DRIVING A FIVE-STAR EXPERIENCE WITH DATA

PROFILE

GRAND HYATT

As one of Singapore's leading five-star hotels with more than 600 guest rooms available, Grand Hyatt Singapore looks at providing an exemplary luxury hotel experience to its customers as its main priority, focusing on customer service improvement, optimising the hotel's customer experience and increasing staff efficiency through data-driven business.

CHALLENGES

Manual keying of data into systems based on specific guests' needs ensured customer satisfaction but reduces efficiency and predictability.

Staff, particularly junior and middle level managers, were given limited access to data analysis tools.

THE SOLUTION

Grand Hyatt Singapore developed a proprietary revenue management system which allowed managers to review data and identify trends to help them make better strategic decisions for long-term revenue planning, operational measures, and improve satisfaction scores:

- Deployed more staff on days with historically less satisfactory feedback.

- Implemented targeted actionable plans for the months identified with more family travelers.

- Proactively resolved various hotel amenities issues with information-based prediction.
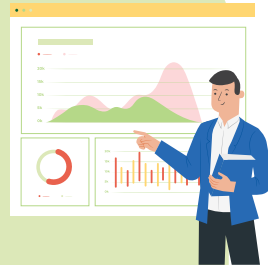
BENEFITS

41% increase in the hotel's check-in satisfaction score in four months.

23% improvement in customer services scores year-on-year between 2017 to 2019.

> These forms of data have helped the leadership team with long-term revenue planning and operational measures. The data analysis tools have since been extended to junior and middle managers who attend to guests' requests daily to empower them to make data-driven decisions and develop leadership skills.
>
> **Mr Timothy Parr, Director of Rooms, Grand Hyatt Singapore**

Data-driven customer insights are helping Grand Hyatt Singapore to create an unparalleled luxury hotel experience tailored directly to guests' needs.

When guests check in to a five-star hotel, they expect a luxury experience complete with extreme comfort and attention to detail. From managing employees to organising 21 floors-worth of bookings, achieving an impeccable operation is no mean feat.

To keep everything running smoothly and to provide an exemplary hotel customer experience, the use of customer analytics and big data in the hospitality industry is paramount.

Grand Hyatt Singapore, one of Singapore's leading five-star hotels located along Orchard Road, has turned to data analytics to provide data-driven insights and manage human resources.

With more than 600 guest rooms available, Grand Hyatt Singapore aims to focus on customer service improvement, optimising the hotel's customer experience and increasing staff efficiency through data-driven business.

Challenges

Opened as Hyatt Regency Singapore in 1971, hotel staff originally recorded data manually before keying it into independent systems or individual guest profiles.

At the time, managers would only collect data to cater to specific guests' needs. While this system was perfectly capable of ensuring customer satisfaction, growth would require a more robust approach to collecting data.

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The Solution

Four decades later in 2011, the hotel started using a customer analytics feedback platform, and developed a proprietary revenue management system.

Through the platform, managers were able to review data and identify trends that could help them make better strategic decisions in terms of long-term revenue planning and operational measures.

As part of the hotel's "design thinking" initiative, junior and middle level managers who were previously given limited access to data analysis tools also embarked upon data literacy training.

The implementation of the platform generated a large amount of data reflecting their guests' hotel customer experience such as booking patterns, countries of origin, preferences, and spending habits.

Guest satisfaction for forward planning

To bolster their customer service with data-driven insights, Grand Hyatt Singapore sought to improve satisfaction scores — starting by deploying more staff members on days of the week with historically less satisfactory feedback to attend to customers.

Similarly, through their datasets, they also identified months with more family travelers. With this in mind, the hotel implemented action plans to better serve families in those months.

A deeper analysis of daily and weekly guest check-in patterns allows their managers to predict staffing needs more accurately on specific days and

times, reducing redundancy and overscheduling — issues that are more important than ever during COVID times, noted Mr Parr.

Common issues with amenities are also being proactively resolved by the engineering department through information-based prediction.

"With data, the engineering team is not just more empowered, they are able to lead their work-days with more efficiency and predictability."

Benefits

Remarkably, the simple strategic changes led to a 41 percent increase in check-in satisfaction scores in just four months, and 23 percent improvement in customer service scores year-on-year from 2017 to 2019.

All in all, by building a culture of data literacy over the past decade, Grand Hyatt Singapore has inspired its employees to rethink old operational norms and gain confidence in using data to transform both the employee and customer experience for a truly five-star stay.

Looking to make better use of your data?

The Better Data Driven Business (BDDB) programme aims to help SMEs use their data to make better business decisions. Find out more at **www.imda.gov.sg/bddb.**

This use case provided by Grand Hyatt Singapore is also under the Singapore Tourism Board (STB) Data College programme.

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