



CASE STUDY

HOTEL DES CARMES BY MALONE

Customer relationship excellence measured and monitored... thanks to XPS



Located in the heart of the Latin Quarter, just few away steps from Notre-Dame, the Hotel des Carmes by Malone is a 4-star property welcoming a **cosmopolitan clientele** seeking **authenticity** and **simplicity**. As an intimate hotel, **every opinion counts**, and **every guest feedback has an impact**. To effectively manage its customer relations and continuously **measure its performance**, the hotel can rely on the Experience Performance Score (XPS).

RESULTS VISIBLE BY XPS

A

Excellent

the highest level of performance, achieved by only 2% of hotels

90%

customer email capture

70%

of guests are receiving Customer Relations campaigns (before, during, after stay)

9.2/10

of average customer satisfaction, measured by the CRM

CHALLENGES & SOLUTIONS

- Being able to use clear indicators on the quality of customer relations
 - Use of the 6 key XPS indicators:
 - Customer contact details capture
 - Frequency of customer contacts
 - Level of customer engagement
 - Customer satisfaction
 - E-reputation
 - Maintaining contact after the stay
- Do not report manually
 - Access to instant results, month by month and by criteria
- Identify your strengths and areas for improvement quickly
 - Easy-to-understand rating system and Experience recommendations powered by XPS
- Compare its performance in terms of customer relations with other hotels in the group
 - 1-click comparison possible at group level
- Provide a concrete dashboard to the General Manager on performance
 - Simplified layout with time-based evolution of results



Tess Mandoul, Sales & Marketing Manager | Malone Hotels

The XPS dashboard is our relationship mirror. It shows us concretely what's working and the synergy that generates revenue.