

## CUSTOMER SPOTLIGHT



Leveraging fast,  
actionable feedback  
to safely  
reopen resorts



### Results with Medallia

**16 pt** ↑

in NPS by  
improving guest  
comfort level  
with new safety  
policies &  
procedures

**41%** ↑

in customer  
satisfaction

**21%** ↑

in Medallia user  
engagement  
within 4 months

HOLIDAY INN CLUB VACATIONS  
Industry: Hospitality

**Medallia**

## SUMMARY

- COVID-19 initially led to a shutdown of 29 Holiday Inn Club Vacations' resorts as people and businesses sought to understand how to avoid the illness.
- Local, state, county, and federal directives combined with vacationers' concerns led the Club to implement a program called Safe Travels, designed to welcome back travelers as the country began to reopen.
- Using a variety of Medallia solutions—including strategic surveys, Digital surveys, and Text Analytics—the Customer Experience team created and launched surveys to gather actionable feedback from owners and members to better understand their expectations.
- Club resorts used that feedback to make changes in protocols, such as room inspection and check-in. Now, owners and members can enjoy vacations and be more comfortable taking advantage of the benefits of family travel at Club locations.

### The need to pivot amid uncertainty

The global health crisis of COVID-19 hit the travel and hospitality industries particularly hard in 2020. Like other vacation clubs and hotels, Holiday Inn Club Vacations® had to close 29 resorts in March 2020. There was no playbook to consult for a situation like this one. The Club had to find a way to discover how its members and owners were feeling about travel and safety and what they might be expecting once they arrived at a resort. In addition, there were no set regulatory guidelines or actions in place.

So, the company had to understand emerging rules, mandates, and guidelines at the city, state, county, and federal level for each of the resorts. The company worked to develop plans to properly welcome back 365,000 owners and members while complying with ever-shifting local and national guidelines for reopening in mid-May. The Club has always been committed to giving members and owners vacation experiences they'll love and a safe stay they can trust. The company's **Safe Travels** program encompasses the safety standards both travelers and health districts demand. The program includes limiting contact during the check-in process and increasing the frequency of cleaning and disinfection of common areas. In addition to safety precautions, staff training, and special cleaning protocols, the company is committed to ensuring that members and owners truly have a place at the table as the company makes decisions that affect their health and safety.

### Understanding guest sentiment

As Holiday Inn Club Vacations prepared to implement **Safe Travels** and other protocols, executive leadership and resort General Managers needed a way to really know how the owners and members were feeling throughout their stay. That way, staff could respond in the moment and share successful actions with other resorts.

Before resorts began opening, the Holiday Inn Club Vacations Customer Experience teams surveyed and interviewed owners about how they felt about travel. Responses revealed a wide spectrum of readiness, depending on where the guest lived, the location of the resort, and associated risks and requirements for travel in those areas. This data helped the company plan which resorts to open first and it helped them understand which amenities were most important to those travelers.

“

Listening to the voices of our guests/owners has enabled us to take swift, meaningful action in these unpredictable times. There was no road map to a world-wide pandemic and their input gave us confidence in our next steps.”

**Nicole Myers,**

Vice President Customer Experience  
at Holiday Inn Club Vacations

As the reopening began, the Customer Experience (CX) team used Medallia to question guests directly about hotel cleanliness and health protocols. The responses made it easy to make specific changes immediately. One resort was made aware, for instance, that pools needed additional signage to clarify hours of operations and social distancing conventions. Using a combination of human-review and Medallia Text Analytics, the team gathered actionable insights like this from survey comments on a weekly basis to drive positive sentiment.

To help the CX team understand the website performance throughout the initial reopening phases, they launched three feedback forms using Medallia Digital. After a brief training session, these feedback forms were launched quickly, with no assistance needed, designed to track all touchpoints across the end-to-end digital journey. The team followed up by monitoring trends and escalating service issues for follow-up. Among some key and unexpected findings, the digital surveys revealed that guests were upset about the removal of floor plans from the website. Considering the limited onsite amenities during the reopening, coupled with the need for remote schooling and remote working, room layouts were more important to travelers than ever. In the first



2 months of launching the digital survey, 19% of all surveys with comments (>200 in total) specifically noted the desire for floor plans. Based on this voice-of-customer input, the Customer Experience team was empowered to restore the plans to the website and aid travelers in their planning.

#### **Ensuring guest safety while increasing satisfaction**

Holiday Inn Club Vacations used results generated from Medallia Experience Cloud to better serve owners and members during a critical time for the company. For instance, guests were asked how the new health and safety protocols impacted their vacation. Initially, 17% of vacationers noted that they were “feeling constrained” by the new protocols.

General Managers received feedback on a weekly basis through the Health and Safety dashboard that the Customer Experience team created, based on post-stay survey results. This gave the General Managers the information they needed to course correct and improve the vacation experience quickly. For instance, based on guest feedback, the company increased room inspections, enhanced pool reservation processes, streamlined virtual check-in, and clarified social distancing and mask protocols.

Guest response has been more than reassuring. By September, the number of respondents who reported “feeling constrained” by the protocols dropped by more than half, to just 7.8%. When asked if the protocols allow them to “more fully enjoy the vacation”, positive responses rose from 55% in June to 74.5% in September.

Along with General Managers, the Executive Board has been monitoring overall satisfaction, Net Promoter Scores (NPS), and feedback about safety concerns. Over the past few months, the company watched overall satisfaction improve by 41%, and NPS jump by 16 points. The heightened awareness around COVID measures, coupled with increased visibility and reporting, led to a 21% increase in Medallia user engagement from July to November. By leaning into their “customer obsession” strategy, Holiday Inn Club Vacations has proven that voice-of-customer driven improvements can result in enjoyable and safe vacations even in these uncharted times.

“

Medallia helped us understand what our members needed as we reopened, giving us the flexibility to learn what they want and respond quickly.”

**Camille Kremer**

Senior Director, Customer Experience  
at Holiday Inn Club Vacations

Learn more at [medallia.com](https://medallia.com)

## About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).

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