

Better Insights,
Better Decisions



∞ | index

Feedback and Customer Experience Management Software, for Hotels

CX Index works with Independent Hotels and Hotel Chains in a wide range of locations. We help them succeed through loyalty management, improving social advocacy and provision of actionable insights designed to drive up customer experience performance and optimise resource allocation.

Whether you're a leading multi-site, multi-national chain of hotels or a smaller independent hotel, CX Index can cater for your needs:

Why Hotels Use CX Index?

- Improve Business Performance
- Increase Customer Loyalty
- Drive Up Customer-led innovation
- Improve Social Advocacy
- Easy set up and no need for in-house CX expertise
- Make much smarter decisions about where to allocate resources
- Automated data distribution so the right information goes to the right people
- Drive up key outcomes e.g. Ancillary spend

A woman with reddish-brown hair pulled back, wearing a white button-down shirt and a dark blazer, is smiling warmly. She is holding a gold-colored credit card in her right hand, presenting it towards the viewer. The background is a blurred, dark, geometric pattern.

∞ | index

CX Index with
solutions for...

Hotel Chains

For Hotel Chains CX Index is a great tool that enables the business to look strategically across the wider organization, whilst also being able in an instant to dig deep into the data to understand the root cause.

- “The smartest tool on the market for guiding resource allocation”
- Monitor and track performance across all of your properties
- Set standards for your brand
- Benchmark performance internally and externally on a range of KPIs

“CX Index is the key tool to help us manage and improve the experience we provide our guests. It’s a very useful tool for managers at each location, strategically it has given us a clear overview of experience across our hotels, there’s no doubt CX Index is having a very positive impact on our business”.

**Mairead Carney,
Group HR Manager, Carlton Hotels**



Independent Hotels

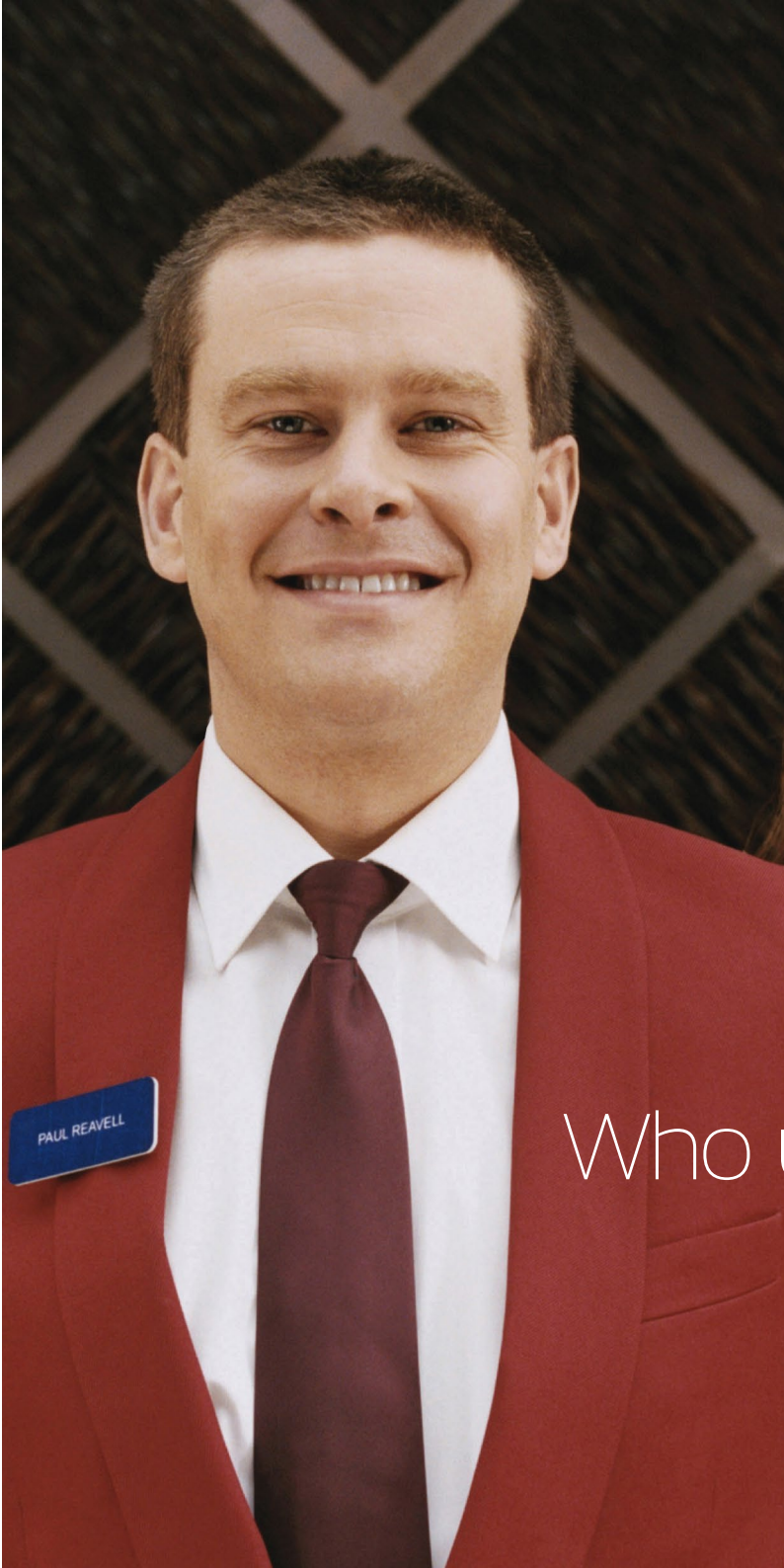
CX Index offers the independent hotelier a level of insight that a large chain of hotels is accustomed to. Our patent pending technology means you can benefit from being part of a wider network:

“From my very first meeting with David from CX Index, I was thrilled that they wanted to develop a feedback product that would genuinely make a difference and was always more interested in succeeding in this aspect over and above any other.

We at the Riverside Park Hotel are delighted with the finished product and the results we are getting. We’re getting a terrific level of engagement from the system because the way it is set up, and we are left with great customer feedback material which allows us to make informed management decisions to continually improve our Guest Experience and our product”

Colm Neville
Owner, Riverside Park Hotel





∞ | index

Who uses CX Index?



Hotel Directors / General Managers:

- See which parts of your business are performing and which areas need improvement with specialised dashboards for different businesses within each hotel
- Identify areas for improvement and measure success in improving overall guest satisfaction and performance by department.
- Benchmark your hotel's performance on Key Indicators against market norms
- Improve new hire and staff training programs based on quantitative and qualitative guest feedback.
- Identify the best ways to allocate resources across your business
- We direct satisfied customers to TripAdvisor to increase social advocacy

Revenue Managers, Head of Operations and HR Managers

- Use CX Index to proactively manage customer relations
- Work to improve customer experience performance
- Actively monitor and track key issues of concern among customers
- Look at a wide range of KPIs across your business and track performance on each indicator through time
- Quickly identify and monitor areas that need attention
- Understand everything that your guests are saying about your hotels with analysis and customer intelligence
- Our team of mathematicians have written algorithms to analyse the data so you don't have to!
- Use text analysis to see which trends are emerging from customer comments
- Get to annoyed customers before they get to social media, so you can manage online reputation



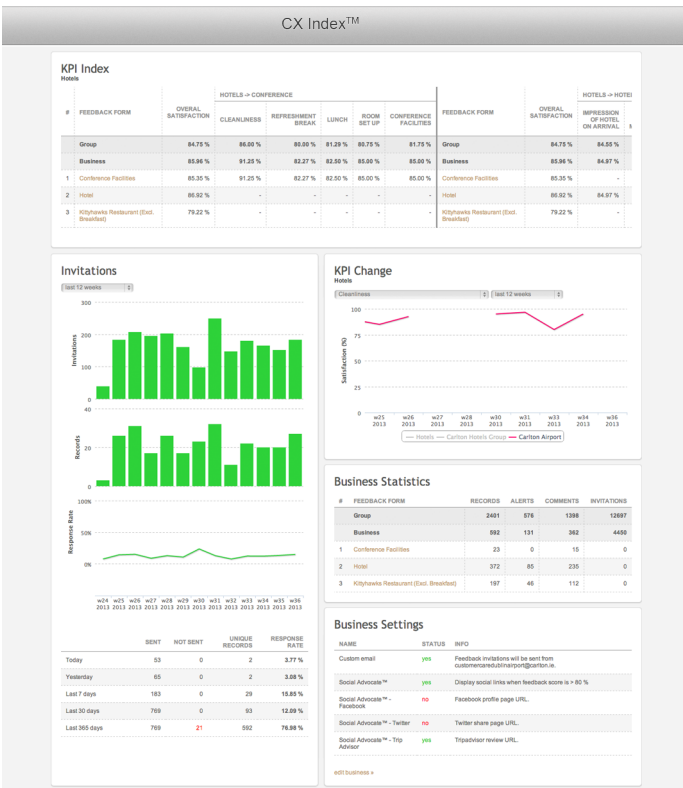


 | index

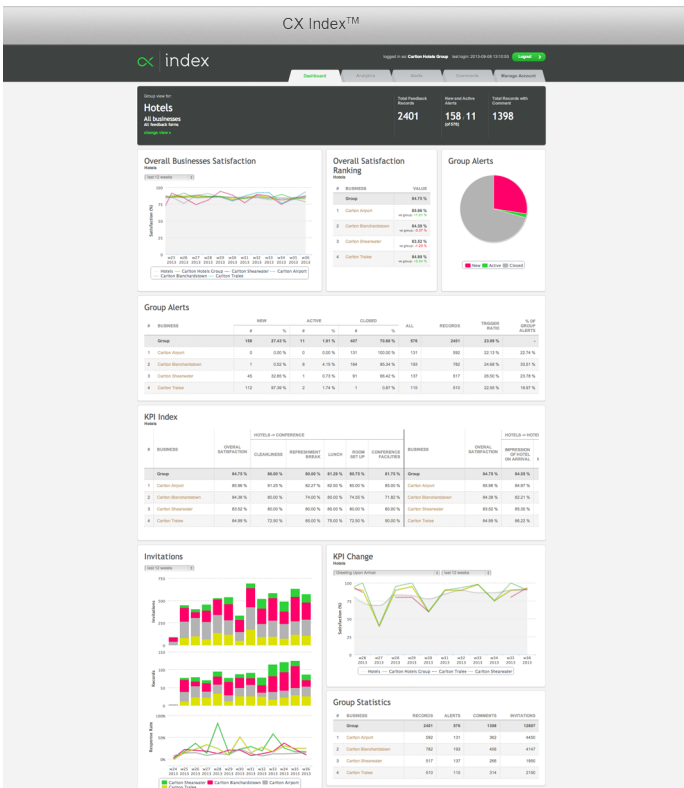
Actionable data
to drive up customer
centric decisions

CX Index "General Manager" Dashboard

All feedback for a hotel goes into the General Managers dashboard, here the manager can see which areas of the business that need improvement.



CX Index "Head Office" Dashboard



For larger chains, strategic decisions can be made, with a clear idea of which areas within an organisation are relatively strong and which ones are relatively weak.

There is also the option to drill down into different tiers with full transparency as to what is happening across different hotels.

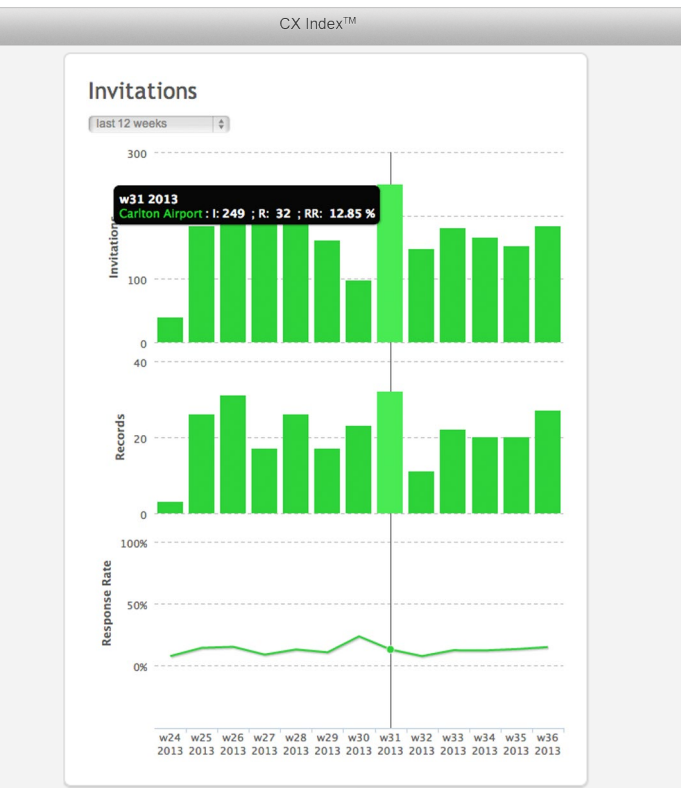
Key decisions

With all of this information to hand it makes it much easier to make decisions for allocating resources to:

- Improve operating performance
- Increase marketing performance
- Offer products and services based on customer preferences



Response Rates



We boast industry leading response rates, managers can carefully see the number of invitees and also the number of responses at a glance through our special invitations dashboard.

The CX Index KPI Index

CX Index™

KPI Index

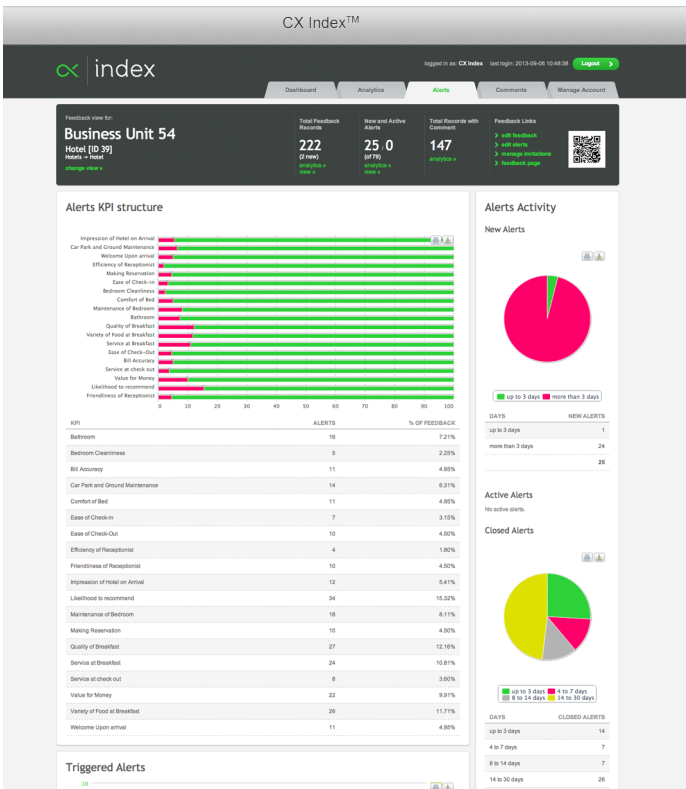
Hotels -> Hotel

↑ KPI

	FEEDBACK / BUSINESS	GROUP	SECTOR
Overall Satisfaction	84.31 %	85.80 %	86.12 %
Bathroom	83.30 %	84.85 %	84.02 %
Bedroom Cleanliness	88.52 %	89.23 %	88.43 %
Bill Accuracy	90.43 %	92.13 %	92.40 %
Car Park and Ground Maintenance	80.22 %	83.72 %	83.01 %
Comfort of Bed	86.35 %	84.87 %	85.24 %
Ease of Check-in	89.36 %	88.84 %	89.28 %
Ease of Check-Out	91.02 %	92.81 %	92.87 %
Efficiency of Receptionist	87.87 %	87.35 %	88.04 %
Friendliness of Receptionist	88.87 %	89.10 %	89.67 %
Impression of Hotel on Arrival	85.30 %	84.55 %	84.98 %
Likelihood to recommend	76.64 %	81.24 %	82.25 %
Maintenance of Bedroom	82.47 %	83.92 %	84.28 %

Designed to help you to identify areas of relative strength or weakness. See in real time how you perform against market norms on Hotel Specific customer experience metrics

Identify action steps



With CX Index your team will be able to diagnose service failures, gain insights into process improvement opportunities, identify action plans, and, most important, act.

Managers can see which issues are causing problems, and understand how to improve experience.

CX Index has built as the leading tool to help hotels manage, enhance and improve Customer Experience performance, to find out more please contact us today.

CX Index™

LINC Centre, IT Blanchardstown,
IDA Business Park, Dublin 15.

Call +353 1 8851523

E-mail info@cxindex.com

