



Rotana Hotels Makes a Mobile Connection

Since the opening of its first hotel in 1993, Rotana Hotels has quickly grown to become one of the leading hotel groups in the Middle East and Africa.

CHALLENGE:

After relying on paper-based customer surveys, Rotana needed to overhaul its customer survey program in order to increase survey response rates, improve the guest experience, and follow up and act on guest feedback. They had faced three main challenges:

SOLUTION:

Working with Clarabridge, Rotana moved its survey program to online and mobile platforms. The team has created personalized rules-based surveys that are customized to each guest's stay.

RESULTS:

Guest satisfaction has improved from 81.7 to 89.2, with Likelihood to Recommend scores rising from 66.8% to 72.%. Survey response rates have improved dramatically, with 80% of Rotana guests now completing guest surveys.



CASE STUDY: ROTANA HOTELS

Since the opening of its first hotel in 1993, Rotana has quickly grown to become one of the leading hotel groups in the Middle East and Africa. Originally focused on upscale hotels and resorts, Rotana has evolved its product brands to include: Rotana Hotels & Resorts for 4 and 5-star properties, Arjaan Hotel Apartments for long-term stays, Rayhaan Hotels & Resorts, Rotana's alcohol-free 4- and 5-star properties, and Centro Hotels, a 3-star plus concept for the budget traveler.

Meeting customer demands and lifestyle habits

“Guest satisfaction measurement has always been part of the Rotana culture and Clarabridge has assisted us greatly to emphasize this culture and push our boundaries. It is used every day in every hotel to monitor satisfaction, recover from problems, measure colleagues' performance, evaluate service improvements, guide marketing activity, and more.”

—Dominic Carr, Rotana Hotel Management Corporation

As in other parts of the world, travelers in the Middle East and Africa consult their social networks and online reviews for hotel recommendations. This is increasingly taking place on smartphones and other mobile devices.

The team at Rotana was concerned that they were not moving quickly enough to keep up with their guests' technology demands. The hotel's guest satisfaction program was based on paper comment cards, and only a small portion of guests actually completed the surveys. Opportunities to generate online reviews and bookings were being missed, and word-of-mouth promotion through social networks was limited.

Rotana also wanted to conduct competitive benchmark analysis in order to gauge its performance against regional standards, and to create healthy competition among its own properties as a way of exceeding already high standards.

Rotana determined that it needed to move its guest satisfaction program to online and mobile platforms in order to create a deeper and more personal connection with their customers.

A personalized survey experience

After looking at a number of guest feedback solutions, Rotana chose to work with Clarabridge. Established global operations, hospitality focus, dedicated support and leading technology were key factors in the decision.



CASE STUDY: ROTANA HOTELS

Working with Clarabridge, the team at Rotana overhauled their guest survey and designed a more personalized survey experience, customized to each guest's stay. The team also created mobile and email versions of the survey.

Rules-based thank-you pages have been added to the surveys to boost online reviews and brand reputation, as well as increase return visits and guest loyalty. Based on how a guest responds to the survey, they are presented with one of several thank-you screens. Very satisfied guests are invited to contribute a TripAdvisor review linked directly from the survey. Repeat guests are given the opportunity to join Rotana Rewards, Rotana's loyalty program.

Low survey scores or customer complaints trigger an automated response management process. Depending on the nature and severity of the issue, one of a number of coordinated recovery plans is put into action. Alerts are also delivered to corporate personnel who monitor recovery steps and follow up activity.

Results: Improved ratings and increased customer satisfaction

The changes at Rotana have been significant. Most importantly, guest satisfaction has risen steadily since Rotana began working with Clarabridge, growing from 81.7 at the start to 89.2. Guests who are very likely to recommend Rotana have also increased significantly, rising from 66.8% to 72.6%.

Guest participation in the feedback program is extremely high, and at times the survey response rate is at 80% of Rotana's guests. The number of completed surveys each month has grown from 1,400 to over 4,500 on average, and mobile surveys have quickly become an essential source of guest feedback, accounting for more than 20% of guest survey responses within just a few months of being introduced.

Rotana's online presence and brand awareness has improved significantly. After implementing guest thank you pages, the number of TripAdvisor reviews has more than doubled when compared to the



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same period a year before! The increased volume of reviews along with Rotana's consistently high scores has begun to move their properties higher in TripAdvisor rankings.

Guest feedback is also used to track and evaluate the success of product and service improvements. After noticing negative reviews about internet connection, Rotana decided to make a significant investment in its WiFi service. In subsequent months, the team was able to watch as internet connection, not typically a strong source of guest satisfaction, outgrew other sources of satisfaction and contributed to improved perceptions of value.

