

A modern, minimalist living room with a grey sofa, a blue armchair, and a large window. The room features a dark wood ceiling and a large abstract painting on the wall. The overall aesthetic is clean and contemporary.

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Global Customer Data Manager Case Study Guidelines

| Product & Experience - 2021

Objective

First of all, CONGRATULATIONS on making to the next phase of our hiring process!!

In these case studies, we want:

- For you to be our eyes and ears into our guest interactions
- To give you an idea of what your day-to-day might look like
- To see creative concepts around how you analyze qualitative and quantitative information from our guests!

Case 1

Evaluation of a conversation

Here in Casai, we LOVE feedback! Part of being a Customer Data Manager is to critique and evaluate how our Sales and Customer Experience teams are interacting with guests.

So here's your first opportunity to review a conversation with a guest.

Prepare one slide with a few bullet points to answer each question on the right ➡ ➡ ➡

- 1) Identify **missed opportunities** during this conversation. In which situations could we have built rapport with this guest and provide him/her with an outstanding experience?
- 2) Tell us about one example of a situation that was dealt with properly. What made this situation be a "**good example**"?
- 3) Highlight examples of situations that were **badly handled**. What made it bad? How did the guest react to it?



Here's the conversation for you to evaluate: [LINK](#)

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Case 2

Quantifying qualitative information

Now that you saw a little bit of what can go on in our guest interactions during their stay at Casai, your next step is reading through our reviews and our daily reports.

Using the example in the file linked below, analyze our reviews taking into consideration all that has happened with each guest based on our Daily Report.

Find **here** our reviews for the first two weeks of July and our daily report.

While analyzing these reviews, consider the following questions:

- What are the **highlights** of each review? What are guests giving us compliments about?
- What are the **lowlights** of each review? What are guests complaining about their experience with Casai?
- What has affected each **star rating** review of guests? Keep in mind that some of those reviews can be unclear.

Remember to categorize some information so we can look at it on a quantitative basis. This will help you answer the questions on the next case. Feel free to be creative in how you analyze and categorize information. Here in Casai, we LOVE to see some automations in place, but that's not a requirement.



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Case 3

Bringing in actionable solutions

Here in Casai, we LOVE data! Part of your role will be to present your findings to the leadership teams of areas such as **Operations** (Housekeeping, Maintenance, Warehouse), **Customer Experience** (helping current guests), **Sales** (bringing in new guests and maintaining our recurring guests) and **Product** (responsible for all that we offer to guests physically in our apartments and online in our website and app).

After analyzing all in Case 2, make a few slides highlighting the following:

1. How did you analyze these reviews? Explain your process.
2. What the **main highlights** of the reviews in general and per building?
3. What are the **most impactful lowlights** of the reviews in general and per building?
4. What is our **star rating** and what impacted the current score in each category in general and per building?
 - a. **General**
 - b. **Cleaning**
 - c. **Arrival**
 - d. **Communication**
 - e. **Value**
 - f. **Precision**
 - g. **Location**
5. What are your **recommendations** for the leadership team?



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Case 4

How to learn more about our guests

Did we mention we LOVE feedback? Reviews are some of the best ways for us to ensure that we are providing an excellent service to our guests. The last case is all about being creative and considering the most effective way of capturing more information about our guests and their experience at Casai.

In the first 2 weeks of July, Casai had 598 reservations and 166 reviews. That means we are getting **reviews from only 28%** of our guests. **How would you capture more reviews from our guests? Give us a few ideas on how to motivate guests to leave us feedback on a frequent basis.** Consider that our interactions with guests take place via a messages and inside the apartment.



Deliverables

That's all folks! Thank you so much for your effort on this case study!

Here's what you should do next:

- After completing all of the analyses, you should have an **Excel/Google sheets file** with the analysis of reviews and a **Powerpoint/Google slides file** showcasing how you solved each case
- At least **24 hours** before your case study presentation, send these materials to giovanna.lebedenco@casai.com and to liora.goldberg@casai.com

I want Casai to be an authentic experience for people visiting Latin America — to go beyond the tourist traps and to live like locals, from the art in their home office spaces to the recommendations provided by our concierge

- Nico Barawid, our amazing CEO!

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Case Presentation

On your case study presentation day, you'll be presenting to us only your slides. So make sure to include all that you want to say in there!

Your presentation steps:

- 5 min of introductions
- 10 min for Case 1
- 30 min for Case 3 (case 2 results to be presented on Case 3)
- 15 min for Case 4

The attendees are:

- Ashmin Varma, VP of Product & Experience
- Miguel Magos, Data Science Director
- Giovanna Lebedenco, Product Sr. Manager