

# HOW MAYFAIR HOTEL IMPROVED THEIR RANKINGS & INCREASED BOOKINGS BY 26%

[CASE STUDY]



## Challenge

5-star hotels such as Mayfair rely heavily on the traffic and bookings from OTAs and their website. Mayfair Lagoon, Bhubaneswar was faced with one such challenge; though there was continuous business from all their channels, the hotel needed to step up their game due to heavy competition. Just getting reviews was not enough, the hotel management needed better insights on their online reviews. The departments needed to communicate better and there was a lack of dedicated resources and manpower to handle issues.

Despite doing everything in their power to keep their customers happy, it did not reflect much in their reviews. This impacted their bookings through OTAs and the hotel's online reputation needed to improve fast to keep pace with the market.

The major challenge for KePSLA was to identify important areas of improvement in the hotel's customer experience and improve their review management process.

## Solution

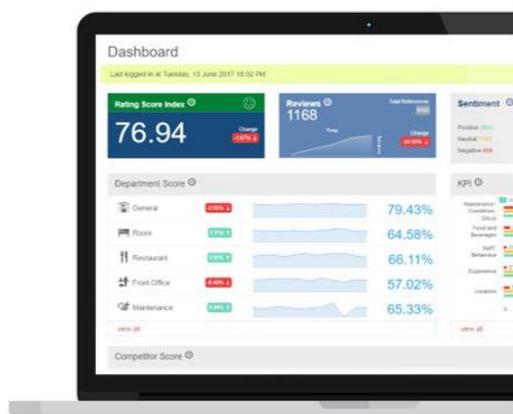
Once Mayfair joined hands with KePSLA, an initial assessment of the hotel's online presence was carried out. The solution was to streamline the process to handle customer queries and put an automated review monitoring system in place.

Mayfair Lagoon, Bhubaneswar could achieve the following:

- Increase in Hotel's ranking in OTAs and Search engines.
- Overall increase of 26% in bookings from online sources.
- Increase in repeat customers by 3%.
- Improved occupancy rate.

### Automated Review Monitoring

KePSLA's review intelligence system helped the hotel to keep track of all the reviews from multiple sources. Measuring the efficiency, monitoring all the Department & KPI performances and competitor comparison were all very easy. Now Mayfair could **see and reply to all the reviews from over 120+ online sources in over 20 different languages all from a single dashboard.**



## BACKGROUND

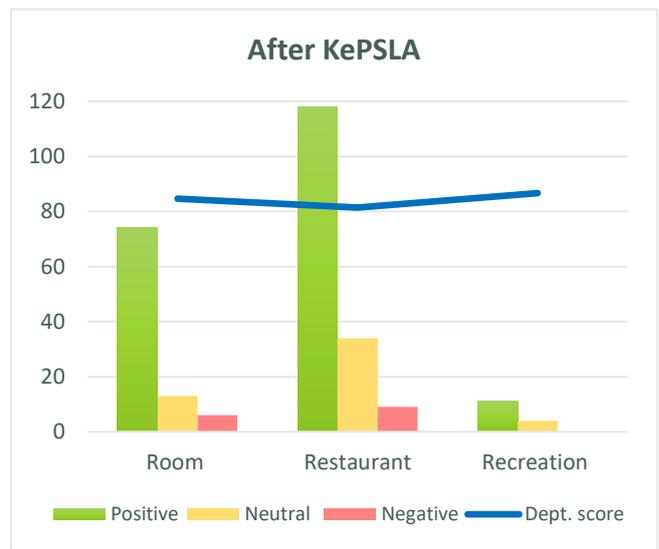
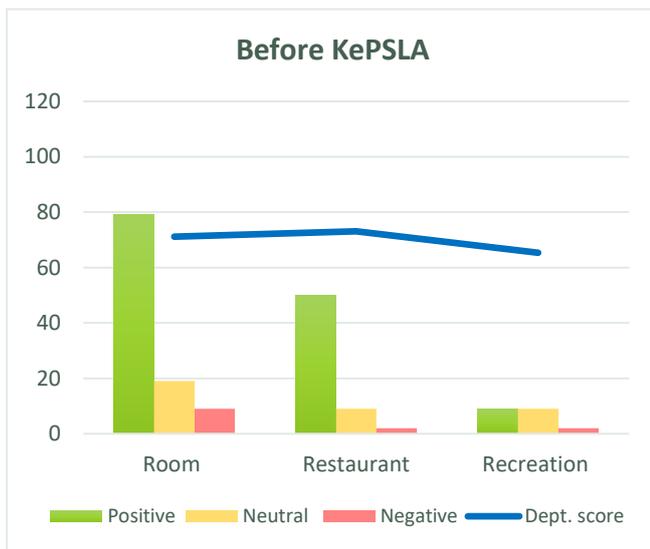


MAYFAIR Lagoon is a stunning 5-star luxury hotel in Bhubaneswar, which is set amidst verdant gardens and a pretty lagoon.

The hotel caters to all kinds of luxury accommodation from lagoon side villas to family friendly suites and cottages and club rooms.

## Department Level Insights

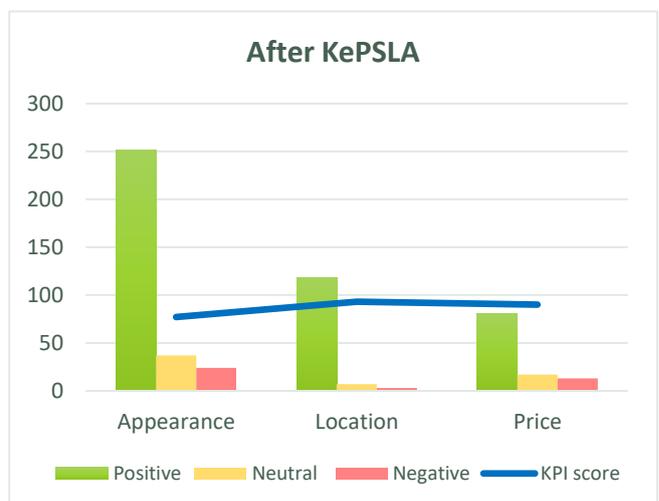
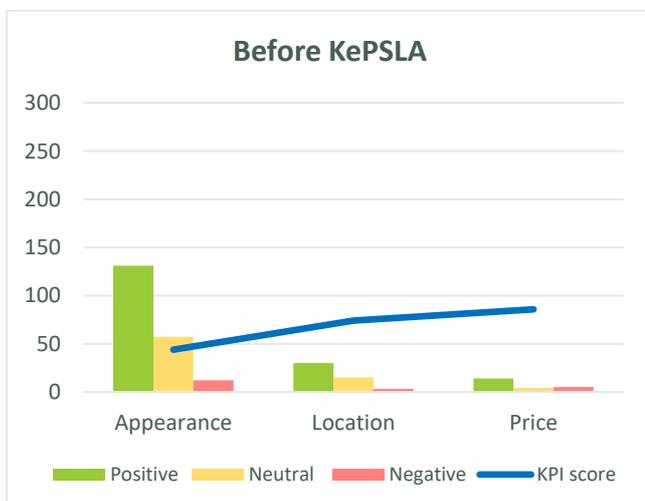
Now the hotel could track all individual departments and view KPI wise review categorization. The **review polarity breakdown helped the hotel to identify the exact department and KPI which needs improvement**. The following statistics show how the hotel's performance has improved over the last few months after using KePSLA.



Department	Overall Dept. Score	Increase %
Room	71.11% - 84.61%	13.5% ↑
Restaurant	73.08% - 81.42%	8.34% ↑
Recreation	65.34% - 86.67%	21.33% ↑

KePSLA's sentiment analysis not only helped in identifying the trouble area but also **mapped the customer sentiments to the review and the KPI**. This enabled the hotel to identify and take improvement measures.

## KPI Monitoring



KPI	Overall KPI Score	Increase %
Appearance	43.88% - 77.12%	32.98% ↑
Location	74.03% - 93.13%	19.10% ↑
Price	85.77% - 90.05%	4.28% ↑

This improvement in the Department and KPI lead to better reviews and increase in OTA rankings. Positive reviews influenced more people to book. **Leading to an overall increase of 26% bookings from online sources.**

## Ticketing System

Identifying the problem wasn't enough, the ticketing system made sure that the respective department is communicated of the issues and **enabled effective issue tracking**. This helped to maintain better quality of services and easy for the top management to monitor it.

KePSLA's Review Intelligence solution helps convert diverse customer feedback and provides deep actionable insights that give immediate benefits.



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