

## eNPS for a Global Hospitality Firm

**8 pt**  
increase in eNPS over time

**49%**  
increased retention

**51%**  
increased customer satisfaction

### CLIENT CHALLENGES

- » Our client, one of the leaders in the hospitality industry with presence in more than 60 countries, wanted to conduct an eNPS (employee net promoter score) survey across its locations. The objectives of this exercise were to:
  - » Engage with employees and understand how likely they will recommend their family or friends to join the organization
  - » Collect feedback, suggestions and ideas
  - » Analyze feedback and ratings shared across nine online job/career portals
  - » Lower employee attrition rate and thus improve customer satisfaction and experience
- » The client needed a cost-effective solution to:
  - » Measure the eNPS score and other KPI indexes
  - » Track sentiment and key themes being discussed across social platforms
  - » Understand challenges and scope of improvement across departments, locations, and regions

### OUR APPROACH

- » Our custom automated solution, Automated Insights for Market Research (AIM), provided real-time dashboards, which enabled the client to view results from day one by monitoring all critical elements such as:
  - » eNPS score and other KPI indexes
  - » Promoter, passive, and detractor percentages
  - » Regions, departments, and locations, which were provided as overall filters for in-depth understanding
  - » Sentiment scores, along with classification classes (positive, negative, and neutral)
  - » Key themes and their polarity index
  - » Results of social media data analysis
- » We also supported the client on advanced analytics needs and other customization requests. We hosted the solution within the client's cloud server space, so achieving data security was never a problem.

### IMPACT DELIVERED

- » Insights generated by combining scores, employee feedback review, and social media content revealed some interesting stories and provided actionable insights for the client. Abstract topics, most frequent phrases, and some important entities were discovered at the granular level, and sentiment analysis performed on each review.
- » Key insights uncovered across different levels, regions, and tenure with the company were unique and surprising.
- » Areas negatively impacting the organization were used for further diagnosis to unearth root causes and implement corrective measures for organizational improvement.
- » With proper actions initiated on employee feedback over time, significant benefits were noticed – increased productivity, employee referral, customer satisfaction, better customer experience, increased churn rate, etc.

#### About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network. We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.