

A Hospitality Case Study

TRANSFORMING SUMMER GUEST SATISFACTION



**BOLD-BIRD
CONSULTING, INC.**

PROBLEM:

Year over year, historically low guest satisfaction scores during summer months.

TOP THEMES:

- Adapting to customer needs
- Employee engagement
- Driving results
- Consistent execution

SOLUTION:

- Designed custom seasonal strategy to address customer needs
- Infused Game Design Theories to activate and engage employees
- Implemented enhanced communication and recognition strategies to inform, reinforce, and recognize employee efforts.

CONTACT:

e: Caitlin@bold-bird.com
www.bold-bird.com

INTRODUCTION:

In the competitive landscape of the hospitality industry, a Fortune 200 company faced a recurring challenge of consistently low guest satisfaction scores during the summer months. The leaders anticipated this dip as a seasonal norm, but recognizing the negative impact on the brand reputation, they decided to proactively address the issue. The solution came in the form of a groundbreaking 90-day summer competition, involving 70,000 leaders across various regions.



OVERVIEW:

The primary goal was to break free from the historical trend of declining summer guest satisfaction scores. To achieve this, the company aimed to create a culture of engagement and innovation, encouraging leaders at all levels to take proactive steps in enhancing the guest experience.



STRATEGY:

The company initiated a summer-long competition where different regions would compete against each other. Each week, leaders committed to implementing at least one action aimed at improving guest satisfaction. This approach fostered creativity and initiative at the grassroots level.



OUTCOMES:

The competition proved to be a resounding success. The guest satisfaction scores during the 90-day period witnessed a remarkable increase, breaking the historical trend of declining scores. Simultaneously, associate engagement levels surged as leaders actively participated in the initiative.



IMPLEMENTATION:

Leadership Involvement:

Over 70,000 leaders were actively involved in the strategy. Each week, they committed to taking specific actions to boost guest satisfaction within their respective areas.

Competition Structure:

The competition lasted for 90 days, mirroring the peak summer season. Leadership aligned on the 'rules of the game' to build a fair and inspiring competition.

Communication & Recognition:

The organization established a robust communication plan. Weekly updates were sent out to share the progress, highlight successful regions, and recognize outstanding leaders. This not only motivated participants but also created a sense of healthy competition.

Scoreboards & Software:

To track progress, the company implemented scoreboards at various levels, creating a visually engaging way to monitor the competition. Additionally, a software platform was leveraged for sharing best practices, posting pictures, and engaging in friendly banter and smack talk.

Creative Engagement:

Teams were encouraged to get creative in their approaches. From themed events to personalized touches in service, leaders were empowered to innovate while keeping the guest satisfaction goals in mind.

CONCLUSION:

This case study exemplifies how a Fortune 200 hospitality company, by leveraging the collective efforts of its extensive leadership team, successfully turned around a persistent challenge. The summer competition not only brought about a significant increase in guest satisfaction but also fostered a culture of engagement, innovation, and friendly competition among the teams. The success of this initiative highlighted the importance of proactive strategies and dynamic approaches in addressing long-standing issues within the hospitality industry.