

Increase Customer Satisfaction Levels by Linking Guest Feedback Directly to Employee Performance Appraisals

The Challenge

Companies in the hospitality industry regularly use customer feedback surveys to measure customer satisfaction. However, many times poor customer service results are managed at the corporate level, and individual guest feedback is not linked back to specific locations – or more importantly, individual employees directly involved with the customer experience. This creates a recognition gap where executives and general managers are combating customer service issues that individual managers might not know about.

If a guest reports poor front desk service, that issue is typically something the corporation may address with the guest, but little is done at the specific location with the specific employee responsible. If notified about the negative feedback, the front desk supervisor must spend their valuable time tracking down who was ultimately responsible for that experience but the information stops there.

- *Is it an employee level problem?* Was this an isolated incident for a usually exceptional employee or is this another in a string of poor interactions?
- *Is it management level problem?* How does this front desk team perform against all front desk staff employed by the corporation?

If these questions are not properly and quickly answered, the damage to a hotel's image can be very costly. Likewise, it is just as important to recognize outstanding service by employees and to make sure top performers are recognized and valued.

The bottom line is that, despite corporate missions to provide outstanding guest experiences, hotels that do not tie customer feedback to individual performance cannot hold their employees directly accountable for meeting service goals. Subsequently, employees do not believe they are being measured fairly. The result is a gap between the corporation's goals and objectives and employee performance, leading to employee dissatisfaction and ultimately service levels not being met.

The Inquisite Solution

What is needed is an employee performance management and appraisal system that is linked directly to customer feedback, enabling the corporation to hold all employees directly accountable for customer service while providing an accurate and fair evaluation system for employees what Inquisite defines as Human Insight Management.

The Inquisite Employee Performance Management System (EPM) is the first to incorporate feedback from multiple sources, including guests, directly into employee appraisal process. Additionally, the system utilizes a number of features to ensure that employees and managers participate in the appraisal process and provide accurate feedback. These include:

- **Multi-rater Feedback** – Inquisite's EPM system uses a multi-rater system to gather data from a number of sources – including self, peers, managers, direct reports, and customers. This feedback can be viewed in one place by the performance manager as data for the final appraisal.
- **Automated Workflow** – Inquisite utilizes automated task notifications and reminders so that employees and managers will complete performance evaluation tasks on a regular basis and provide continual updates in the system's progress journals. The product can easily be configured to match current appraisal processes.
- **Web Dashboard** – Inquisite provides different dashboard views into the appraisal process depending on your role – including HR Manager, Performance Manager, or Employee. Each dashboard contains a "To Do" list and access to different parts of the application relevant to the role. The dashboard also enables common metrics to be consistently applied across the organization.

The Bottom Line

Hospitality organizations using Inquisite's Employee Performance Management System can achieve the following results:

- Deliver employee appraisals based on direct feedback from managers, co-workers, direct reports, and most importantly guests.
- Deliver fair and accurate appraisals and increase employee satisfaction.
- Align corporate guest satisfaction goals directly with employee performance, not only for customer facing employees but for everyone.

About Inquisite

Inquisite, the human insight software company, develops applications that make it easy to use human insight to make better business decisions. The Inquisite Employee Performance Management System is the first software application to provide on-demand customer and employee feedback directly into the employee performance appraisal process, making it easy to align employee and corporate performance goals with the customer experience, and conduct more objective performance reviews, while automating the entire review process. For more information about Inquisite, please visit www.inquisite.com or call **800.581.7354**.