

SEM Experience Analytics Customer Listening & Social Media Analytics for Hospitality



Both eatery and hotel companies know the value of differentiation and segmentation in delivering sustained profitability. Beyond customer satisfaction and meeting travelers' basic needs, brand "personality" and differentiating attributes are key to carving out a sustainable loyal market niche. With an almost infinite range of differentiating customer interaction points, continuously delivering on the promise of your brand in the face of changing consumer tastes, trends, and habits is costly, time-consuming and fraught with risk. Yet, a brand has to stand for something or it stands for nothing. Only calculated over-delivery of key satisfaction drivers – exceeding customer expectations – will make any significant impact on customer mind-share. This kind of brand focus promises rewards, but the costs of miscalculations or overreaching can be catastrophic.

SEM Experience Analytics' integrated listening system is invaluable to continuously monitor the delivery of your brand promise and focus. You can not only continuously monitor customer sentiment, attitudes and issues at every point of interaction with your brand, but proactively engage your customers.

Service, Cleanliness and Experience Issues:

SEM Experience Analytics will identify these broad issues, providing reports on overall positives, negatives and trends. You can then drill down to sub-issues and ultimately, the actual customer comments on which the scores are based. For example, you might see that "cleanliness" is spiking in a negative direction. From there you will be able to see the specific components of cleanliness, such as "tables are not cleared and wiped down promptly" or "stains on carpet," then to the quotes themselves which are ranked by relevance and urgency.

Pinpoint Problems Geographically:

SEM Experience Analytics provides the ability to determine if your problem is national or local in scope, allowing you to drill down through the national, regional and local levels, ultimately to the individual units at the root of customer comments.



On-demand listening software that collects, categorizes, and analyzes customer comments across every interaction channel.

Menu Optimization for Casual Dining and QSR Chains:

Your sales figures will tell you which products are selling and which are not, but SEM Experience Analytics will explain why. In addition to feedback on specific menu items, it will alert you to more global menu issues such as the number and variety of soups or desserts offered, demand for “healthier foods” or entire new menu categories.

Travel and Restaurant Comment Monitoring:

There’s a lot of conversation going on out there, not only on your own website, but on sites like Chowhound, Zagat, TripAdvisor and so many more. You may not be able to control the dialogue, but you can sure learn from it. SEM Experience Analytics will alert you to what people are saying about your company, products and services so that you can act quickly to seize opportunities or manage problems before they spin out of control.

Engage your customer:

Real-time collection and analysis means that you can respond proactively with a customer at the time they reach out to you with a comment. An example: A customer in your hotel sends you an email complaining about the “lack of business services”, SEM Experience Analytics will automatically classify the comment and the built-in business rules can automatically respond with an email apologizing for the shortfall, explaining the focus of the hotel brand and an offer for complimentary business services at a more business-oriented hotel chain in the group.

Now you have the key customer intelligence you need to deliver on your brand differentiation and segmentation strategy. And these are just one of the ways that SEM Experience Analytics’ integrated listening system can deliver value to your business processes.

SEM Experience Analytics Integrated Listening System - Functional Footprint

BUSINESS SOLUTION AREAS



FUNCTIONAL SOLUTION AREAS



KEY DIFFERENTIATORS

