



Report Summary - 11th March 2014

Survey: Sopwell House Event Experience Survey

Status: **Launched**

Total Responses: 27

Created Time/Date: 05:27 26th Nov 2013

Filtered Responses: 0

Modified Time/Date: 02:41 8th Feb 2014

Responses Excluded: 0

Question 1: Why did you visit us?

Answers: Responses:

Business/Meeting/Conference 12 / 80%

Wedding/Civil Partnership 0 / 0%

Birthday/Anniversary 2 / 13.3%

Other Special Occasion (please specify) 1 / 6.7%

Answers: Result Set:

baby shower 25

TOTAL CLICKS 15

TOTAL RESPONSES 15

Question 2: How did you hear about us?

Answers: Responses:

Visited previously 8 / 40%

Recommendation/Word of mouth 4 / 20%

Magazine/newspaper article 0 / 0%

www.sopwellhouse.co.uk 1 / 5%

Sopwell House emails 0 / 0%

Internet searches (e.g. Google, Yahoo, etc.) 2 / 10%

Corporate booking 4 / 20%

Trip Advisor 0 / 0%

Social Media (e.g. Facebook, Twitter, etc) 0 / 0%

Sopwell House Sales Team 0 / 0%

Other website (e.g Booking.com) 1 / 5%

Answers: Result Set:

family 25

Other 0 / 0%

TOTAL CLICKS	20
TOTAL RESPONSES	20

Question 3: How did you make your event booking?

Answers: Responses:

Called Direct 16 / 66.7%

Emailed Direct 4 / 16.7%

Sopwell House Sales Team 1 / 4.2%

Agent 3 / 12.5%

Other 0 / 0%

TOTAL CLICKS 24

TOTAL RESPONSES 24

Question 4: How would you rate

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
Your overall event experience at Sopwell House?	13 / 65%	7 / 35%	0 / 0%	0 / 0%	0 / 0%	20	0

Question 5: How likely are you to

	Definitely Yes	Yes	Maybe	No	Definitely Not	Total Responses	Not Answered
Re-book an event at Sopwell House in the future?	10 / 50%	7 / 35%	3 / 15%	0 / 0%	0 / 0%	20	0
Recommend Sopwell House to your friends, family and/or colleagues?	12 / 60%	6 / 30%	2 / 10%	0 / 0%	0 / 0%	20	0

Question 6: Prior to the event

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
It was easy to book	6 / 30%	13 / 65%	0 / 0%	1 / 5%	0 / 0%	0 / 0%	20	0
My event contact was helpful and knowledgeable	10 / 50%	10 / 50%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	20	0
Information received was easy to understand	10 / 50%	9 / 45%	1 / 5%	0 / 0%	0 / 0%	0 / 0%	20	0
Information requested was received in a timely manner	9 / 45%	8 / 40%	3 / 15%	0 / 0%	0 / 0%	0 / 0%	20	0

Question 7: Do you have any other comments regarding your experience prior to your event?

Result Set: Response ID: Answers:

1 1 Ellyn Hubble was extremely efficient and professional. A pleasure to deal with her and her team on the day

2 15 We had a good day at Sopwell House Hotel, which we booked as a day office. The Verulam room was not lighted enough though and there was a constant noise of the lift nearby. Also, the table cloth was not in perfectly clean conditions. And most importantly prior to booking we enquired a few times on the internet service, as we needed it to work all day. But the connection kept dropping throughout the whole of the stay. As a nice and elegant hotel, we

		were overall happy, but would have expected a higher level of service. Thank you
3	17	Booking team gave helpful advise to the team PA, with regards reassurance on how the meeting room would be set up (as we had specific requirements)
4	26	Thank you so much for making my mums birthday so special, the entire event ran so smoothly and your staff were so fantastic. I could not fault this in anyway.
5	27	Sometimes difficult to speak directly with Ellyn.
6	28	It took an awfully long time for someone to get back to me after I'd the made the initial enquiry. I left numerous telephone message and sent emails through your website and it was only because I persisted that I actually got to talk to anyone. Once the booking was finalised communication did get a lot better and Sophie was very helpful,

TOTAL RESPONSES

6

Question 8: During your event, how would you rate

	Excellent	Good	Neither Good nor Bad	Poor	Very Poor	N/A	Total Responses	Not Answered
The quality of service	12 / 60%	6 / 30%	2 / 10%	0 / 0%	0 / 0%	0 / 0%	20	0
The quality of the food and beverage	14 / 70%	5 / 25%	1 / 5%	0 / 0%	0 / 0%	0 / 0%	20	0
The meeting/function room	15 / 75%	3 / 15%	2 / 10%	0 / 0%	0 / 0%	0 / 0%	20	0
The hotel and facilities	15 / 75%	5 / 25%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	20	0

Question 9: Do you have any other comments regarding your experience during your event?

Result Set: Response ID: Answers:

1	2	Difficult to find your way around the hotel. Perhaps some more signposting?
2	15	As said before, the service was not as expected. The meeting room could have been presented in better conditions.
3	16	A couple of people had incorrect meal choices on their namecards - however, since all the food was good, no-one really minded. Staff were very helpful and friendly on the night.
4	17	We have now had 3 events at the hotel, and a fourth coming up this thursday - the team all really look forward to our meetings there (the tartlets at lunch have become legendary!) - it is a nice, quiet atmosphere, exactly what we need for the reflective thought that needs to go into the meeting content.
5	20	Service was slow in the private dining room for drinks.
6	26	Absolutely fantastic.
7	27	Many of our guests said it was the best afternoon tea they gad ever had.

TOTAL RESPONSES

7

Question 10: The members of the team

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
Were polite and courteous at all times	14 / 70%	6 / 30%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	20	0
Were attentive to my needs	15 / 75%	5 / 25%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	20	0
Made me feel very much 'at home'	15 / 75%	2 / 10%	3 / 15%	0 / 0%	0 / 0%	0 / 0%	20	0

Question 11: Was there any particular member of the team you would like to acknowledge and why?

Result Set: Response ID: Answers:

1	1	Ellyn Hubble, Amanda and another gentleman who helped on the day of the function. All friendly, helpful and totally professional
2	16	Peter (in charge) was helpful and dilligent, and both of the bar staff were good with the account and spotting when people not in our group came for the "free" drinks!
3	17	On the second occasion, our meeting was not set up right, but after a quick word the team fired into action and sorted out everything - we lost no time in the meeting agenda despite quite a few changes being made.
4	27	The head waiter.
TOTAL RESPONSES		
4		

Question 12: When you were leaving

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
Departure was easy and straight forward	13 / 65%	5 / 25%	0 / 0%	0 / 0%	0 / 0%	2 / 10%	20	0
The final account was easy to understand	10 / 50%	5 / 25%	3 / 15%	0 / 0%	0 / 0%	2 / 10%	20	0
Any concerns were quickly resolved	11 / 55%	5 / 25%	1 / 5%	0 / 0%	0 / 0%	3 / 15%	20	0

Question 13: Did your overall experience meet your expectations?

Answers:	Responses:
Exceeded	13 / 65%
Met	6 / 30%
Fell Below	1 / 5%
TOTAL CLICKS	20
TOTAL RESPONSES	20

Question 14: Was there anything else that we could have done to enhance your overall experience?

Result Set:	Response ID:	Answers:
1	2	Alarm call asked for but not had. Newspaper not delivered. No mineral water in the rooms.
2	10	Sophie Davey was very helpful and was on hand to help me whenever i called, thank you for a fantastic experience for our first visit.
3	17	Put the fire on! the fire in the front reception is so lovely, but wasn't lit for our last visit, we noticed that the hotel lacked its firey smell!!!
4	27	absolutely not.
5	28	Better communication from the start
TOTAL RESPONSES		
5		

Question 15: Do you have any further comments?

Result Set:	Response ID:	Answers:
1	2	Biscuits at tea time seemed very ungenerous. 1 per person?
2	5	This was the feedback received from all the delegates attending the meeting. Thank you
3	17	Great location, love the decor, and team all look forward to the food (probably more than they ought too!) - I personally coveted the leather tiled bathroom walls!
TOTAL RESPONSES		

Question 16: Please complete the following (just in case we need to contact you regarding your comments, not for marketing purposes):

Result Set:	Response ID:	Event name::	Event contact::	Email address::
1	1	Engagement	Ellyn Hubble	Rochelleespinoza@hotmail.com
2	2	Executive Awayday	Verity Whitworth	vwhitworth@theiet.org
3	3	Fraser Hart	Adrian Mellish	adrian.mellish@fraserhart.co.uk
4	4	BBH	Kathryn Claughton	kathryn.claughton@bbh.co.uk
5	5	Segmentation & Targeting Master Class 6th & 7th November 2013	Sonya Flora	sonya.x.flora@gsk.com
6	9	N/A	Peter Gill	DistrictJudge.Gill@judiciary.gsi.gov.uk
7	10	Dental Event	Anna Hurst	anna.hurst@henryschein.co.uk
8	13	Vicky Newsome	Sophie Davey	
9	15	Source Support	Victoria Coyne / Maria Mascolo	maria@sourcesupport.co.uk
10	17	brand strategic workshops	candice burton	cbofdiamonds@aol.com
11	18	PR Conference	Kate Sims	kate.sims@farrow-ball.com
12	21	MOS IHS CS Dinner	Paula Phillips	paula.l.phillips@gsk.com
13	22	Air Business	Lisa Satterthwaite	lisa.satterthwaite@airbusonline.com
14	25	baby shower	brindha	brindha@dephna.com
15	26	Danniella Lewis Birthday	Daniella Lewis	daniellalewis1@gmail.com
16	27	Ruth Lewis' afternoon tea.		ruth_lewis@btinternet.com

Question 17: Would you like to receive any information and offers via email regarding?

Answers:	Responses:
General	3 / 18.8%
Leisure Breaks	1 / 6.2%
Weddings	0 / 0%
Spa & Country Club	2 / 12.5%
Golf	0 / 0%
Christmas	0 / 0%
Meetings & Events	6 / 37.5%
Dining	2 / 12.5%
Special occasions e.g Mother's Day, Valentine's Day etc	2 / 12.5%
TOTAL CLICKS	16
TOTAL RESPONSES	16

Question 18: If you do not want us to publish your review online...

Answers:	Responses:
If you do not want us to publish your review online...	8 / 100%
TOTAL CLICKS	8

