



Methodological Customer
Experience Improvement
12th November 2018

Viernes
DEC

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- Technology used by NH to capture and analyze VOC
- Methodological Customer Experience Approach
- Key projects.





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

Sources of information & strategy



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.



TOTAL QUALITY :
1.250.000

Technology used by NH to capture and analyzed VOC

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



NH HOTEL GROUP Customer Satisfaction

VALORACION TOTAL

PERIODO ANTERIOR	TOTAL QUALITY SCORE	ENCUESTA CLIENTE 5 M*	VALORACION ONLINE
General	8.4	8.6	8.2
Limpeza	8.7	8.6	8.6
Comodidad	7.9	7.9	8.0
Personal	8.7	8.7	8.9
Ubicación	8.6	8.6	8.6
Relación precio/calidad	8.3	8.4	8.3
Relación calidad/precio	8.3	8.3	8.3
Comodidad	8.6	8.6	8.6
Personal	8.3	8.3	8.3
Ubicación	8.6	8.6	8.6
Relación precio/calidad	8.3	8.4	8.3
Relación calidad/precio	8.3	8.3	8.3

MARKAS

MARKA	TS	CS	OS
NH HOTELS	8.3	8.4	8.2
nhow	8.7	8.7	8.6
OTRAS MARCAS	8.7	8.9	8.7
NH COLLECTION	8.8	8.9	8.8
Hesperia	8.6	8.5	8.6

Main Quality program



TRUSTYOU

Your Portfolio

Nombre	Options	Overall Score	Reviews	Popularity	Response Rate	Response Time	Popularity	Reviews
Worldwide - Hesperia (2)	all	82	82	88	87%	74%	82%	17372
Worldwide - NH (10)	all	84	85	88	78%	84%	78%	20001
Worldwide - NH Collection (2)	all	88	87	88	81%	87%	84%	13914
Worldwide - NH Other (1)	all	88	88	87	71%	83%	78%	40748
Worldwide - NH Other (1)	all	88	87	88	90%	87%	80%	14891
Worldwide - nhow (1)	all	88	79	88	85%	87%	80%	11838

Worldwide - NH

Overall Score: 84 (Very good)

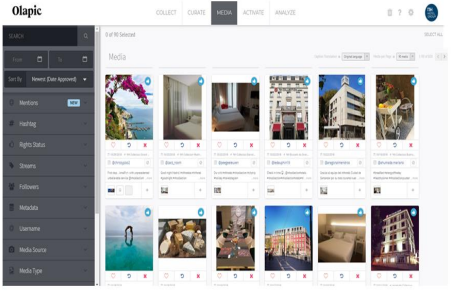
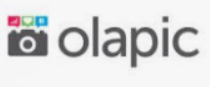
Performance: 84 (10/10)

Reviews: 50051 (Total)

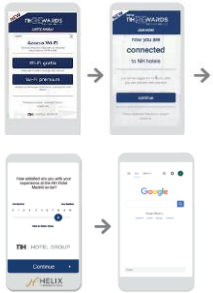
Popularity: 74 (100% response rate)

Responses: 74 (100% response rate)

Guest Sentiment analysis

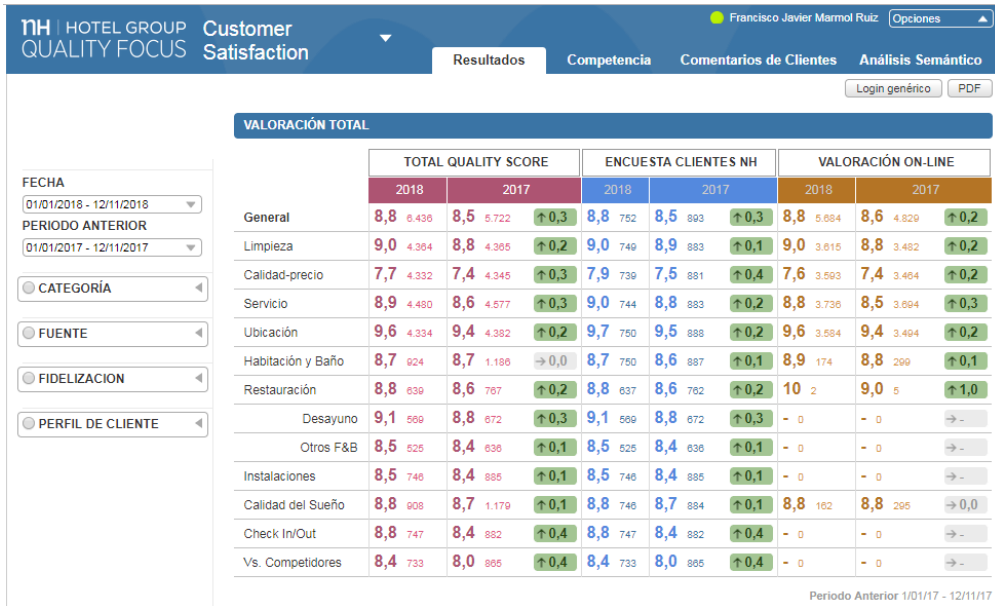


Instagram captures

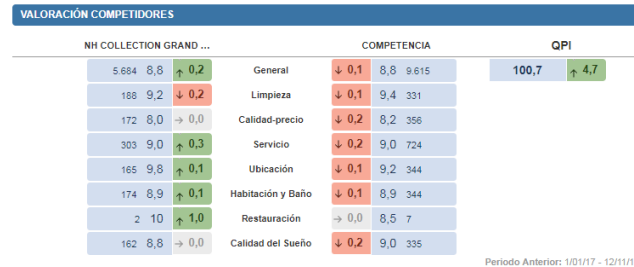
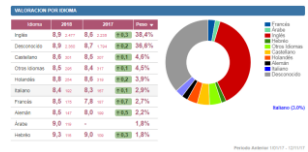
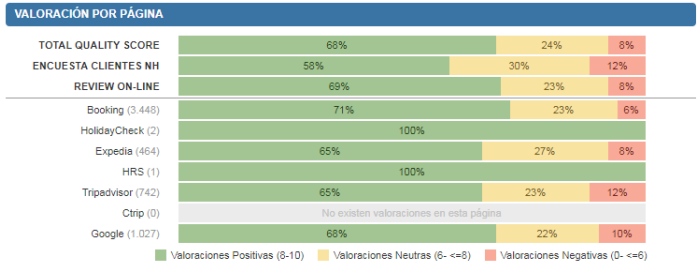


Real time feedback

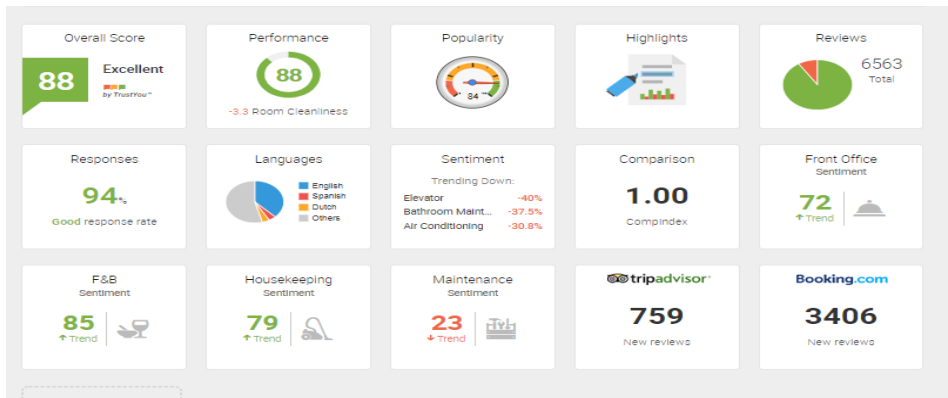
Quality focus online



- **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)



Negative Impact: Guests give lower scores due to these complaints. Fix them to increase your performance.

Category	Complaints	Details	Competitors
-3.3 Room Cleanliness	Show 72	"room stunk" - "Room and Bathroom werent clean" - "to smoke at the window"	Sofitel Legend The Grand Amsterdam has 10% higher sentiment performance
-3 Noise Level	Show 157	"room is not soundproofed" - "room is not quiet enough" - "Apartments are noisy"	-
-2.6 Reception	Show 113	"without check in" - "no one at reception" - "so long time to check in"	-

Positive Impact: You get positive reviews thanks to these categories. Keep it up!

Category	Compliments	Details	Competitors
+2.6 Breakfast	Show 915	"great service at breakfast" - "breakfast, lunch and dinner party was excellent" - "breakfast in the winter garden is superb"	-
+2.1 Restaurant Service	Show 37	"breakfast staff were exceptional" - "Lovely waitresses and waiters"	-
+1.6 Service Friendliness	Show 945	"thank you to your accommodating staffs" - "Very friendly and professional service" - "location and the staff are very helpful"	-

- **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.

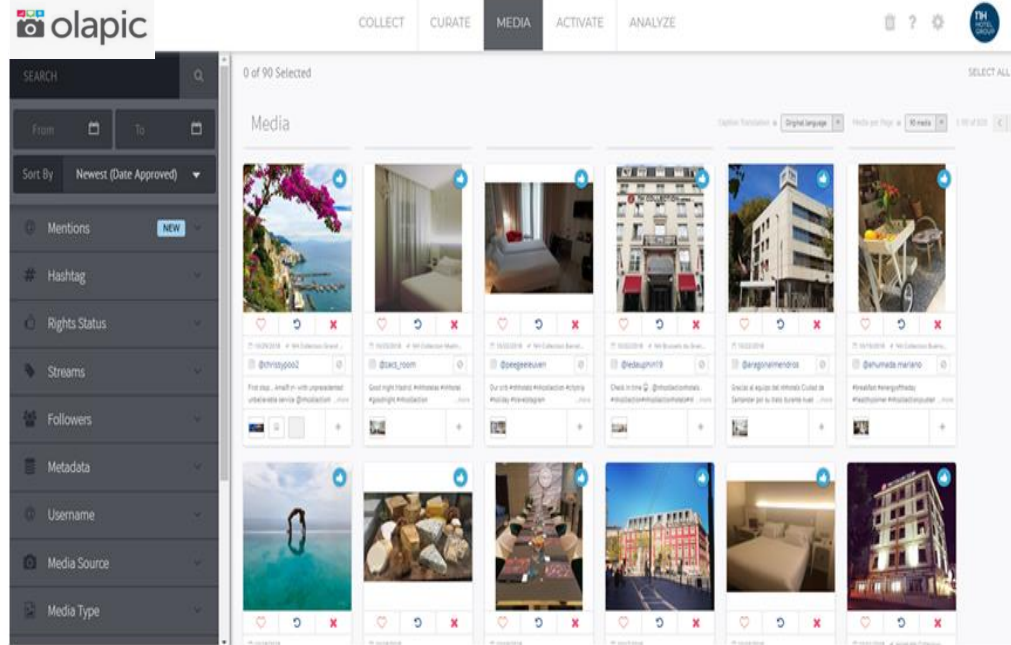
Category	Performance	Trend	Mentions	Positive	Neutral	Negative
✓ Amenities	+ 68	-5.6%	714	486	21	207
✓ Bar and Beverages	+ 88	+7.3%	389	343	4	42
✓ Cleanliness	+ 81	+8%	556	452	11	93
✓ Comfort	+ 64	-3%	1250	800	38	412
✓ Food	+ 85	+4.9%	1634	1394	33	207
✓ Hotel	+ 88	+2.3%	3091	2706	44	341
✓ Location	+ 95	+2.2%	2563	2526	24	113
✓ Pool	- 22	-20%	23	5	0	18
✓ Price	+ 52	+6.1%	619	321	41	257
✓ Room	+ 67	+3.1%	3830	2558	124	1148
✓ Service	+ 86	+4.9%	2876	2474	33	369
✓ Vibe	+ 84	+2.4%	628	525	17	86
✓ Wellness Area	- 20	-4.8%	44	9	0	35
✓ WiFi	- 56	-20%	72	40	2	30

Great location
Great room
Excellent hotel
Delicious food
Fantastic service

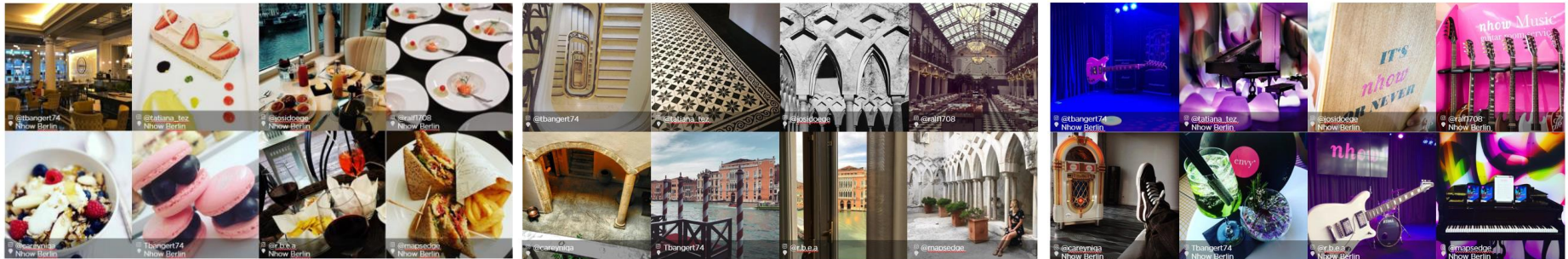
Standard bar Room is all right Decent vibe Quite clean
Comfortable Location is ok Food is all right Average Hotel
Service is adequate Regular internet service Reasonably priced
Ordinary amenities

Service could be improved Bad hotel
Room needs to be improved
Could use a good cleaning Amenities are not the best
More comfort would be nice Pool should be renewed
Expensive Complaints about WiFi Food could be better
Bar could improve
Wellness & sports facilities could be improved
Location is inconvenient Vibe is not too good

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...

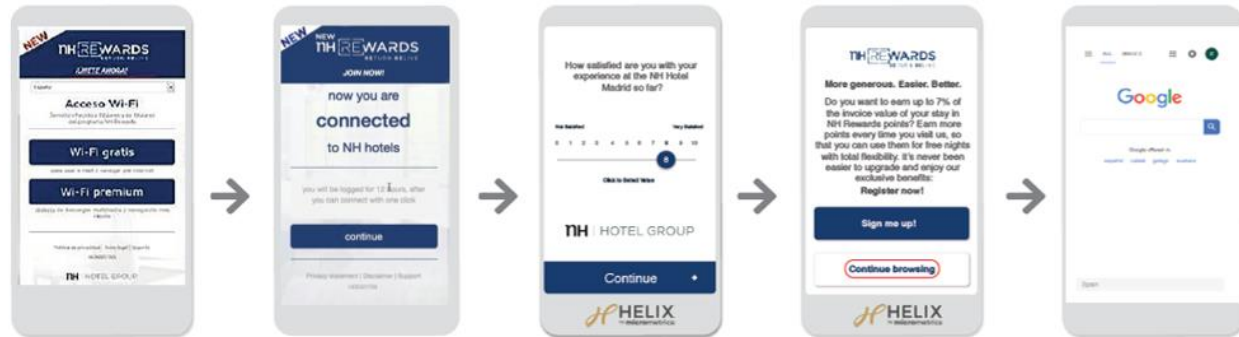
24%
of guests will experience a problem

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

66%
of guests with issues leave unhappy



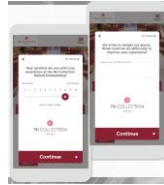
- Under a pilot phase for 14 key hotels





Wi Fi guest Engagement Module

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



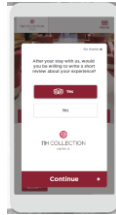
Service Recovery Module

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



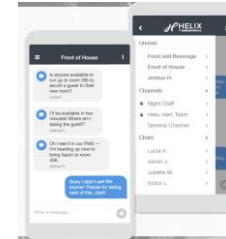
Online Promotion Module

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



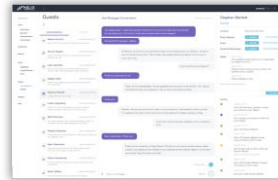
Staff Collaboration Module

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



By proceeding, you agree to the [Helix Privacy Policy](#) and [Cookie Policy](#)

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.



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](#)



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



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



Click To Select Value



By proceeding, you agree to the [NH Privacy Policy](#) and [Cookie Policy](#)

3

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

Yes

No



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 [NH Privacy Policy](#)

Next





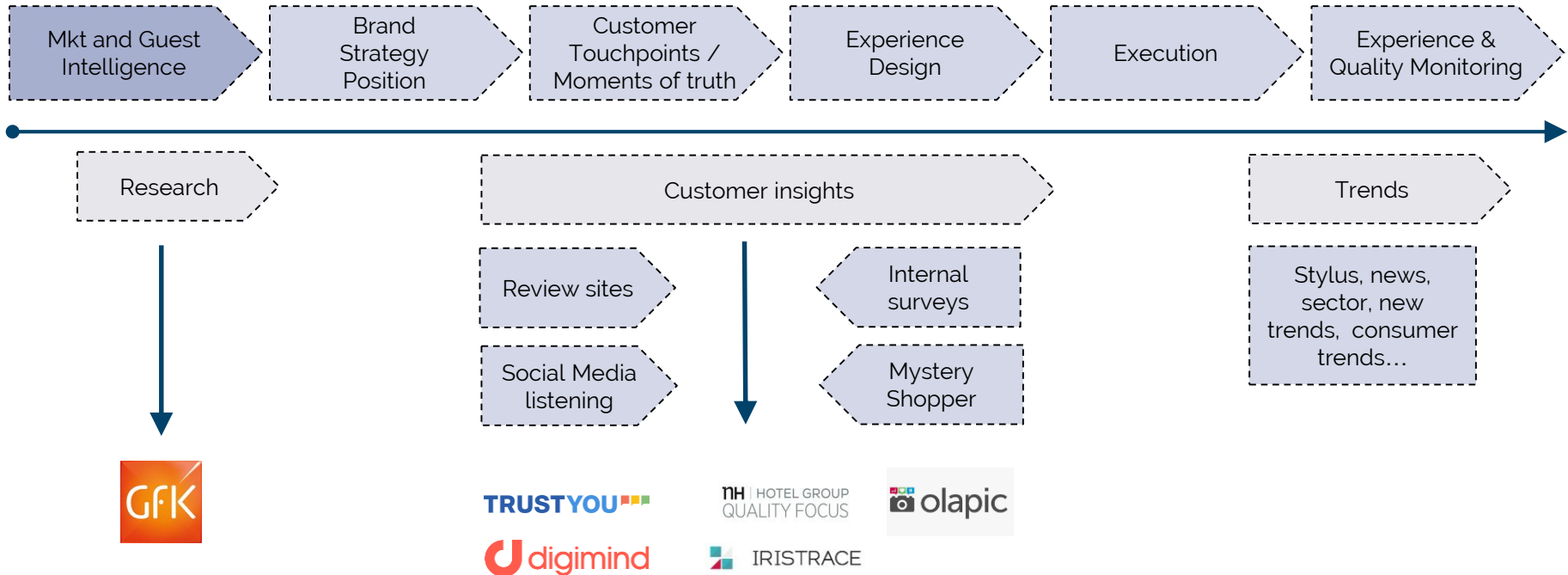
NH_Nhow-Berlin

From data analysis to real action **Methodological Customer Experience Approach**

Customer experience definition



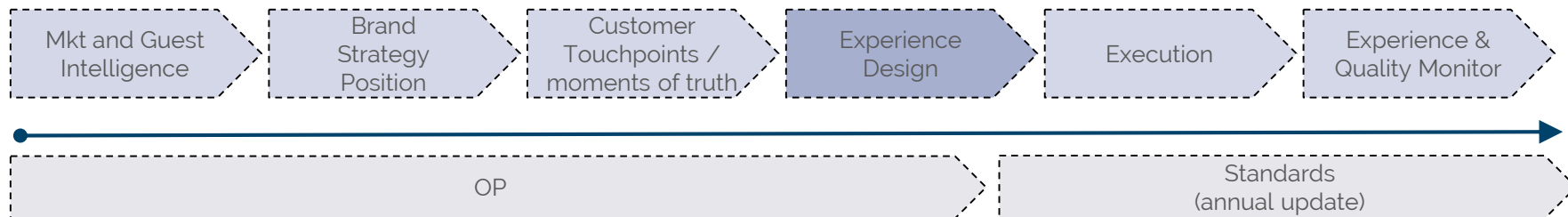
NH Collection Madrid Abascal, Spain



Customer experience definition



NH Brussels Grand Place Arenberg, Belgium



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 anytime
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

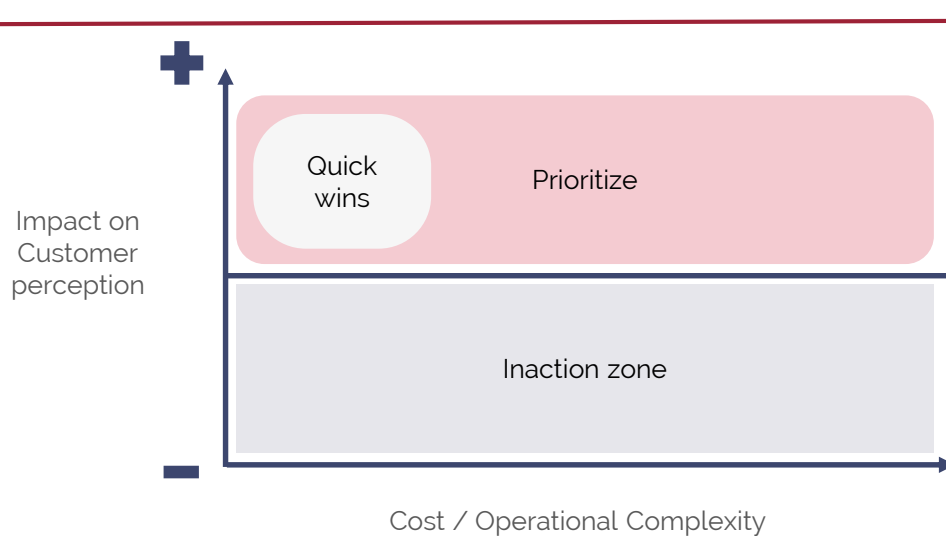
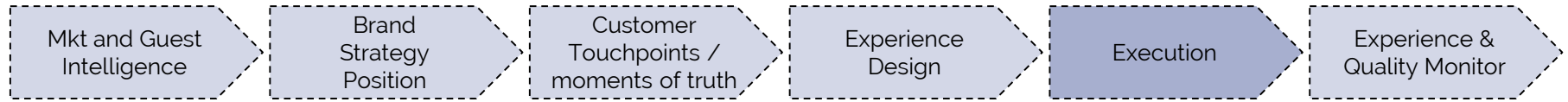
1. the power of yes
2. beyond brilliant basics
3. nhow connected
4. wake up nhow!
5. f&b hotspot
6. we know you
7. express laundry!
8. nhow & the city
9. it's fitness time
10. leading eco-efficiency

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

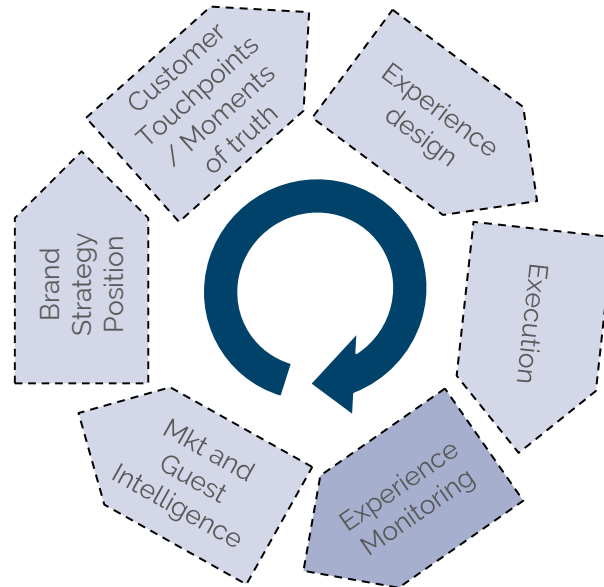


Customer experience definition



La Terraza del Casino, Spain

Procedure



Key projects (2.013-2.017)



			Brilliant Basics			
	New Channels (WhatsApp & Fb)		33.000 TVs	5.000 Nespresso		
Press Reader	Welcome corner	Digital Signage	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



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