



# HOSPITALITY CASE STUDY.

## THE BARE STAT.



# +41%

increase in positive  
guest satisfaction scores  
within just the first 6  
months of the program.

## THE CHALLENGE.

A global hotel company rolled out new service standards to all of their hotels worldwide. After several months of training, they were not seeing the impact on their satisfaction scores or corresponding increase in revenue that was expected. They would experience a significant ROI if they rolled out and trained to higher standards. They needed verification of their process and effectiveness of training.

## THE BARE SOLUTION.

BARE International partnered with the hotel company and designed an on-going 360° customer service evaluation program to meet their training benchmarks. By touching the guest experience through Unannounced Visits, Mystery Guest Overnights, Front of House Audits, Back of House Audits, and Guest Satisfaction Surveys, BARE was able to provide the hotel company with the statistical data they needed to validate their training, brand standards, and management consistency around the world. Upon review of the data, it became clear that the hotel employees were not following the new standards during their interactions with guests. It also became clear that more internal training of the management teams was needed in order to support an on-going dedication to brand compliance.



THE AUDITORS ARE OF A HIGH STANDARD ALONG WITH BEING VERY PROFESSIONAL AND APPROACHABLE WHEN INSPECTING OUR PROPERTIES. BARE INVESTS A LOT OF THEIR TIME ON AUDITORS TO ENSURE THEY DELIVER A CONSISTENT AUDIT APPROACH.

*Regional Manager, Major International Hotel Brand*

## THE RESULTS.

By auditing for cleanliness, condition, brand standards, and service interactions, the hotel had a complete view of the guest experience across all locations. Over the first six months of the 360° measurement program, the hotel company increased their guest satisfaction scores by 41%. This increased guest intent to return, and each property received validation of the success of the program through their internal dashboards. Revenue flow held even in a down market and has continued to show a slow rise across regions. The Hotel company has continued their program and is now in the 5th year of working with BARE to continue validating and understanding guest expectations and experiences.

## ABOUT BARE.

Since 1987, we have built our reputation on innovation, ethics, and seamless client service management. BARE International was born from the need for mystery customer research at the national and global level.

Today, we set the industry standard as the largest independent provider of customer experience research, data, and analytics for companies worldwide. Our proven success across industry categories stems from asking the right questions to help you address the challenges you face everyday.

[www.BAREinternational.com](http://www.BAREinternational.com)

