

THIS MAJOR PARISIAN HOTEL WANTED TO IMPROVE THE IN ROOM GUEST EXPERIENCE, TO RAISE SATISFACTION AMONG THEIR CUSTOMERS

# Pullman Paris Rive Gauche Hotel

THE PULLMAN PARIS RIVE GAUCHE HOTEL HAS 617 ROOMS AND A 3,000 M<sup>2</sup> CONFERENCE CENTRE.

Its clientèle spans several segments, including one with high added value: the MICE segment (Meetings, Incentives, Conferences and Events). The hotel decided to improve the in-room guest experience in a bid to improve satisfaction among these customers.

## Key Issues



**[1]** Customer satisfaction rating for an average room: chain-wide surveys on customer perception showed opportunity for improvement (more than 75% satisfaction across the chain).

**[2]** A need to reform certain operations: linen management and maintenance work supervision were identified as two levers for rapidly improving customer and staff satisfaction levels.

**[3]** A lot of different people involved: reception, housekeeping, laundry services, maintenance services, and trade unions within the company; plus the linen hire and laundry service provider.

**[4]** A project with sensitive social implications: strenuous jobs, little recognition shown in the past, strong union presence.

## Key Actions

/ An in-depth assessment based on mystery visits, qualitative research (interviewing staff involved in the project) and existing quantitative research

/ Reorganisation of the inventory of beds on each floor

/ New linen delivery and storage process (on the basis of one floor = one hotel)

/ Floor staff's technical skills improved through individual training

/ Introduction of a special tool to conduct in-house audits in the room (customer's eye);

/ Tangible results in terms of customer and employee satisfaction

## A Four-Stage Approach



I

### GET EVERYBODY ON BOARD

Meetings to explain the process

Mirror survey on how guests see the room

Workshops to review the customer journey and pinpoint the moments of truth



II

### DIAGNOSIS

64% customer satisfaction with the room

3 levers identified to improve the guest's in-room

experience: linen, cleanliness, maintenance

1 brief: address the first lever (linen) before embarking on the others



III

### ACTION PLAN

Perform a linen audit (62% compliance versus 90% outsourced)

Organise an RFP for linen hire and laundry services  
Hold workshops with the parties concerned and work together to produce new processes



IV

### ROLL OUT AND TWEAKING

New service provider appointed for linen hire and laundry services

Linen stations rearranged by floor

New linen delivery and storage process tested and validated

Staff trained on "how to load a laundry trolley"

## Key Figures

**50**  
EMPLOYEES INVOLVED

**35**  
HOUSEKEEPING STAFF AND VALETS TRAINED

**+2%**  
CUSTOMER SATISFACTION WITH THE ROOM AS SOON AS THE NEW SET UP WAS INTRODUCED

**€117K**  
SAVINGS ON ANNUAL LAUNDRY COSTS (€0.80 LESS PER ROOM SOLD)