



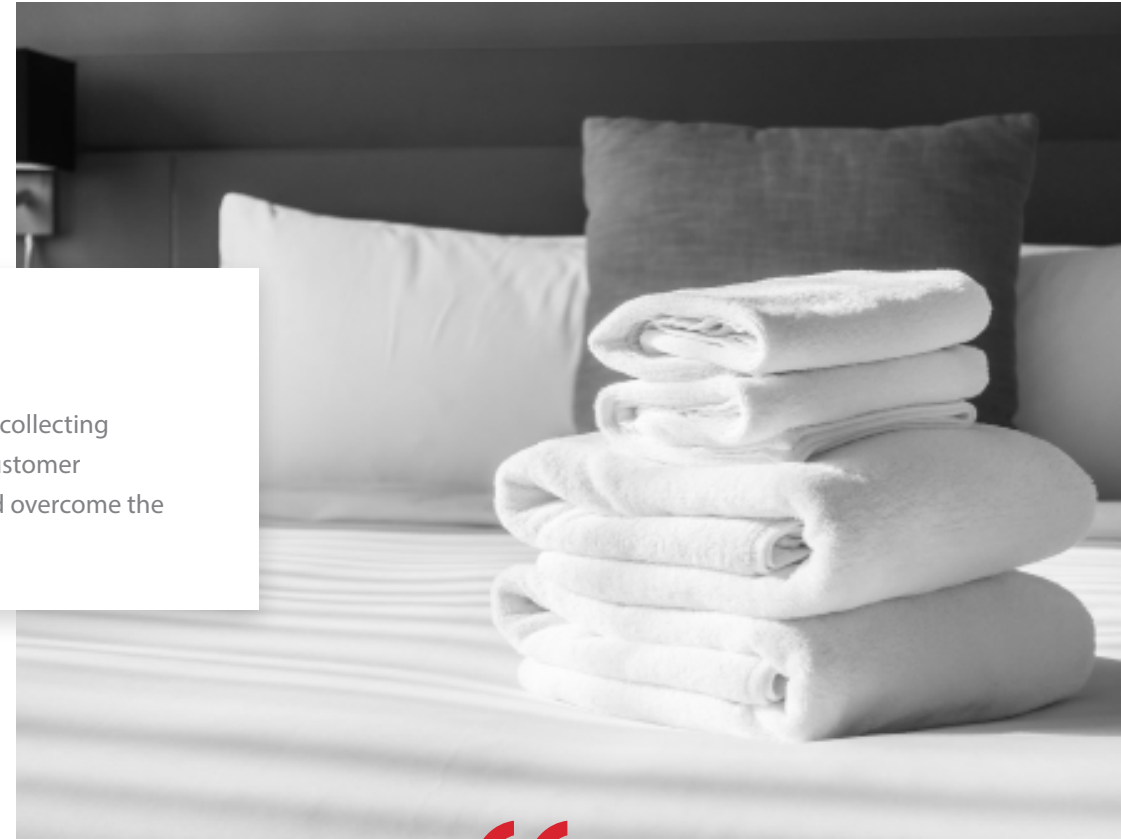
AUTOMATING CUSTOMER FEEDBACK PROCESS

ABOUT PROJECT

Our past client, a hotelier in Europe required to automate the process of collecting valuable feedbacks from their customers to enable them to improve customer experience. Their objective was to maintain records, in order to learn and overcome the shortcomings of room and food services.

THE REQUIREMENT

- Automation of the process of feedback collection from guests.
- Ability to share feedback, grievances, rating services and food.
- Application configurable for tablet, optimal for viewing across devices.
- Each room device can be accessed, mapped and managed by an Admin.
- Secure data storage with analytics for future reference using filters.



“ Automation of feedback process led to improvement in customer experience, saving of costs & time. ”



KEY FEATURES

- Tablet with an application that automates the process of feedback.
- Customers can easily rate and share their comments, grievances.
- Access to every customer experience at the hotel.
- Highly secure system to store valuable feedbacks.
- Filter based analytics for learning from customer feedback.
- Better communication between hotel and customers.

THE EFFECT OF THE SOLUTION



Improved Customer Satisfaction with automated feedback



Authentic data enabled improvement in customer services



Improvement in customer services resulting in higher Customer Loyalty



Saving of time and efforts resulted in better performance and motivation

As the client had worked with us before for a hotel booking application project, they were very confident of this project too. And we successfully completed this project and continued our long-term relationship.

