

Case Name

Creating Ultimate Experience - New Breakthrough in Hotel Performance

Theory

Internal marketing

Keywords

Satisfaction; Ctrip reviews; customer first; performance-oriented

Background Information

1. Reviews on the Ctrip platform are important for guests in choosing hotels.
2. Only the ultimate customer experience can bring guests back again;
3. Satisfied employees can bring satisfied customers.
4. Those who share the same desire and do things in solidarity will win.

Marketing Strategy

1. Understand the internal standards for Ctrip hotel ratings: five points are considered reasonable, and below five are poor. Make sure to provide feedback with 100% personalized replies to those genuine hotel reviews.
2. Set the assessment targets for each hotel department based on Ctrip rating standards and link them to performance pay.
3. Establish a dedicated and innovative service team to conduct product research and service design for tourism platforms such as Ctrip. Provide more resources and support based on nationwide service authorization.
4. The project leader summarizes roadshows each month and determines what and which department needs improvement for the following month.

Outcomes

1. The Ctrip rating increased from 4.7 in 2021 to 4.9 in 2022 and remained unchanged in 2023. It became the only international five-star hotel in Ningbo with a high rating record.
2. The hotel became the highest ADR hotel in Beilun District and achieved new performance high since its opening for two consecutive years.
3. The hotel staff's service received encouragement and recognition from guests, improving the team's overall state and providing employees with material rewards and personal development.

Implications & Challenges

This “internal modification” improved the experience and satisfaction rate of the customers who chose to stay in the hotel, as well as the service awareness and confidence of the team members. The challenge the hotel faces is how to maintain the practice of service innovation in the future.

案例名称

创造极致体验-酒店业绩新突破

理论依据

内部营销

关键词

满意度；携程点评；客户第一；绩效为本

背景资料

1. 携程平台上关于酒店的点评对客人在酒店选择上具有重要意义；
2. 只有极致的客户体验才有可能带来客人的再次光顾；
3. 对工作满意的员工可以带来对服务满意的客人；
4. 上下同欲者胜。

营销策略

1. 详细了解对于携程酒店评分的内部标准，即五分为好评，五分以下是差评；对于酒店的真实点评，要确保 100%的个性化回复；
2. 针对携程的评分标准，确定酒店各部门的考核目标，并与绩效工资挂钩；
3. 组建专门的服务创新小组，对携程等旅游平台进行产品研发和服务设计，在全民服务授权的基础上，给予更多的资源和支持；
4. 项目负责人每月一次总结路演，并确定次月在服务上需要改进和提升的内容和部门。

成果

1. 携程对于酒店的评分，从 2021 年的 4.7 提升到 2022 年的 4.9，并在 2023 年保持不变；成为了宁波地区唯一一家保持高分记录的国际五星级酒店；
2. 酒店成为北仑区域 ADR 最高的酒店，并连续在两年内业绩创开业以来的新高；
3. 酒店员工的服务获得客人的鼓励和认可，不仅提升了整个团队的状态，同时员工个人获得了物质奖励和个人发展。

挑战与反思

这个案例提升了酒店客人的入住体验和客户满意度，也提升了团队成员的服务意识和信心。酒店所面临的挑战，是在未来如何持续保持服务的创新和实践。