Creating and embedding a successful customer-centric framework

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1. **Business objectives**
What triggered the need for this research?

2. **Methodology used**
Why did we choose the approach we did?

3. **Key findings**

4. **The business impact**

5. **The key to success**

6. **Q&A**

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Background and context

Research

Booking

Pre-stay

Stay

Business objectives: Core questions

How can Premier Inn close the empathy gap?

Are there any missing key products or services?

How, if at all, has Covid impacted core needs?

Where are the key moments of truth?

What are the key JTBD at each touchpoint?

What are the priority actions that have the greatest impact?

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Our recommended approach

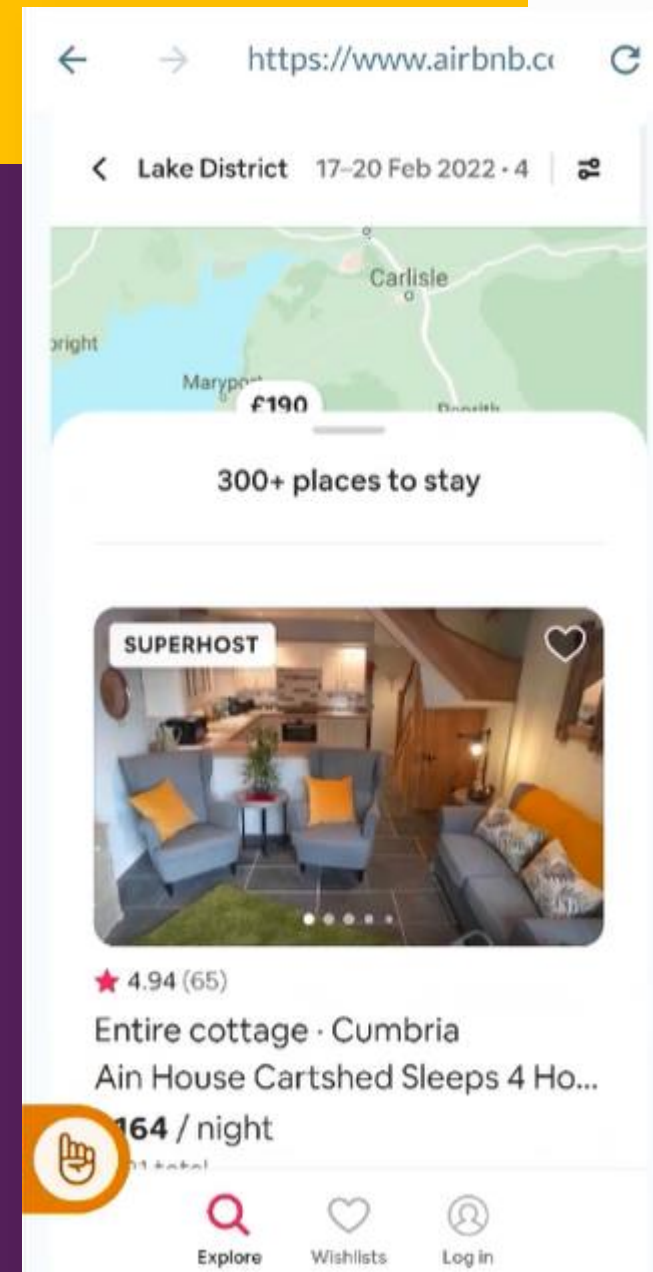| 1	2	3	4	5
IMMERSION & KNOWLEDGE LEVERAGE	**JOURNEY MAPPING**	**PIT-STOP WORKSHOP**	**VALIDATION + PERSONA EXPLORATION**	**ACTIVATION WORKSHOP**
• Identify what we know, what we think we know and what we want to know • Refine project scope and hypotheses to be tested	• Define emotional and rational needs • Define JTBD at each touchpoint • Identify the wow moments and pain points in the experience	• Debrief results from stage 2 (Journey Mapping) • Align thinking and agree on next steps moving into stage 4	• Validate current performance on JTBD • Prioritize JTBDs • Pinpoint moments of truth and how to wow • Explore personas	• Creative collaboration to validate and prioritise Whitbread's focus areas • Inspire action throughout organisation

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Qualitative methodologies
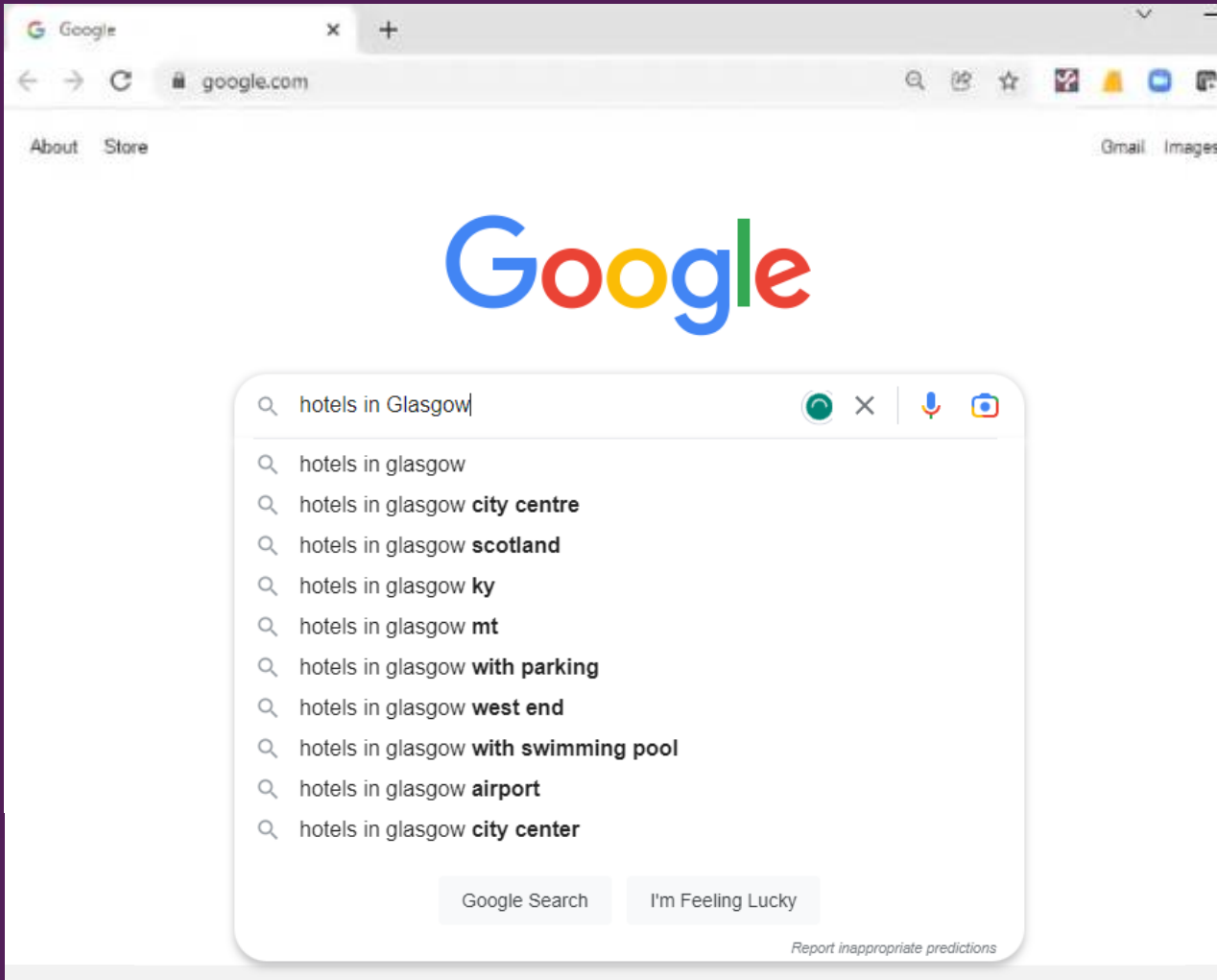
Respondents tend to go straight to Google
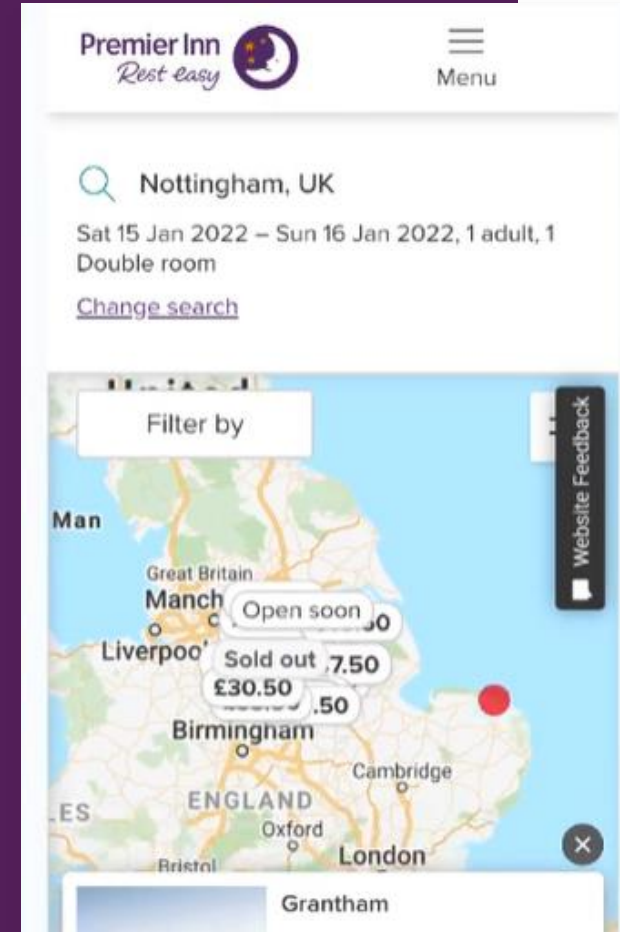

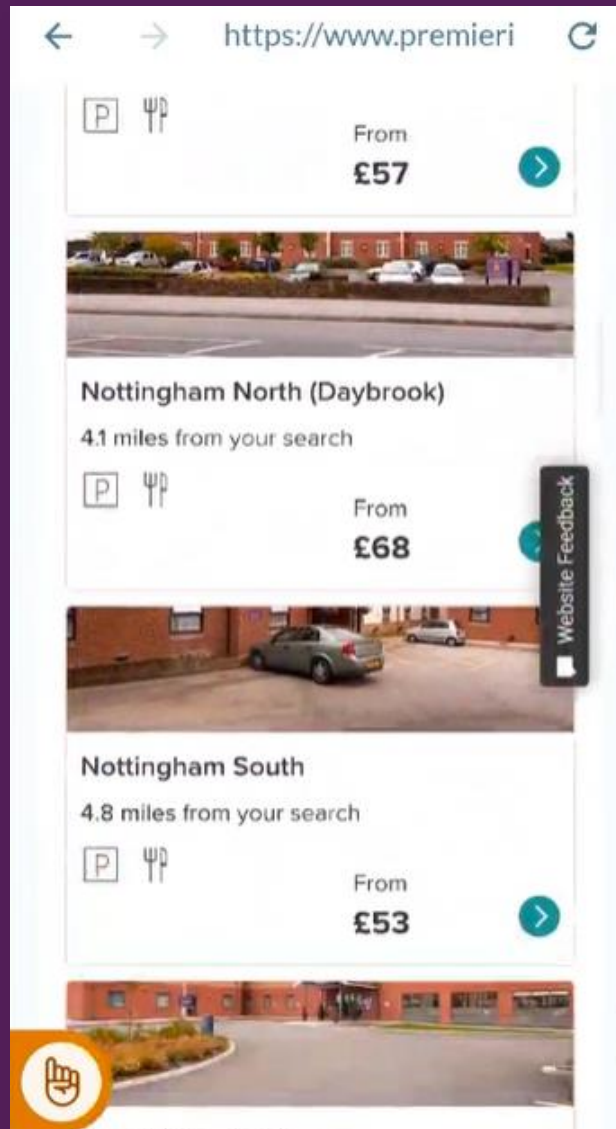What are the keys things they are looking for?

Research

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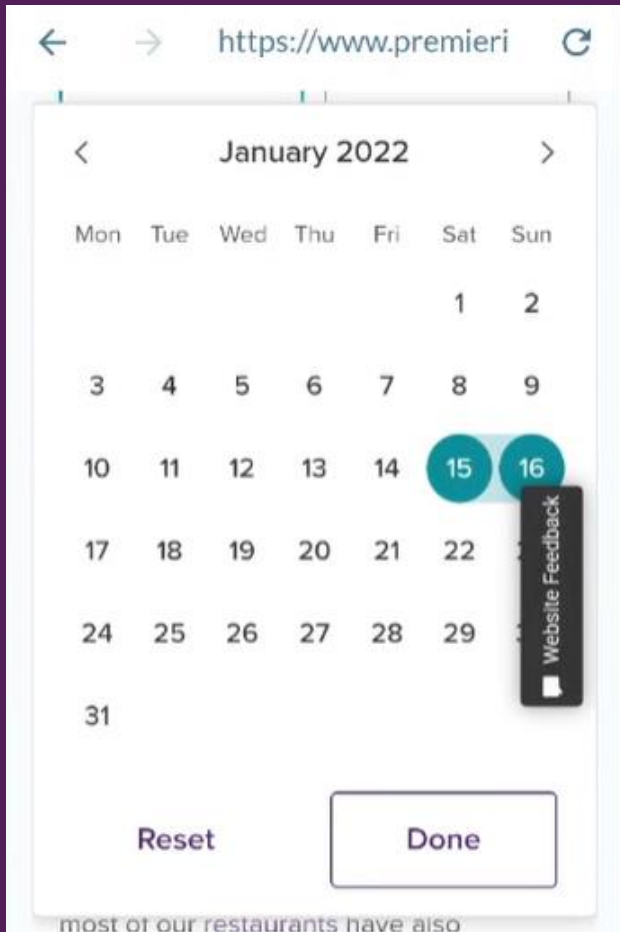# Qualitative methodologies

What website developments are priority for improving the UX flow

Qualitative methodologies

Imagine you work for Premier Inn...

Subject:

Body:

CONTINUE »

Email task

Mood boards

0%

Stay

Diary task

Mood boards
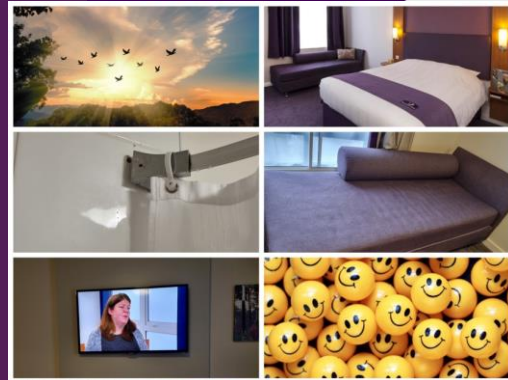
Quantitative Survey

Research

Booking

Pre-stay

Stay

Why did you choose Premier Inn?

At which point did you pack for your trip?

How quickly were you able to select the right room and rate?

To what extent did expectations meet reality?

The results: CX Framework

trigger

Shortcut if regular trip

Choose hotel

decide where to book

define requirements

shortlist options

search for suitable hotel options

look for inspiration if flexible re. location

Different starting point to this stage if trigger does not result in defined location

Book room

search for and select hotel on required dates

choose room, rates and add-ons

pay for booking

check confirmation email

post-pay admin (business bookers only)

post-booking admin (business bookers only)

Prepare for trip

plan travel

research / plan things to do in area

pack

check booking details

Arrive

travel to hotel

arrive at hotel

check-in

find room

settle into room

Enjoy stay

venture out

stay-in

sleep

Depart

breakfast

check-out

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The results: Customer Personas

"We like our comfort and want to enjoy the hotel experience together"
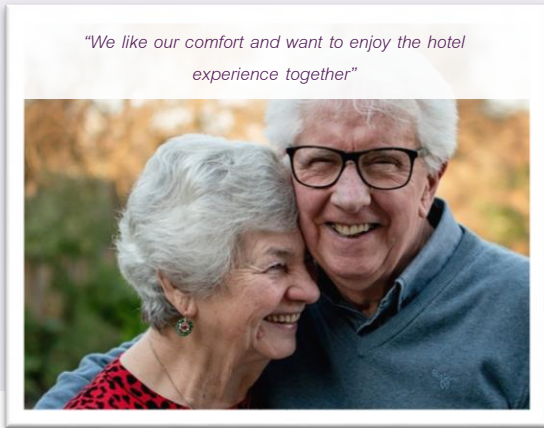
Sid & Sheila| *"We can be a bit particular"*
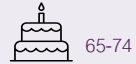
🎂 65-74

▢ Relaxed rechargers

📅 Leisure

BIO
Sid & Sheila are heading to the Lake District to celebrate their wedding anniversary. The hotel is an important part of their stay and needs to meet certain criteria; accessibility is especially important due to Sheila's bad knee.

PRIORITIES
- Easy to park close to the hotel
- Able to meet someone when arrive so can ask questions
- Accessible room
- Comfortable bar and restaurant as keen to relax at the hotel

RESEARCH

In-depth research: Sid doesn't particularly like using the computer and gets overwhelmed by comparison sites. He heads straight to the PI website as him and Sheila have stayed before and enjoyed themselves.
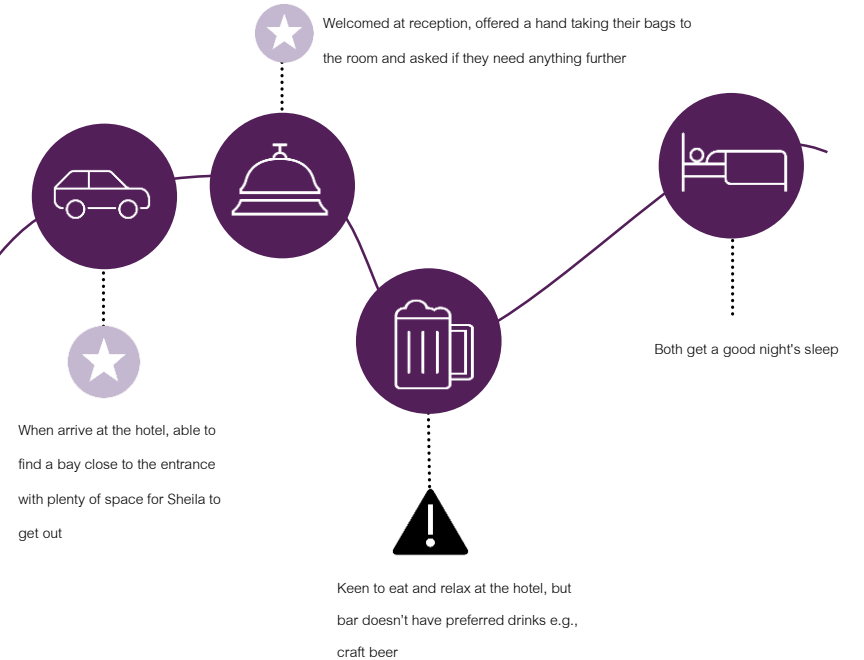
Sid is flexible on location. His main concern is amenities; particularly a parking bay close to the hotel as Sheila struggles to walk far due to a recent knee operation.

BOOKING

Works through the online booking system, taking care to request an accessible room. **Not able to request everything they want** though (e.g. , chairs to sit on (to avoid having to sit on bed)).

Calls the hotel to try **reserve a wider parking bay**. Staff unable to reserve a space though

PRE-STAY

Nervous about Covid but trust PI to have clean hotel and safety measures. Opportunity to provide reassurance re. Covid in pre-stay comms.

Takes care to read the emails with check-in information. The email is clear; although he would have preferred to receive all information a week before his stay (rather than 48 hours) so that he could feel prepared

STAY

Welcomed at reception, offered a hand taking their bags to the room and asked if they need anything further

When arrive at the hotel, able to find a bay close to the entrance with plenty of space for Sheila to get out

Keen to eat and relax at the hotel, but bar doesn't have preferred drinks e.g., craft beer

Both get a good night's sleep

Sentiment line

⭐ Moments of delight

⚠️ Pain points

💡 Opportunity

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Business impact

The creation of a brand new CX governance

Booking & pre stay emails

Prioritising the IT roadmap

Prioritising pre-stay calls

Personas used for training and best practice for ops teams

Clearer car parking information

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The key to success

Full stakeholder buy-in from beginning

Cross team working

Regular catch ups

Thank You!

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