

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



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.