

Case Study

Customer Satisfaction Survey for a 5 Star Hotel

Marketing Challenge:

A leading hotel chain, which had engaged Majestic MRSS for customer surveys for over a period of time, contacted Majestic MRSS shortly after the terrorist attacks of 9/11. They could see a disastrous short-term financial picture and knew they had to take action immediately. This meant investing a small amount of money to implement customer satisfaction surveys in order to gain millions of dollars of business in an economy that had suddenly become hostile to the travel industry.

MMRSS' Approach:

Majestic MRSS recommended its Standard Customer Satisfaction Survey, customized for the Client, but in its usual format, which has respondents rank items in order of importance before rating the Client's performance with regard to the same items. The customer survey was deployed to a small, stratified, random sample of customers - no more and no less than was needed to obtain data that was truly representative of the thinking of the entire customer population at a 99% Confidence Level, and at a fraction of the cost of surveying everyone.

The Results:

The study revealed a very different root cause of customer satisfaction than had been the case just a few months earlier. Price was no longer a primary driver of this Client's Customers perceptions. Security was not a root cause, either, as might have been assumed. Even the avoidance of air travel was not driving the factors that make up customer satisfaction for this Client. The Majestic MRSS Root Cause Analysis revealed that the driver of over 55% of the perceptions of this Client's customer population was the friendliness of the staff. Even the customers were unaware of what was causing them to rate a majority of survey questions higher than they would have, had the staff been less friendly, but with high-level statistical analyses, Majestic MRSS has the capability of analyzing the opinions, beliefs, and behaviors of human populations like none other.

As Per Majestic MRSS's recommendations, the Client proactively leveraged this crucial information from the customer satisfaction survey and alleviated what could have been disastrous financial results. Indeed, the Revenue per Guest has shown significant increases with every intervention to their Root Cause, including those following the attacks of 9/11.

Related readings:

1. [Consumer research for Fairness cream](#)
2. [Customer Sales Satisfaction Study for an Automobile giant](#)
3. [Consumer Service Satisfaction Study for an Automobile giant](#)
4. [Understanding Low Calorie Sweetner from Health Care Professionals](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,
LBS Marg, besides Rock On boutique,
Besides Taximan Colony, Kurla (West).

T: +91 2226540719

Raj Sharma : +91 9322105830

info@mmrss.com