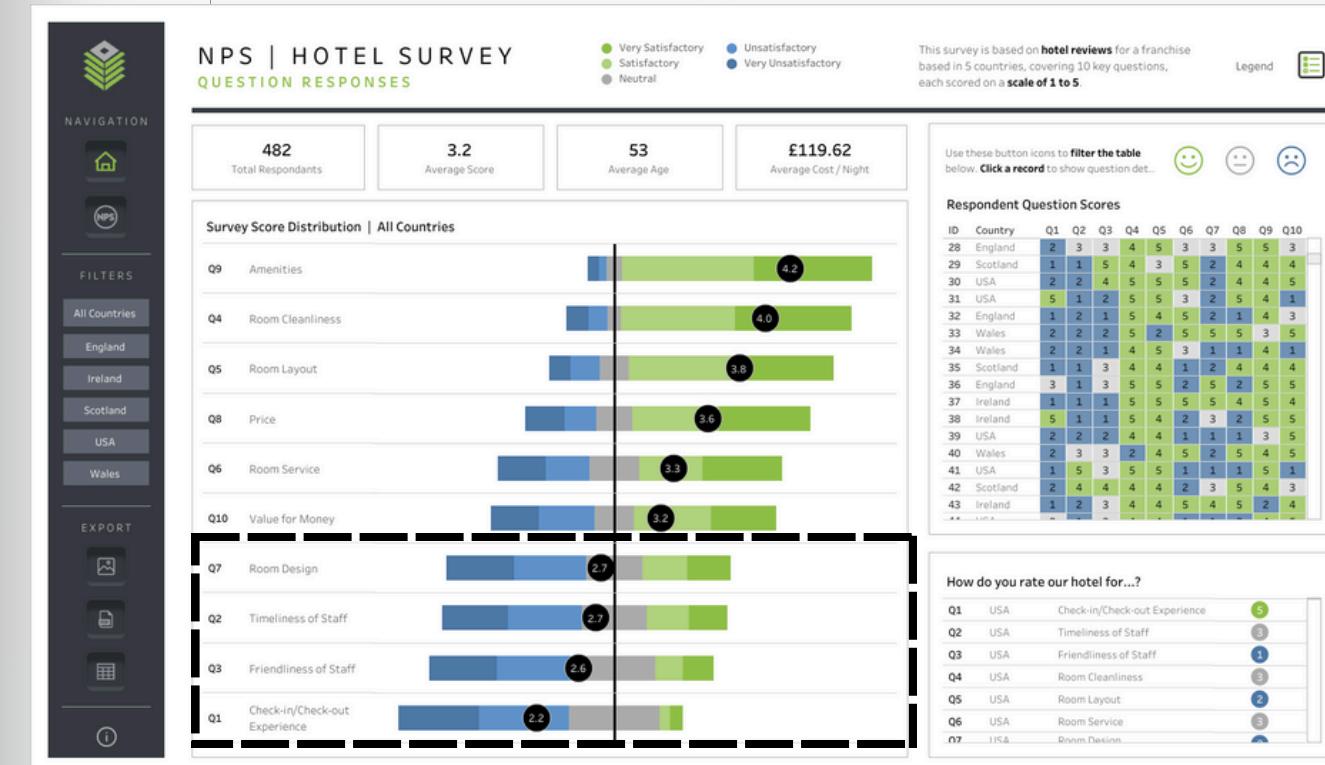
As a data analyst at OverU Hotel Ltd, we are assigned to **analyze the NPS (Net Promoter Score)** of the company. With provided dashboard, the management wanted to know **which of those variables are the most important and should be dressed right away**



- **Objective:** Analyze the Net Promoter Score (NPS) for OverU Hotel Ltd.
- **Task:** Identify key variables affecting NPS that require immediate attention, using the provided dashboard.
- **Focus:** Highlight the most critical factors for management to address promptly.



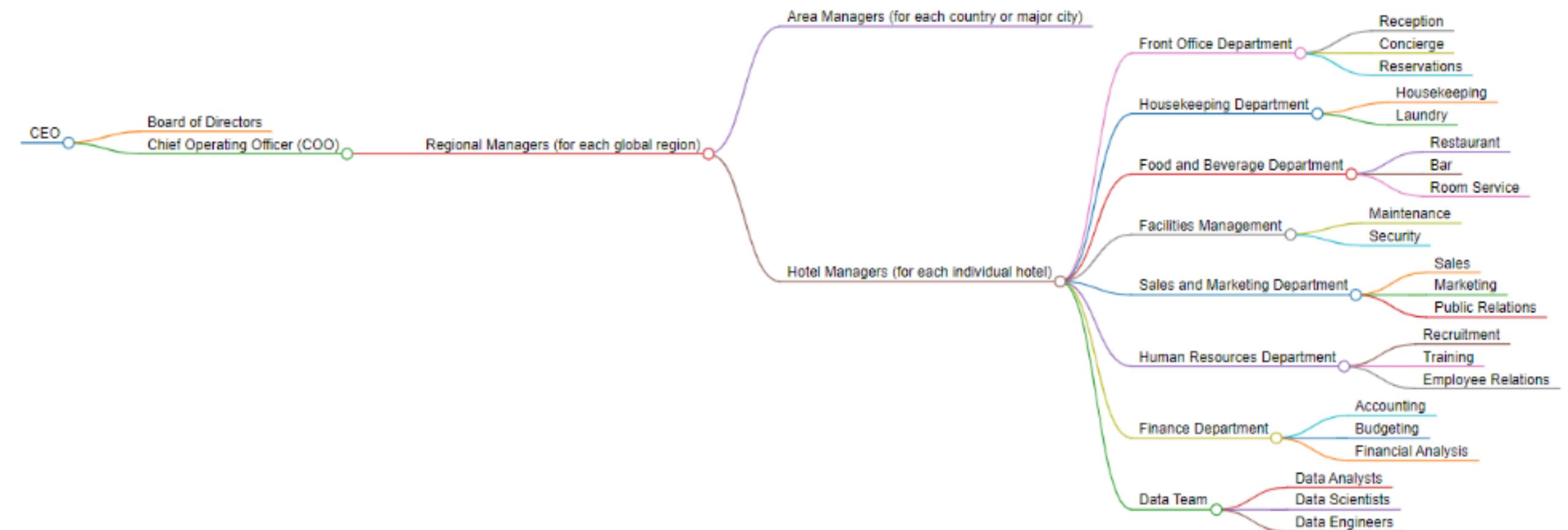
# OVER(U) HOTEL NPS DASHBOARD



Some notable factors that highly affecting OverU Net Promoter Score (NPS), which are below the average of overall NPS : **Room Design, Timeliness of Staff, Friendliness of Staff, Check-in / Check-out Experience**

Our average NPS point accross the world is **42,7**

# CURRENT ORGANIZATION STRUCTURE



# SETTING DARCI

01

**Decision Maker :**

**CEO**

Make the final decision for data - related strategies, ensuring alignment with business objective

02

**Accountable :**

**Hotel Manager**

Generate actionable insights and be responsible for the successful execution, ensuring to meet the quality standards, and organization goals

03

**Responsible :**

**Data Analyst**

Conduct comprehensive analysis based on data, generate insights, and provide actionable recommendations to support decision making

04

**Consulted :**

**Area Manager**

Collaborate with other stakeholders to get a clearer and better understanding about the data, consult to find solutions for each perspective area of expertise

05

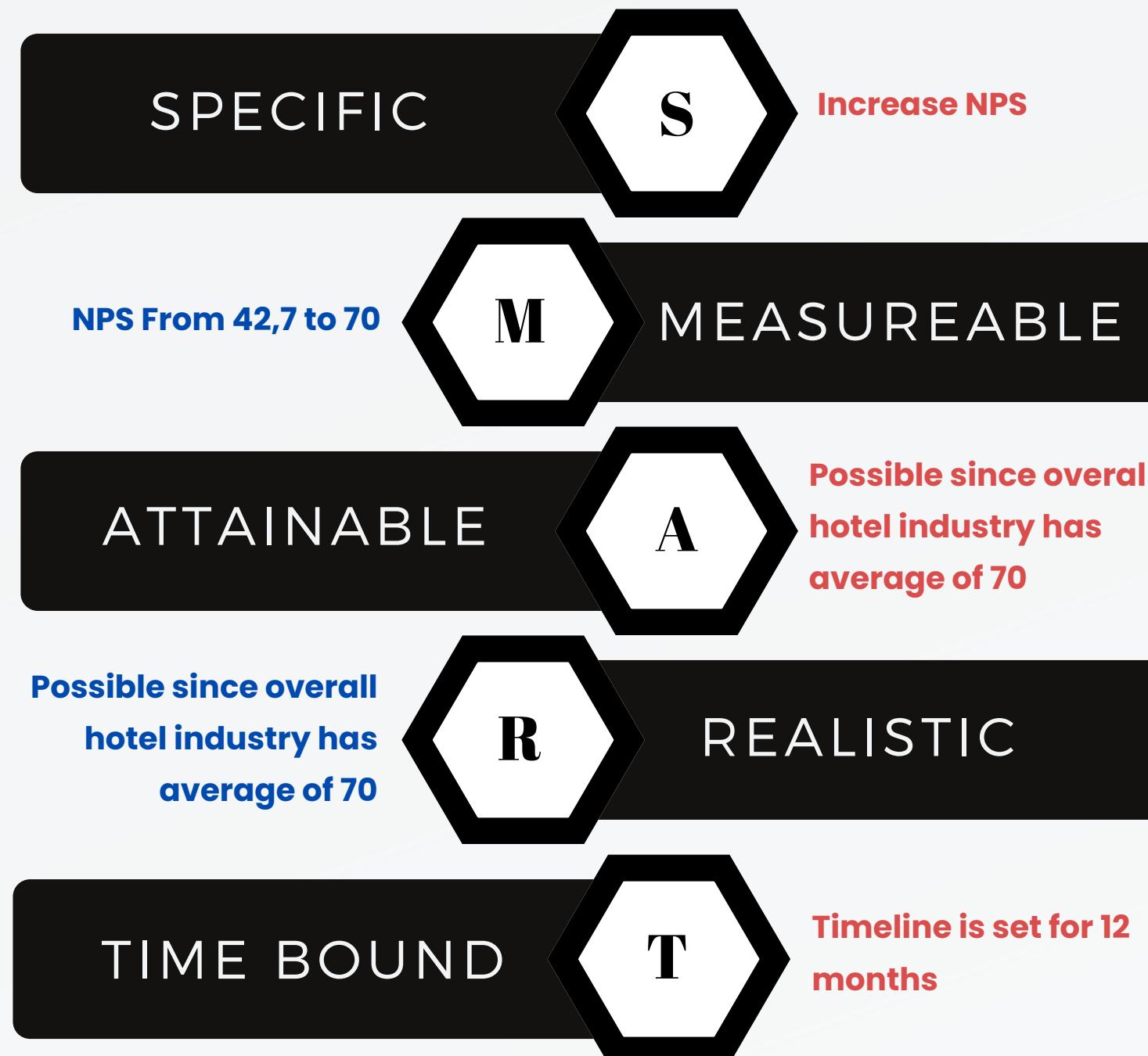
**Informed :**

**Board of Directors**

Keep informed about the progress, obstacles, and solution generated, enabling them to provide a wider point of view and guidance from their experience



# PROBLEM STATEMENT

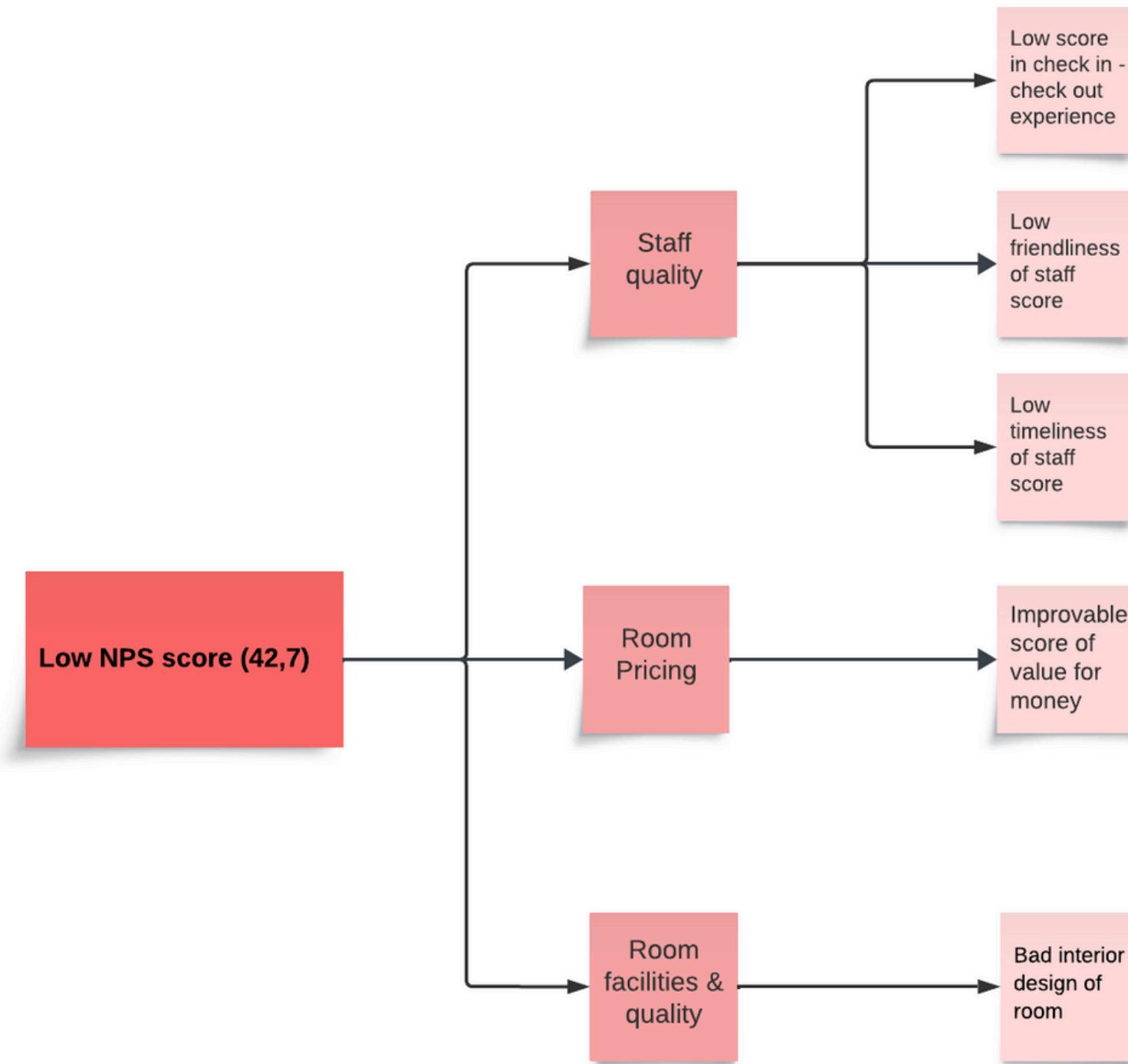


How to increase Net Promoter Score (NPS) of OverU Hotel point from 42,7 to 70 point within 12 months by improving low factors contributors in customer satisfaction

# OBJECTIVE

To find the major factors that contributed to the low NPS score, and increases the point by 27,3 point

# ROOT CAUSE ANALYSIS



Root Cause	Hypothesis
Low score on check in - check out experience	Recruiting inexperienced employee, low psychotest score, incondusive working environment indicated with high turnover rate
Low score on friendliness of staff	
Low score on timeliness of staff	
Improvable score of value for money	Customer think that our room is still a little overpriced, or they demand more facility with the current pricing
Bad interior design of room	Our hotel room design is old and outdated

Root Cause	Hypothesis	Priority
Low score on check in - check out experience		
Low score on friendliness of staff	Recruiting inexperienced employee, low psychotest score, inconducive working environment indicated with high turnover rate	<b>HIGH.</b> Hospitality is the core of hotel business.
Low score on timeliness of staff		
Improveable score of value for money	Customer think that our room is still a little overpriced, or they demand more facility with the current pricing	<b>MEDIUM.</b> If the price is not valuable enough, our competitor will get our lost.
Bad interior design of room	Our hotel room design is old and outdated	<b>LOW.</b> Room design does not have a big impact on customer satisfaction index, even thought it still need to be addressed, beside changing interior requires a lot of budget

Hypothesis	Metrics	Reasoning
Recruiting inexperienced employee, low psychotest score, inconducive working environment indicated with high turnover rate	Years of Experience	This determine how long an employee has been working, we can compare this value with average working experience from team with higher NPS
	Emotional Intelligence (EQ) Score	Emotional intelligence (EQ) significantly affects job performance across various dimensions, impacting both individual and organizational outcomes. High EQ individuals are adept at managing and resolving conflicts. They can navigate disagreements constructively, maintain positive working relationships, and foster a cooperative work environment.
	Turnover Rate	Turnover Rate reflects about how many employee are signing off within a period of time, high rate on this metric can indicate inconducive working environment that will most likely affects employee performance.
Customer think that our room is still a little overpriced, or they demand more facility with the current pricing	Revenue per Available Room (RevPAR)	Higher RevPAR often correlates with better value perception among guests who find the combination of price and experience satisfactory.
	Customer Satisfaction Score (CSAT)	CSAT lets you know if our customers are happy or not about our pricing and facility, it measures satisfaction using a customer satisfaction rating using a scale scoring questions
Our hotel room design is old and outdated	Average Length of Stay (ALOS)	Guests who returns to the hotel or extend their visit during their stay are likely satisfied with their experience, including the room design. High ALOS among repeat guests is a strong indicator of satisfaction.

