AZALAÏ
HOTELS

Overview

Project Scope: Improve customer experience at Azalai

Background: Azalai is expanding locations in Western Africa and is experiencing increased competition from international hotel brands. Improving customer experience and focusing on an "African Touch" will differentiate Azalai in the market.

Research

Competitor Analysis

Major competitors in Abidjan include international brands Sofitel, Novotel, and Pullman.

A positive first impression and consistent guest experience has been quoted as important to brands like Radisson and Accor.

Rewards programs drive international guests to these established hotels.

Guests have set expectations from international hotel standards

Third Party Reviews

Customer reviews online indicate training inefficiencies resulting in different guest experiences.

Overall score on TrustYou is an 83/100 for Azalai, but could be improved by 6 points by improving consistency at the front desk.

While "good location" and "friendly staff" are quoted from guests, "expensive", "inefficient", and "toiletries not replaced" identify rom for improvement.

Business Customer Survey

Surveyed 69 students who travel for business

Top factors driving return stays:
1) Cleanliness
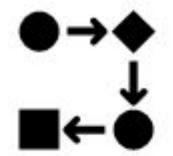2) Health / Gym
3) Loyalty Program

Business travelers identified a wait time median of 5 minutes for check-in and 21 minutes for room requests before becoming frustrated.

Recommendations

	Opportunity	Pilot	Result
First Touch Process Consistency	Deliver consistent interactions during first and last interactions: check-in, check-out, and shuttle	A checklist was created to standardized check-in procedure, emails collected to speed up future check-ins	Check-in speed averaged 9.5 minutes on the weekend and 8 minutes on weekdays; 23% increase in welcome drink consistency
Front Line Employee Empowerment and Recognition	Guest facing roles are most likely to create lasting relationships and resolve issues	Employee recognition box placed at the front desk to identify exceptional individuals and experiences	4 guests recognized employees; training program examples and recommendations made around employee empowerment
Customer Feedback: Frequency, Response, and Quality	Guest feedback directly to Azalai will result in a way to quantify guest experience and in actionable changes to improve survey results	Paper and online survey redesign focused on quantifying guest experience; QR code introduced in hotel elevators	10 online survey responses; from the emails piloted, diversifying survey platforms increased response rate from 0.65% to 4%
Guest Expectation Leveling Through Communication	Solidify expectations prior to arrival to ensure less dissatisfaction from lack of information	Pre-arrival and post-departure email drafts created with events, add-on prices, and amenity information	Menu redesigned to include healthy options and portions; shuttle hours and instructions drafted to be posted at the airport

Conclusion

1. Pilots resulted in:
   a. Increased front desk process consistency
   b. Availability for guests to recognise exceptional employees
   c. Diversification in survey platforms which resulted in 3.3% increase in guest response rate
   d. Redesigns of the menus based on competitor visits, airport shuttle instructions, and pre-arrival and departure automated emails
2. Training plan created to inspire a culture of employee empowerment
3. Increase in direct data collection, including guest experience KPIs in updated satisfaction form