

A woman with long dark hair is seen in profile, looking out a large window. The view outside shows a city skyline with several tall buildings, including a prominent one with a spire, and a body of water in the foreground. The scene is captured in a soft, slightly hazy light, possibly during sunrise or sunset. The image is partially obscured by a white diagonal shape on the left and an orange diagonal shape at the bottom left.

Medallia

IHG®

Listening to the Heartbeat of Millions of Guests

ABOUT IHG

InterContinental Hotel Group (IHG) operates more than 5,000 hotels across nearly 100 countries. It's likely that you've stayed at an IHG hotel—Holiday Inn family of brands, Kimpton Hotels, and Crowne Plaza Resorts are just a few of the brands in this British company's global portfolio.

With guests checking in and out of its 798,075 hotel rooms every day, IHG needs to have a finger on the pulse of guest experience. In order to holistically measure and improve customer experience across its many locations, IHG partnered with Medallia and Ipsos Loyalty to elevate its HeartBeat survey program in 2014.

In addition to launching Medallia's Text Analytics tool which added qualitative insights to the robust reporting platform, IHG also integrated its white-labeled public reviews system, IHG Guest Reviews, with Medallia technology and Ipsos survey methodology. Driven by continuous desire to improve the feedback experience for guests, the integration combined IHG's private survey tool with IHG Guest Reviews by inviting guests to leave a public review at the end of the post-stay survey questionnaire.

While Ipsos made improvements to IHG's survey platform, Medallia enhanced the reporting platform, allowing IHG to consolidate all guest feedback, delivering 'One Place' where busy hotel teams can assess, analyze and quickly act on areas of opportunity. Medallia technology integrated solicited feedback with social data and created a close-the-loop system that provides this actionable feedback to hotels.

IHG has a finger on the pulse of guest experience



IHG uses the integrated feedback analysis to improve operations, transforming insights into initiatives and empowering hotel teams to respond to guests directly. Since 2014, the number of Medallia users has jumped from 7,500 to nearly 44,700. Hotels are paying more attention to social data, too: since launching the social tool in 2017, 88% of IHG's global estate responds to social review alerts on a regular basis.

By leveraging existing survey tools, encouraging more guest feedback, and channeling this data into one easy-to-access platform, IHG has created a customer experience measurement tool that truly takes the pulse of guest sentiment and drives True Hospitality.

INSIGHT

IHG needed a more holistic view of customer experience across thousands of hotels.

ACTION

IHG collaborated with Medallia and Ipsos Loyalty to enhance the HeartBeat survey tools and reporting. Powered by Medallia technology, the HeartBeat program integrates multiple sources of feedback and makes it easy for hotels to close the loop.

RESULTS

18,500,000 HeartBeat surveys have been completed to date

88% of IHG hotels respond to social review alerts

Hotel teams respond to guests more frequently

Hotel teams are able to address service recovery opportunities and continuously improve guest experience

About Medallia

Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at www.medallia.com.

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