



CASE STUDY: GLOBAL CONSUMER GOODS COMPANY



“One of the things we love about Clarabridge is that their platform lets us start a conversation with customers sooner, find out what’s important to them, handle any issues that arise during their stay, and satisfy them before they post to the world”.

Cheryl Billo, Vice
President of Quality for
Red Roof Inn.

Solve Guest Problems in Real Time

Red Roof Inn was founded by Jim Trueman in 1972 with the goal of providing guests with a clean, comfortable room at an affordable price. That recipe has been a huge success. Red Roof has 345 inns in 36 states, employs over 6,000 people and serves millions of guests each year.

CHALLENGE:

Guest Feedback at the Speed of the Web

Today, 81%¹ of guests use online recommendations and social media sites to choose their hotel. An unhappy guest not only will choose another hotel next time, but will share his or her opinion with literally everyone on the Web.

Red Roof Inn needed a way to continuously understand the guest experience, and spot service issues before they could become a negative online review. They had to turn guest feedback into immediate action that would change potential disappointments into opportunities for delight. And the solution would have to be up and running fast with minimal training. Red Roof was running full tilt and couldn’t afford to have staff pulled away from their jobs for lengthy training.

SOLUTION:

Real-Time Service Recovery

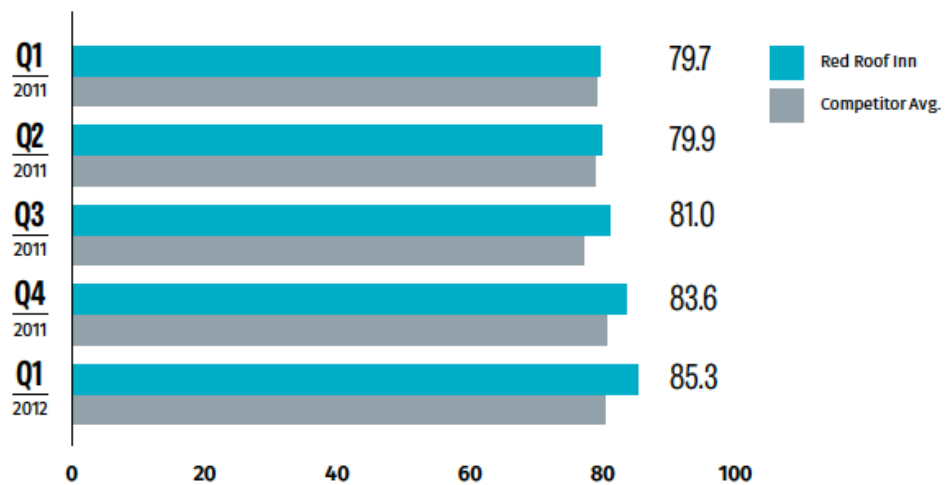
Red Roof Inn chose Clarabridge to provide a real-time service improvement platform. Clarabridge establishes a continuous connection to guest feedback, and directs issues instantly for

¹ Ashish Gambhir, Mining Social Media is More than a Marketing Activity, www.hotelexecutive.com (August 2012). Red Roof Inn Uses Clarabridge to Outperform Competitors on Online Review

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remediation and service recovery. Armed with detailed data, Red Roof now has the power to determine exactly where an issue exists, calculate potential costs in lost revenue, and track success when a change is made.

Comparison of average customer satisfaction scores by quarter as reported in TripAdvisor



Implementing the Clarabridge cloud-based platform did not cause any service disruption. A dedicated account team provided guidance through program design, implementation, and training.

RESULTS:

Satisfied Customers and Super Online Reviews

With Clarabridge, Red Roof Inn was able to engage customers sooner, learn about service issues, and remediate them before they became negative reviews. As a result, their online review scores dramatically outpaced the industry, improving by nearly 6 percentage points in just five quarters while competitor's scores remained mostly flat.



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Red Roof Inn Uses Clarabridge to Outperform Competitors on Online Reviews

Using Clarabridge Survey, Red Roof was able to identify problem areas and quantify them in terms of lost business. Employing the data to do deeper guest analyses helped Red Roof Inn identify the highest return investments and improve their ROI as they increased investment in renovations.

"If you want an in-depth view of what your customers really think about your brand, what the real problems are, and you want to work with a group of smart people that deliver information that you can really understand, Clarabridge is who you go with."

Marina MacDonald

SVP Sales & Marketing, Red Roof Inn

The transition from their prior solution to Clarabridge took place quickly and smoothly. Surprised by the fast implementation, CEO Andy Alexander remarked, "Do you realize that we changed our entire customer feedback system without even a single incident?"