

In-Stay Engagement	
<u>VIDEO</u>	<u>AUDIO (VO)</u>
	At Hyatt, our success depends on continually improving the guest experience.
	Traditionally, we've relied on post-visit surveys to help guide our approach.
<p>CU: Frustrated guest</p> <p>Frustrated guest typing negative social media posts</p> <p>Busy hotel lobby .. DISSOLVE to less busy hotel lobby.</p> <p>OS: define NPS</p>	<p>While that assists us as we entertain <i>future</i> visits, it leaves, unaddressed, perceived <i>in-stay</i> shortcomings.</p> <p>Shortcomings that impact customer satisfaction ...</p> <p>generating "news" that spreads.</p> <p>which impacts our success.</p> <p>It is this pattern that has led, globally, to declining NPS scores.</p>
	To address this growing concern, we're changing our approach. Not simply gathering post-stay feedback. But working, proactively, to gather in-stay feedback while it occurs, and then self-correcting before the guest leaves our hotel.
Guest typing positive social media post	It's a concerted effort to improve the guest experience and in turn, the post-stay feedback they provide.
<p>Casual conversation, Hyatt employee and guest.</p> <p>Screenshot: Zingle exchange</p>	<p>Engaging guests in-stay plays out in two ways. Personally, as we interact organically with guests.</p> <p>And digitally, as we periodically gauge our performance.</p>

	Meaningful questions elicit the most constructive responses.
OS: “Are you satisfied with the cleanliness of your bathroom?” “During your arrival, did the hotel staff exceed your expectations?” “Was your main course prepared to your specifications?”	Not simply “How’s your stay?” But specific questions that show genuine concern:
OS: “Kleenex box was empty.” “I waited forever.” “A bit too much seasoning.”	Not only does such specificity demonstrate our sincerity, but the questions are more apt to uncover any perceived deficiencies.
	As a result, we can take corrective action in-stay, while identifying service opportunities that prevent future recurrences.
	It’s a proactive approach that produces better outcomes for our guests, increasing customer loyalties and enhancing our brand.
	In-stay engagement. Taking the lead in creating the most positive experience for our guests.