

TOUCHPOINT
SURVEYS

SUCCESS STORY



NOVOTEL

Capturing customer feedback in the immediate impression of the service with the QuestionPro SurveyApp

Case Study

NOVOTEL

Capturing customer feedback in the immediate impression of the service with the QuestionPro SurveyApp

Challenge

- Surveying guests in their immediate experience of the service
- Collection of feedback to determine the Net Promoter Score
- Conducting the survey by staff on site
- Use of tablets in kiosk mode

Solution

- Use of the predefined Net Promoter Score question module
- Guest surveys during check-in and after the visit to the restaurant
- Use of the QuestionPro SurveyApp for offline surveys with kiosk mode
- In addition, feedback is obtained via the QuestionPro survey platform by means of online intercept surveys and classic after-stay surveys.

Result

- Acquisition of data on guest satisfaction without time delays
- Increasing the feedback rate through direct surveys of guests on site

NOVOTEL

NOVOTEL is a French upper-middle class hotel chain with more than 400 establishments in over 50 countries. The first Novotel hotel opened in 1967 in Lesquin, France, and quickly became a pioneer in the country's own chain hotel industry. With almost 70,000 rooms, the company, which today belongs to the Accor group, has become a real big player. NOVOTEL hotels are preferably located in conurbations and at transport hubs, such as near airports or motorway exits. The spacious hotel complexes usually have their own restaurants, cafes and bars as well as conference rooms for business people and their own wellness area.



The challenge

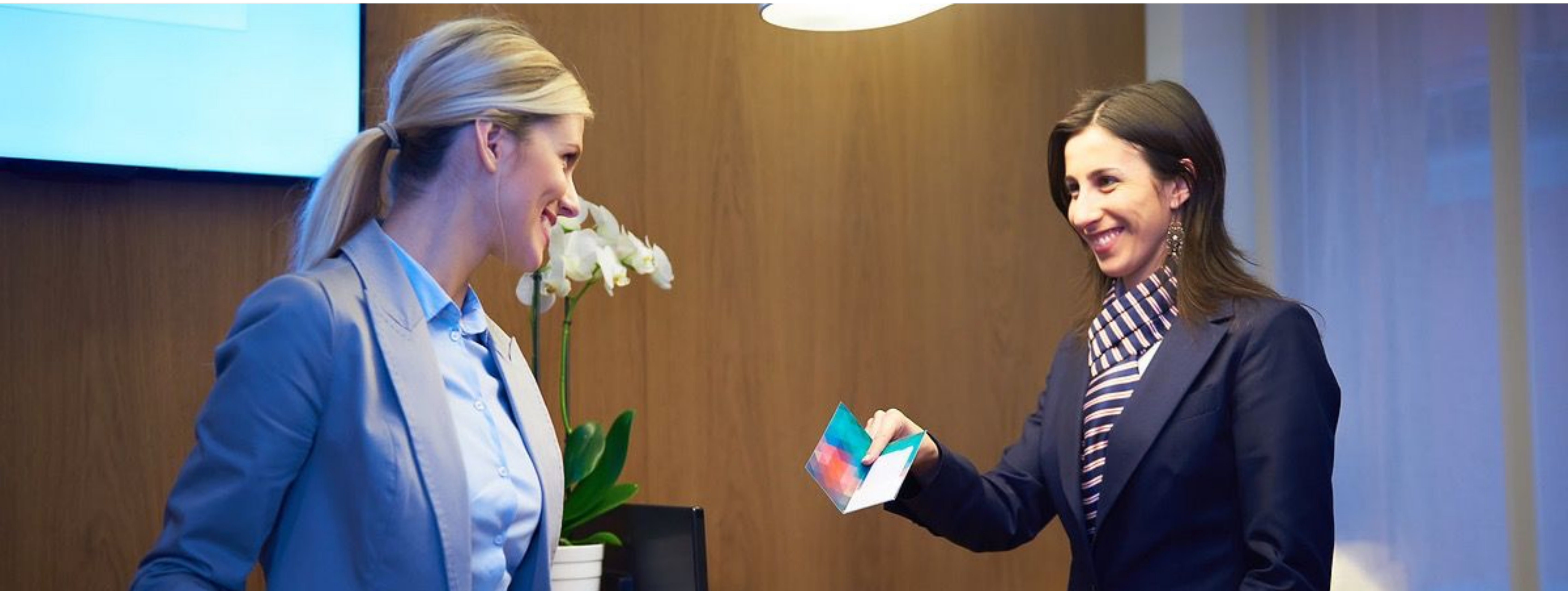
Receiving guest feedback is of elementary importance for hotels to be able to determine the quality of their own offers. However, nowadays it is not a matter of course that hotel guests fill out a DIN A4 questionnaire or take part in an online survey after their stay in a hotel. Many people simply do not have the time or the leisure to do so. However, those responsible at NOVOTEL wanted to obtain comprehensive feedback, sometimes even during the direct experience of the service, in order to be able to check the quality of service and adjust it if necessary. At the same time, they wanted to take into account the sensitivities of the hotel guests, who should not spend their valuable time on extensive surveys.

The Solution

In order to avoid unnecessarily confronting guests with a battery of questions to gather feedback, it was decided to divide the survey into different units and to conduct real touchpoint analyses. Feedback on the ease of online reservations, bookings and website content, for example, was collected directly online via so-called online intercept surveys.

During check-in, service staff surveyed arriving guests and collected feedback using a tablet PC on which the QuestionPro Survey app was installed and started in kiosk mode to simplify the survey, which means that the questionnaire automatically restarts as soon as a survey is completed and no other programme can be called up during this time. Visitors were also surveyed in this way when leaving the hotel's own restaurant. During check-out, the guests were also asked a brief question about their willingness to recommend the hotel to others. This question is used to determine the so-called Net Promoter Score, which is an important indicator for measuring customer satisfaction and loyalty. A simple question with a big impact

In addition, NOVOTEL regularly sends out after-stay surveys to guests by e-mail in order to also collect feedback, which is ultimately obtained from a "rating by a distance" looking back on the stay.



Conclusion

NOVOTEL succeeded in increasing guest feedback by splitting the classic, comprehensive guest survey, typically conducted at the end of the stay, into an innovative and distributed touchpoint analysis during the customer experience.

Thanks to the real-time analysis of the QuestionPro Customer Experience Management Platform, the managers had a 360-degree view of their guests' satisfaction at all times.

About QuestionPro

QuestionPro is one of the world's leading developers and providers in the field of web-based survey solutions and data visualisation. More than 5 million users in over 100 countries use the technologically high-quality tools for the creation, distribution and analysis of online surveys, which are modularly integrated on one platform. Due to the high system scalability and the fair licensing model, both top 100 companies and medium-sized businesses, universities, research institutions as well as small businesses and freelancers rely on survey solutions from QuestionPro. www.questionpro.de