

How A Top Hospitality Brand Improved Their CX With Reputation

Hospitality CX Success Story



Challenge

To improve CX, brands need to identify which aspects of the customer journey most strongly influence a customer's overall experience and that are most likely to drive loyalty.

This brand wanted to invest in parts of the customer journey that drive loyalty the most.

Solution

The brand partnered with Reputation to help them understand what was most important to customers and how to improve.

They invested in Reputation to:

- Undertake a **Key Driver analysis**.
- **Understand what is important to customers and how it differs by format**
- **Identify performance issues at specific locations.**
- Implement measures to **drive operation improvements at locations.**

CX Results

By partnering with Reputation to undertake their 'key driver' analysis, the brand identified '**food quality**' as the most important driver of customer loyalty, although at some formats, '**speed of service**' was the most important driver.

Through additional analysis, Reputation helped this brand identify the locations that needed the biggest improvement in 'food quality' or 'speed of service' and created a plan to help reduce variance and improve consistency.

Outcomes

Having identified 'food quality' and 'speed of service' as key drivers and parts of the business to focus upon, the brand took the following actions:

- **Incorporated these business insights into their monthly management reporting to ensure it was a focus for the business**
- **Set up workshops with operators to identify clear actions at each location**

Conclusion

With Reputation, **the brand was able to focus upon what matters most to their customers and drive improvements across their entire estate** through centralised management and monitoring of customer feedback.

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