



Medallia

POSADAS 

Analyzing guest comments transforms the experience

“Medallia allows us to have the information of our guests in an automated, instantaneous, agile way. We are now able to act and improve the experience of our guests, channeling the information to corresponding areas such as Brands or Operations for short - medium and long term strategies.”

PAOLA SANCHEZ,
Quality and Guest Experience Director,
Posadas and Constanza Barajas, Quality and
Guest Experience Manager, Posadas

RESULTS

- ✓ Updated room amenities
- ✓ +22 guest NPS
- ✓ New product creation
- ✓ Increased loyalty and revenue

BACKGROUND

Posadas is Mexico's leading and largest hotel company with more than 175 properties and 27,000 rooms throughout Mexico and the Caribbean. Their wide portfolio of brands includes: Live Aqua, Grand Fiesta Americana, Fiesta Americana, The Explorean, Fiesta Inn, Gamma, One Hoteles, the Fiesta Rewards loyalty program, four vacation products and two special sales La Colección and Viaja. Posadas' footprint spans destinations, market segments, and travel motivations. How does a company of this scale follow through on their commitment to consistently innovate their guest experience?

ACTION

Posadas partnered with Medallia to better understand the guest experience at their One Hoteles brand. They built a customer feedback program to look at two things. The first was visibility into the big picture. Were they delivering the brand experience travelers want in an economy class hotel? Meaning, did guests feel it was living up to its reputation for comfortable quality at a fair price. The other thing was an ability to listen to each guest's individual experience, to see inside the key moments and touch points along the guest journey.

To do this they used Voice of the Customer, to capture comments and scores, but didn't stop there. They drilled down into the feedback with

Text Analytics to understand the deeper meaning inside the experience data. This intelligence initiated a guest room redesign that reestablished the brand's promise with their customers.

IMPACT

By listening and acting on guest feedback, from redesigning rooms to the quality of the pillows, satisfaction scores shot up +22. Guest comments reflect the changes: "super comfortable" and "excellent." The innovations made to the hotels increased loyalty, which in turn increased revenue, and guests have shown a willingness to pay more for a better experience. Additionally, the new product has created a new market for weekend leisure stays.

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers, and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. Medallia has offices worldwide, including Silicon Valley, Buenos Aires, London, New York, Tel Aviv and McLean, Virginia. Learn more at www.medallia.com.

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