**Methodological Customer
Experience Improvement**
12th November 2018

Viernes
DEC

Index

- Sources of information & strategy
- Technology used by NH to capture and analyze VOC
- Methodological Customer Experience Approach
- Key projects.

NH Collection Rome Palazzo Cinquecento, Italy

Customer's Voice (VOC) Programs & Methodological Customer Experience Approach

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Sources of information & strategy

NH Collection Amsterdam Grand Hotel Krasnapolsky, The Netherlands

When the market listens for you, the key is to:

1. Have the technology to capture all available information in all sources.

2. Count with the best programs to analyze this data effectively.

3. Act over feedback with the correct Experience Methodology.

ENCUESTA CLIENTES NH

nh | HOTEL GROUP QUALITY FOCUS

Booking.com

Google Reviews
★★★★★

tripadvisor®
Write a review

Expedia®

TOTAL QUALITY

1.250.000

nh | HOTEL GROUP

Technology used by NH to capture and analyzed VOC

NH Collection Amsterdam Grand Hotel Krasnapolsky, The Netherlands
NH_Collection-Olomouc

Main Quality program

Guest Sentiment analysis

Instagram captures

Real time feedback

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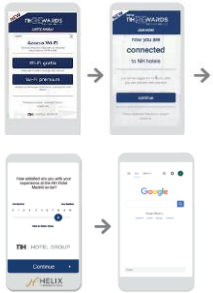
Quality focus online
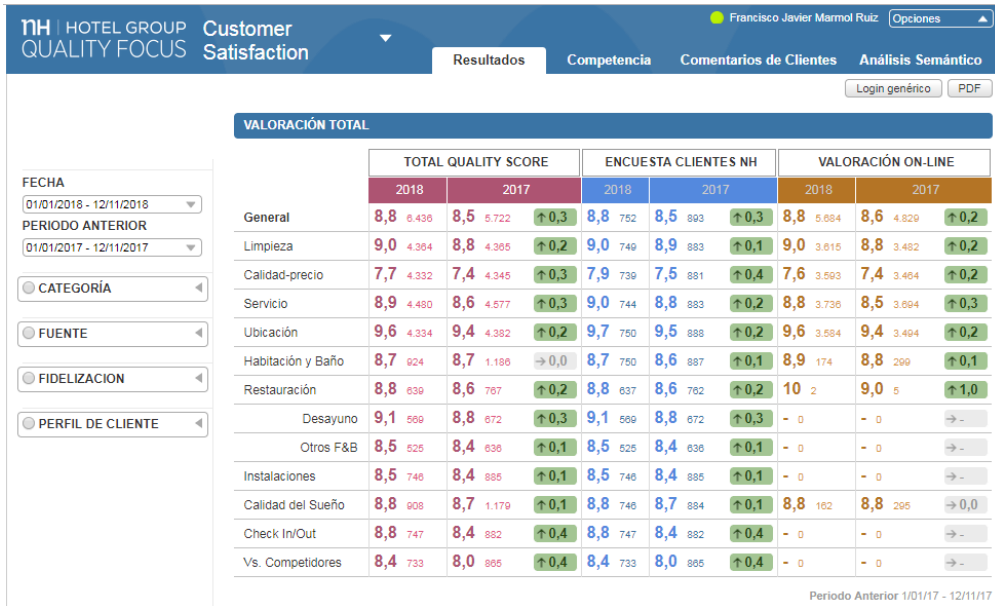
- **Main Quality Program** developed exclusively for **NH Hotels**.
- **Available at the 381 hotels** with **4.3 connections per week**.
- **Collects all VOC via scrapping** process and shows information in a dashboard format.
- We collect also **5 major competitors** of each NH Hotel.
- Surveys are available at hotel level and for some sources can be answered via this platform.
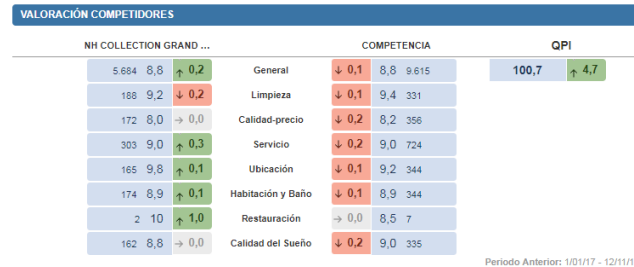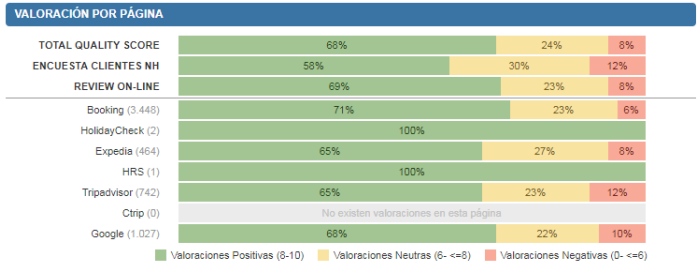
TrustYou (semantic Analysis)

- **Guest sentiment analysis** with a quick view of **Negative and positive impact** over scores.
- Great program to build **fast Quality action plans**
- All **mentions are categorized per** families and can be in no time.
- Have **access to all competitors** with the same level of detail as our own hotels.

Olapic (Instagram guest captures)
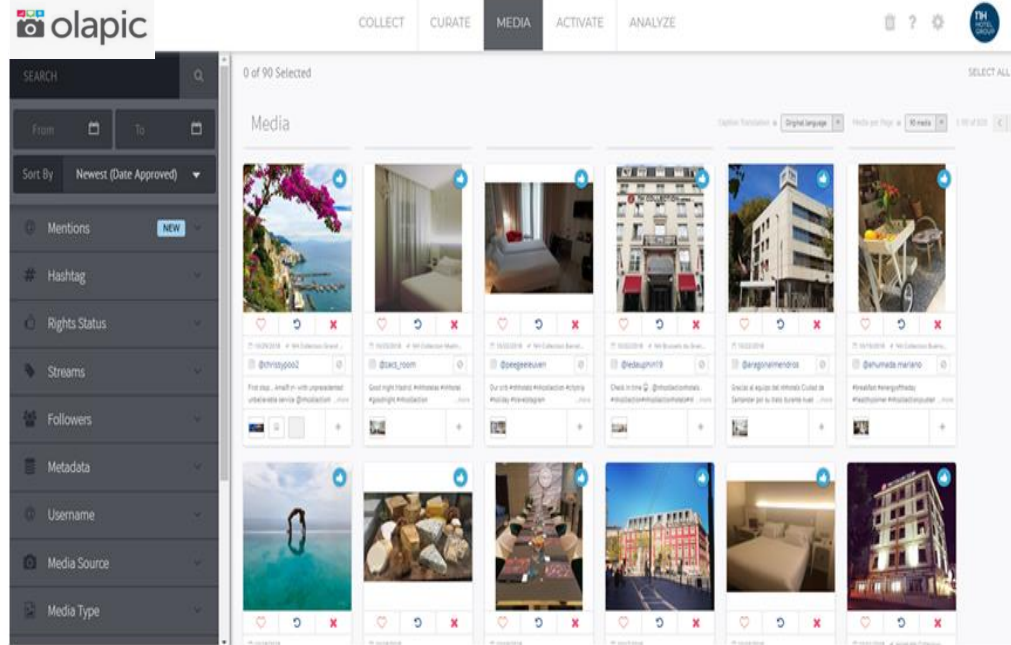
- Captures and organize Instagram pictures done by our guest in our properties.

- Organized by brand territories.

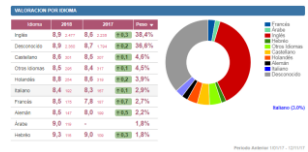- Give us information about what's more appreciated by our guest mainly in three territories (F&B, Construction, Amenities)

- Help us to identify standards deviations.
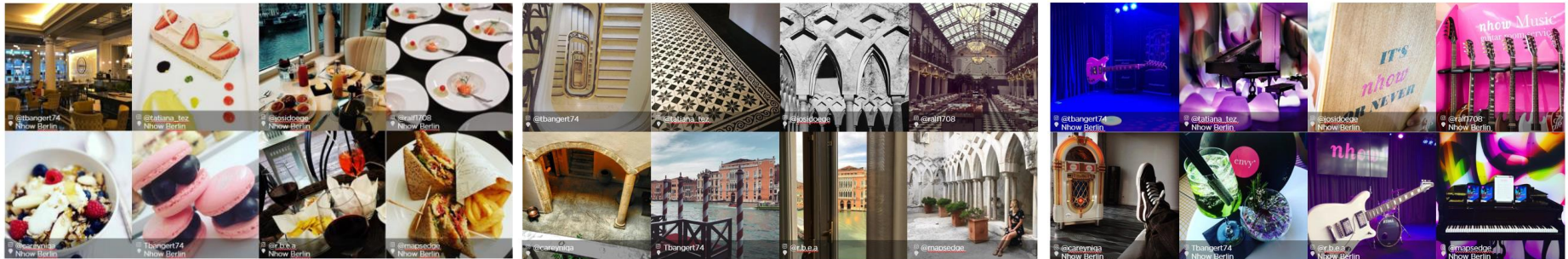
Real time Feedback (Deep Dive)

- Most of our quality actions are based on post stay review feedback and face to face complaint handling.
- Face to face feedback normally does not travel to corporate and sometimes not even within the hotel.
- In a high % we are not aware that guest have an issue or are dissatisfied until they leave the hotel.

More opportunities than you may realize...

24%
of guests will experience a problem

31%
of these guests will not voice their issue in-stay

66%
of guests with issues leave unhappy

- Under a pilot phase for 14 key hotels

Real time Feedback (Deep Dive)
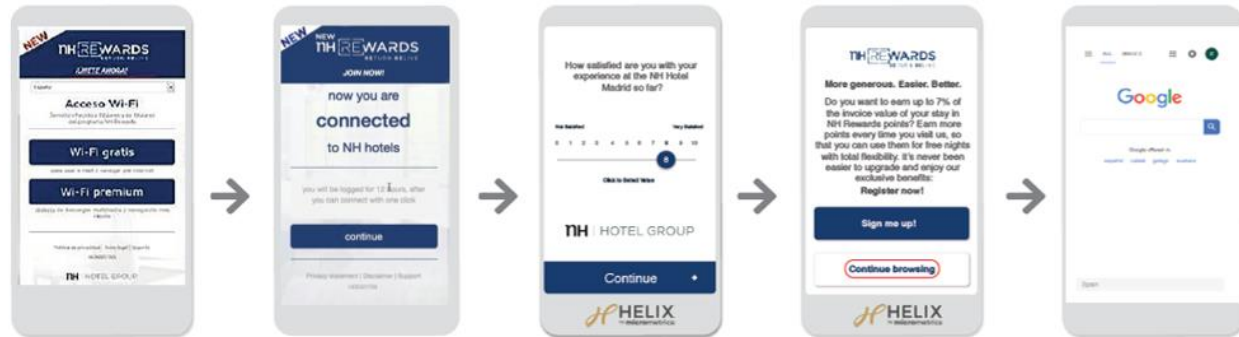
Wi Fi guest Engagement Module

Allows the team to uncover service recovery opportunities in stay with a high volume of guest responses
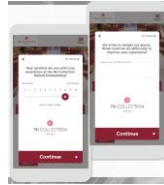
Service Recovery Module

Enables your team to collaborate on real-time guest recoveries via email, online portal or mobile application.

Online Promotion Module

Allows our guests to promote hotels and write about their experiences online on TripAdvisor
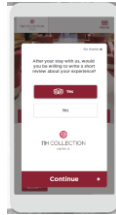
Staff Collaboration Module

Enables staff members to direct message and group message fellow colleagues to better communicate about guest issues within the mobile application.
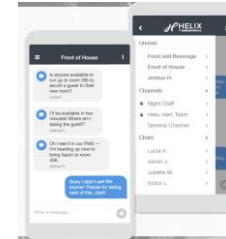
Helix Mobile Application

Empowers staff to more easily and actively act on guest feedback and responses
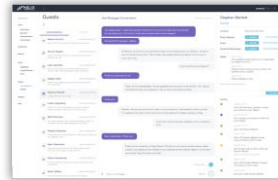
1

How satisfied are you with your experience at NH Collection Doelen so far?

Not Satisfied | | | | | | | | | | Very Satisfied

0   1   2   3   4   5   6   7   8   9   10

7

Click To Select Value

nh COLLECTION
HOTELS

2

We strive to delight our guests. What could we do differently to improve your experience?

I've been here a few times and was not recognized as a regular guest.

nH
HOTELS

3

Please enter your contact information so we can get in touch:

Name

Room Number

By checking this box, you agree to provide your contact information to Dao's Hotel to follow-up with you as described in our Helix Privacy Policy

nH
HOTELS

Thank you for completing our survey! We appreciate you taking the time to give us your feedback.

nH
HOTELS

How satisfied are you with your experience at NH Hotel so far?

Not Satisfied   Very Satisfied

0   1   2   3   4   5   6   7   8   9   10

9

Click To Select Value

nH
HOTELS

3

After your stay with us, would you be willing to write a short review about your experience?

[◎◎] Yes

No

nH
HOTELS

4

Thank you for agreeing to write a review. Please provide your email address so we can send you a review link.

[|]

☐ By checking this box, you agree to provide your contact information to NH Hotel to follow-up with you as described in our Helix Privacy Policy

Next

nH
HOTELS

NH_Nhow-Berlin

From data analisys to real action
Methodological Customer Experience Approach

Customer experience definition

NH Collection Madrid Abascal, Spain

Mkt and Guest Intelligence → Brand Strategy Position → Customer Touchpoints / Moments of truth → Experience Design → Execution → Experience & Quality Monitoring

Research

Customer insights

Trends

Review sites

Internal surveys

Social Media listening

Mystery Shopper

Stylus, news, sector, new trends, consumer trends...

GfK

TRUSTYOU

NH | HOTEL GROUP QUALITY FOCUS

olapic

digimind

IRISTRACE

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Customer experience definition

NH Collection Bogotá Teleport Royal, Colombia

Mkt and Guest Intelligence → Brand Strategy Position → Customer Touchpoints / moments of truth → Experience Design → Execution → Experience & Quality Monitor

Brand books | Touch points | Moments of truth

Customer experience definition

NH Brussels Grand Place Arenberg, Belgium

Mkt and Guest Intelligence → Brand Strategy Position → Customer Touchpoints / moments of truth → Experience Design → Execution → Experience & Quality Monitor

OP | Standards (annual update)
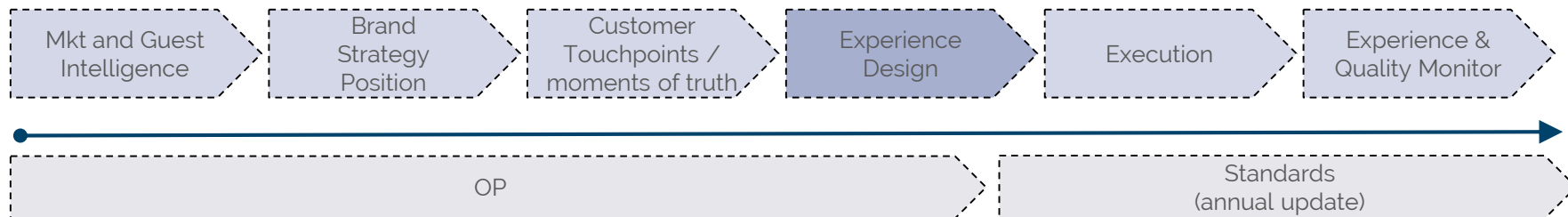
NH HOTELS
1. Always Yes!
2. Brilliant Basics
3. Easy Free WiFi
4. World famous NH Breakfast
5. Food solutions and advice at anytime
6. All you need and want
7. Perfect laundry
8. Lazy Sundays
9. Perfect fit
10. Leading Eco-efficiency

NH COLLECTION HOTELS
1. Always Yes! and one step ahead
2. Extraordinary Brilliant Basics
3. Easy high-speed WiFi
4. World famous NH Collection breakfast
5. Healthy and tasty food at any time
6. Beyond all you need and want
7. Perfect and express laundry
8. Lazy Sundays
9. World-class fitness area
10. Leading Eco-efficiency

nhow HOTELS
1. the power of yes
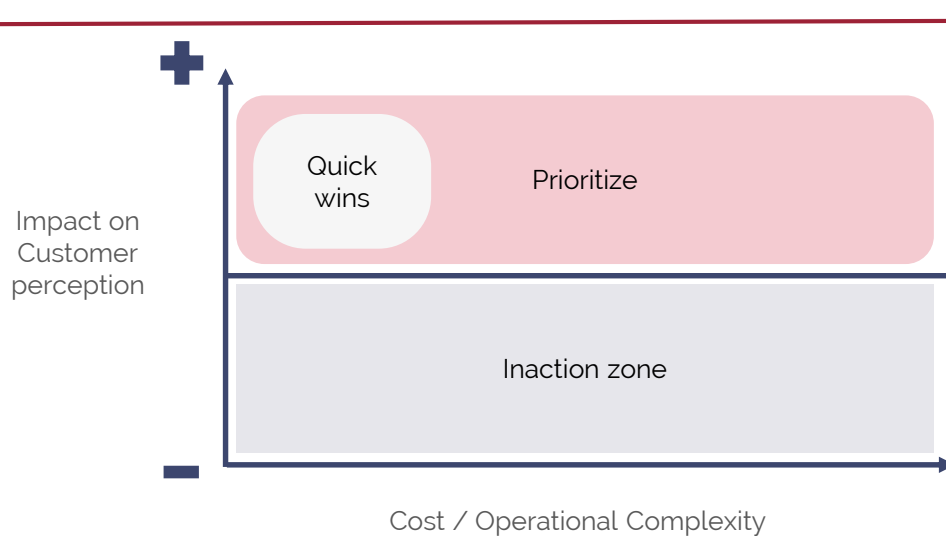2. beyond brilliant basics
3. nhow connected
4. wake up nhow!
5. f&b hotspot
6. we know you
7. express laundry!
8. nhow & the city
9. it's fitness time
10. leading eco-efficiency

NH MEETINGS inspire. create. enjoy.
1. Ambassador Service
2. Specialized Advisory Service
3. Customized Professional Response
4. Free Easy Wifi
5. Tempting Breaks
6. Eco-friendly meetings
7. Always Yes
8. High tech made easy

Customer experience definition

Restaurant Vermeer, The Netherlands

| Mkt and Guest Intelligence | Brand Strategy Position | Customer Touchpoints / moments of truth | Experience Design | Execution | Experience & Quality Monitor |

Impact on Customer perception

Quick wins

Prioritize

Inaction zone

Cost / Operational Complexity
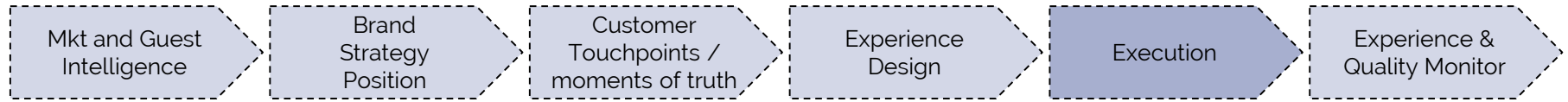
Customer experience definition

La Terraza del Casino, Spain

Procedure

- Customer Touchpoints / Moments of truth
- Experience design
- Execution
- Experience Monitoring
- Mkt and Guest Intelligence
- Brand Strategy Position
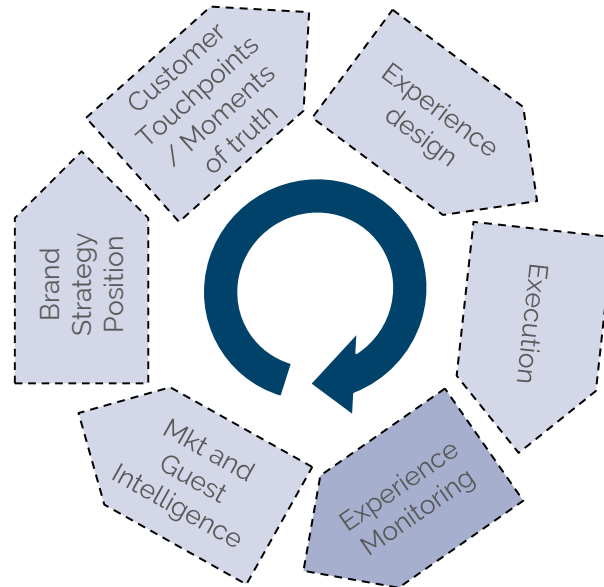
Key projects (2.013-2.017)

Brilliant Basics

New Channels (WhatsApp & Fb)

Press Reader

Welcome corner

Digital Signage

33.000 TVs

5.000 Nespresso

38.500 Mattresses

35.500 Showers

3D Holographic telepresence

Sand Box (wip)

Online Check-in & Choose your room

Music

Family Room

110.000 Pillows

17.000 Hair dryers

M&E new OP

Online Check-out

| Pre-arrival | Arrival | Go to the Room | In the Room | F&B | M&E | Departure | Post stay |

Reception Evolution

Open Bar

Inspiring Gyms

Mood Room

Fresh Corner

M&E Brilliant Basics

User Generated content

Lobbies Alive

Tablets in reception

Smart Lock

TV Branded Content

Breakfast 2.0

VIP details

Thank you

Restaurant Vermeer, The Netherlands