

ZINGLE'S 2019

Guest Service Report

How Service & Recovery Affect the Guest Experience & Drive Business



Explore the critical impact service has on business

As customer experience (CX) has leapt from the marketing presentation into the boardroom across industries, it has become a critical component of every business' strategy. In hospitality, however, customer experience -- rather, guest experience -- is the business.

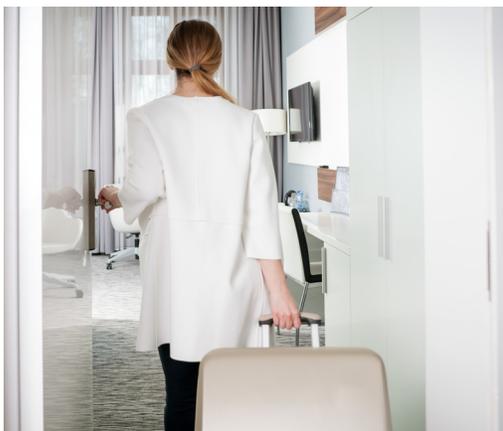
A lot can happen between check-in and check-out that impacts not only a particular guest's experience, but also the way others view your hotel. We live in a world where everything is shared publicly for all to see. On TripAdvisor alone, there are more than 270 reviews submitted every minute. As a hotel operator, this proclivity to share travel experiences represents a tremendous opportunity -- if the experience you are providing is a good one.

With entire guest experiences being defined in micro-moments, the need to understand guests' views and expectations on the elements that underpin the guest experience, as well as how their decisions are shaped by the experiences of others, is more crucial than ever. In an effort to help organizations do so, Zingle commissioned a research study to more than 1,100 respondents, weighted for the US consumer population by age and region.

— **On TripAdvisor alone, there are more than 270 reviews submitted every minute.**

Key Findings

- Only 25% of guests say they will report any issue that impacts their guest experience.
- Gen Z & Millennials were the least likely to say that they would report any issue that impacts their stay (17% and 18% respectively).
- Nearly 1-in-3 respondents of those who say they don't report issues don't because there is “not an easy or quick way to do so.”
- 51% of respondents say online reviews “greatly” impact their decision to give a hotel their business.
- More than 1-in-3 guests are willing to pay up to \$50 more for hotels that provide better service than nearby competitors.
- Only 1-in-5 guests say that they will share a guest experience online or in review if it “meets their expectations,” while more than 1-in-3 guests (37%) report that a guest experience must “surpass their expectations” in order for them to share it online or in a review.
- 42% of respondents say they would return to a hotel if it were able to turn a poor experience into a positive one by solving a problem immediately, and an additional 52% would “certainly consider it.”
- 87% of respondents report that they at least sometimes feel “more emotionally connected” to a brand when their customer service solves a problem for them.



ONLY
25%

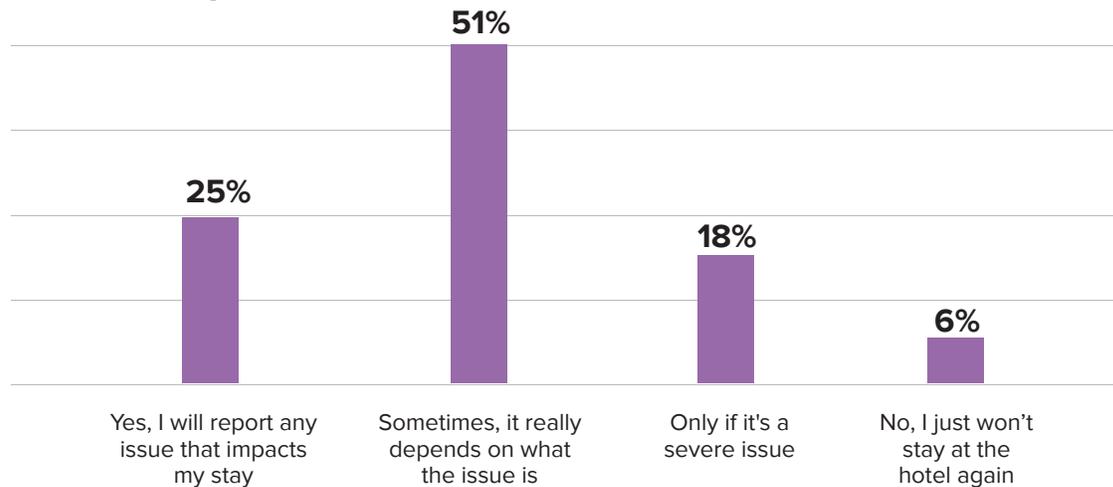
of guests say they will report any issue that impacts their guest experience.

Questions, Responses & Highlights

QUESTION 01

When you have an issue that impacts your overall guest experience during a hotel stay, do you report it?

General Responses:



Generational Highlights:

17%

Gen Z & Millennials were the least likely to say that they would report any issue that impacts their stay (17% and 18% respectively).

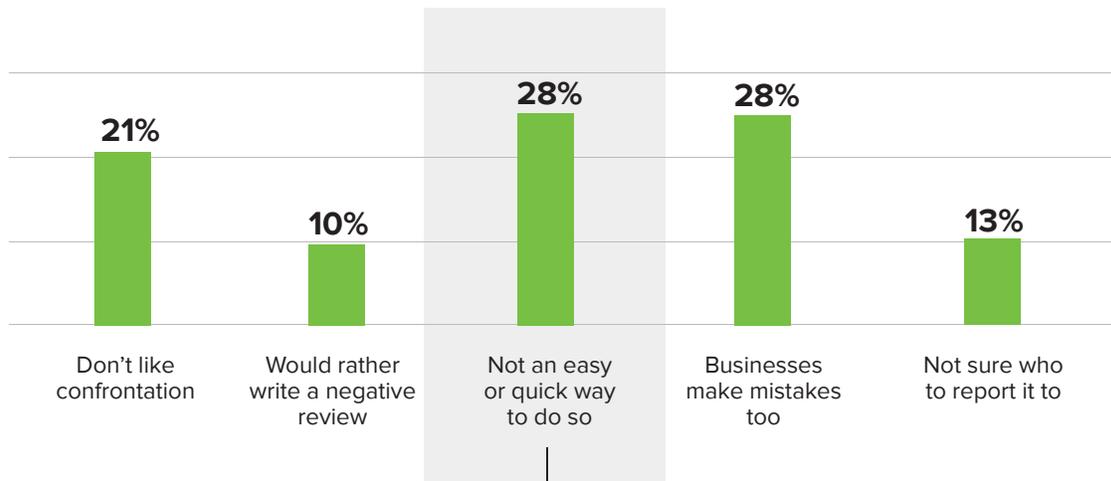
33%

of Baby Boomers (ages 56-75) said that they would report any issue that impacts their guest experience.

QUESTION 02

If you don't report issues that impacted your overall guest experience, why is that?

General Responses:



KEY FINDING:

Getting feedback and fixing issues during a guest's stay is critical to service recovery. Make it easy for guests to report issues before it's too late.

Generational Highlights:

28%

Gen Z and Millennials were the most likely generation to say they don't report issues because they don't like confrontation (28% and 25% respectively).

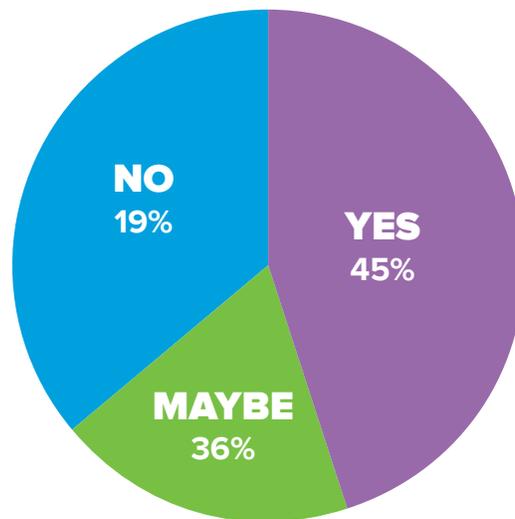
36%

Baby Boomers were far more likely than other generations to say that the top reason they don't report issues is because there's not an easy way to do so (36%).

QUESTION 03

If you had the opportunity to report your issue through SMS (text) or a messaging application, would you prefer that over phone, email, and in person?

General Responses:



Generational Highlights:

58%

of Gen Z say they would prefer to report an issue via SMS or a messaging app over phone or in person.

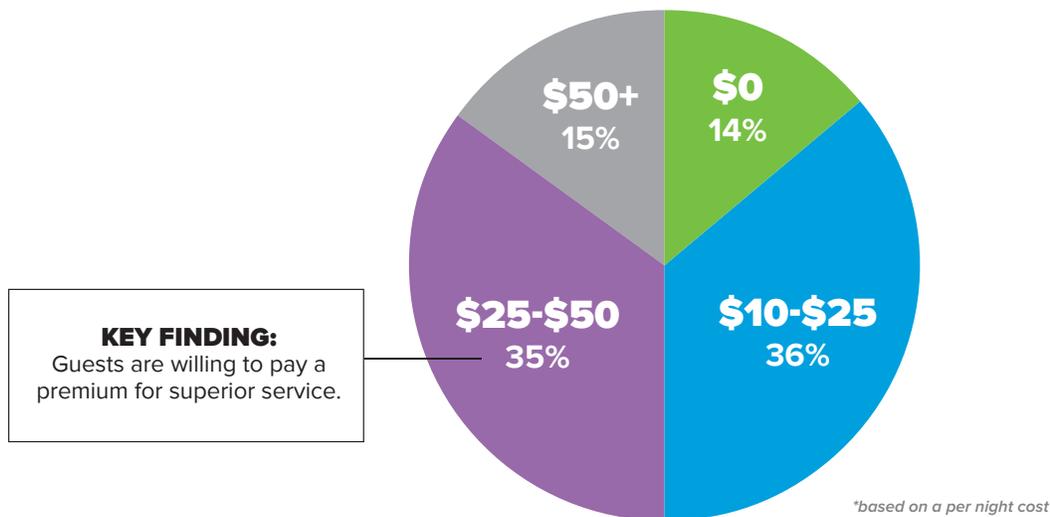
56%

of Millennials say they would prefer to report an issue via SMS or a messaging app over phone or in person.

QUESTION 04

How much more are you willing to pay for a hotel at a destination that has similar amenities to other hotels nearby, but far superior service?

General Responses:



Generational Highlights:

19%

Gen Z was the most willing (19%) to say they'd spend \$50 or more for a hotel that provides better service than nearby offerings, followed closely by Millennials (18%).

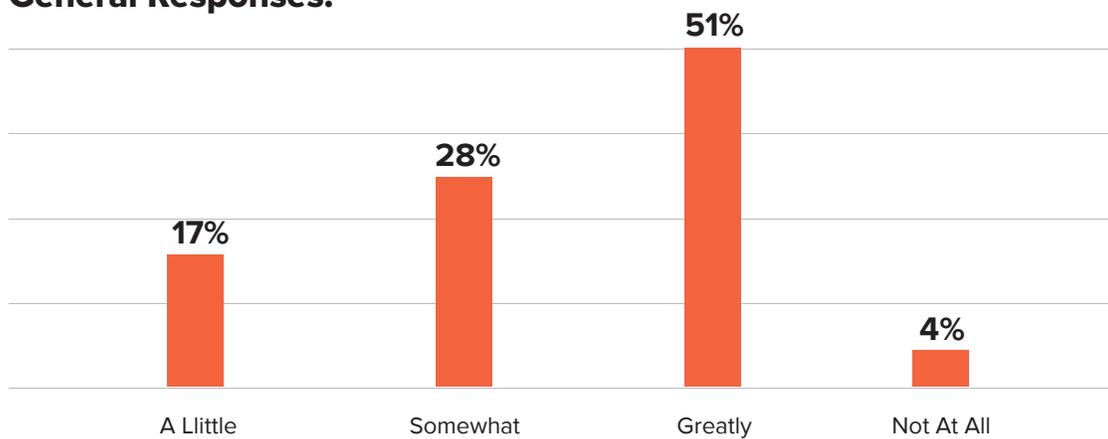
21%

of Boomers were significantly more likely than other generations to say that they were not willing to pay extra for superior service.

QUESTION 05

How much do online reviews impact your decision to give a company (hotel or any other company) your business?

General Responses:



Generational Highlights:

58%

Gen Z (58%) & Millennials (59%) were neck-and-neck in their responses saying that online reviews greatly impact their decision to give a company their business.

36%

Baby Boomers were the least likely to say that online reviews greatly impact their decision to give a company their business (36%).

Gender Highlights:

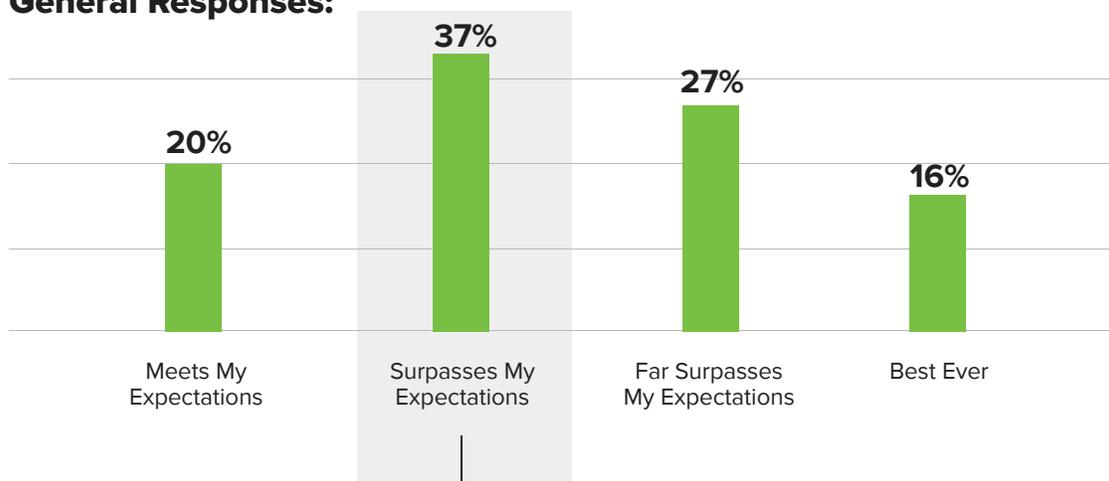


Women were significantly more likely to say that online reviews "greatly" impact their decision to do business with a company than men (43% vs 57%).

QUESTION 06

How good does an experience at a hotel need to be for you to share it (online/in a review)?

General Responses:



KEY FINDING:

Going above and beyond in some small way to surpass a guest's expectations will earn you those 5 star reviews.

Generational Highlights:

1-in-5

Millennials report that they will share a guest experience online or in a review if it "meets their expectations."

43%

of Baby Boomers report that the experience must "surpass expectations" in order for them to share it online or in a review. This was followed by Gen X (38%), Millennials (31%) and Gen Z (30%).

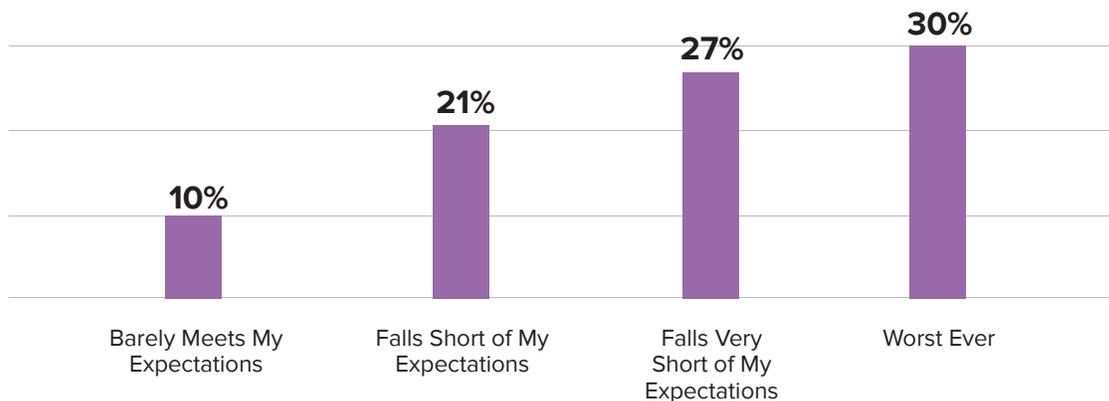
28%

Gen Z had the highest percentage of respondents (28%) report that an experience would need to be the "best ever" in order to share it online.

QUESTION 07

How poor does an experience at a hotel need to be for you to share it (online/in a review)?

General Responses:



Generational Highlights:

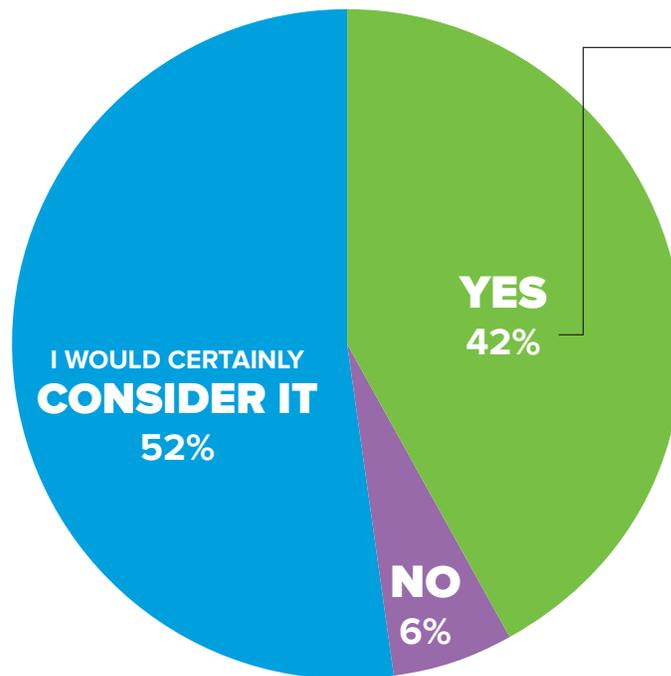
56% & 58%

of Gen Z & Millennial respondents respectively reported that the experience needed to be the "worst ever" for them to share it online.

QUESTION 08

If a hotel turned a poor experience into a positive one by solving your problems immediately, would you stay at that hotel again?

General Responses:



KEY FINDING:
42% of respondents said that they'd return to a hotel that turned a poor experience into a positive one. Service response and recovery is an often overlooked factor in what drives brand loyalty and return business.

Generational Highlights:

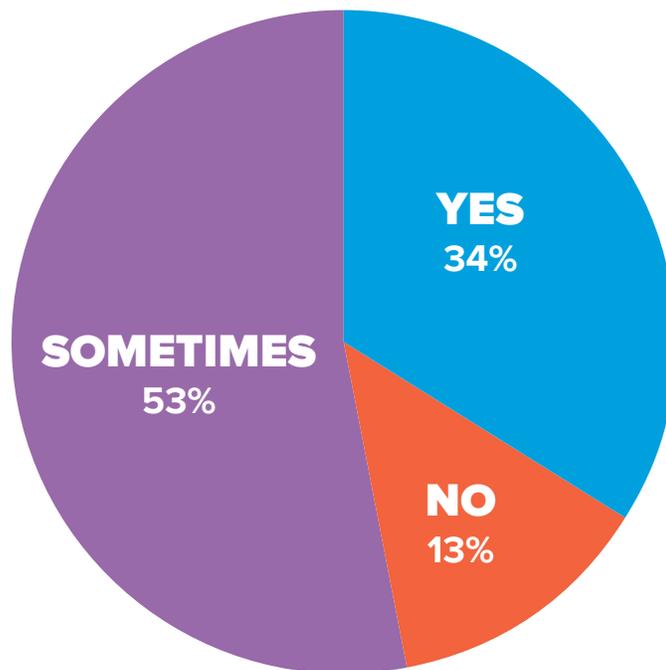
46%

Baby Boomers were the most forgiving with 46% saying that they would stay with a hotel again if a hotel turned a poor experience into a positive one by solving problems immediately.

QUESTION
09

When customer service solves a problem for you, do you feel more emotionally connected to the brand?

General Responses:



Generational Highlights:

YES

Millennials were the most likely to say "Yes" (36%).

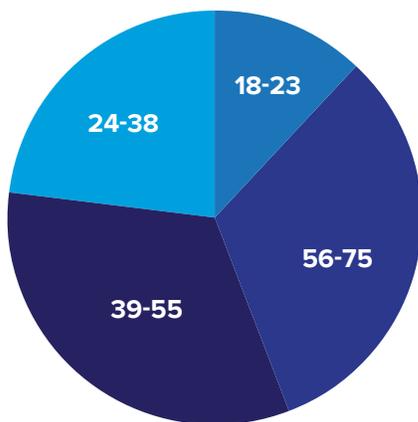
NO

Gen Z was more than twice as likely (21%) to say "No" than Millennials (10%).

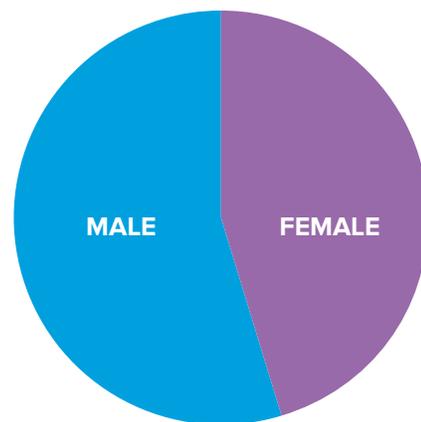
Methodology

A digital survey of more than 1,100 U.S. consumers was conducted in the 2H of 2019 and was weighted by age, region, and gender for an accurate representation of the U.S. population.

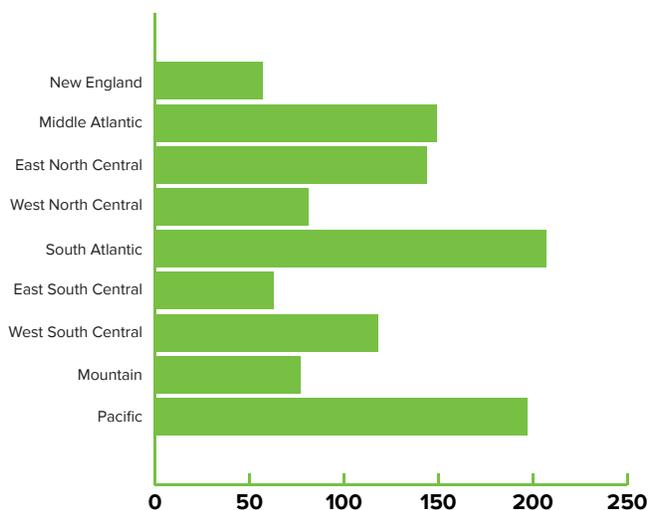
Age Breakdown:



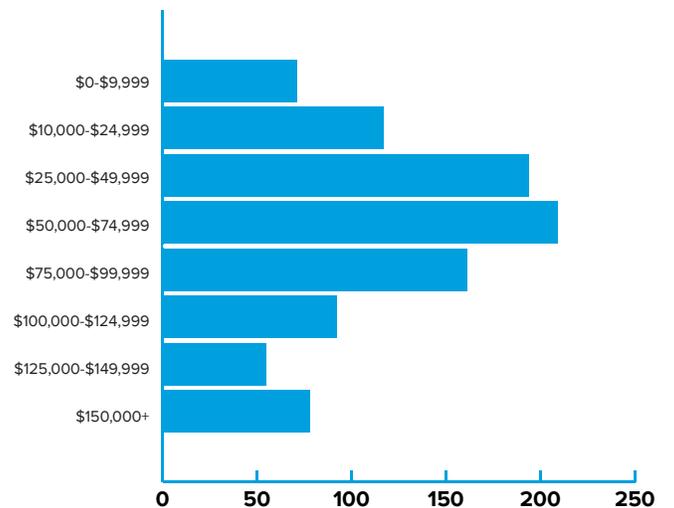
Gender Breakdown:



Geographic Breakdown



Income Breakdown



ADDITIONAL RESOURCES

- [How to Engage Your Guests and Get Crucial Feedback](#)
- [New Study: Customer Service in the Age of Artificial Intelligence](#)
- [What is AI, Really, and Why Does it Matter?](#)
- [Infographic: Intelligent Messaging vs. Chatbots Which is Better for Your Hotel?](#)
- [La Cantera Resort Achieves Highest Guest Satisfaction Scores with Messaging](#)
- [Luxury Coastal Vacations Uses Messaging to Give Guests a Personal Touch](#)
- [Zingle Hospitality](#)

About Zingle

Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's guest engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers.

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