

Welcome to CustomerCONNECT Keynote



Love and Loyalty: Not Just for Marriage

FEATURED SPEAKER

Becky Ploeger

Global Head of Hilton
Reservations and Customer Care

Hilton



LOVE AND LOYALTY, NOT JUST FOR MARRIAGE

Hilton's VOC Program

Becky Ploeger, Global Head, Hilton Reservations and
Customer Care

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LXR

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canopy

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by Hilton

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CURIO
COLLECTION

DoubleTree

TAPESTRY
COLLECTION

Embassy
Suites

TEMPO

MOTTO

Hilton
Garden Inn

Hampton

tru

HOMEWOOD
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HOME
SUITES

Hilton
Grand Vacations

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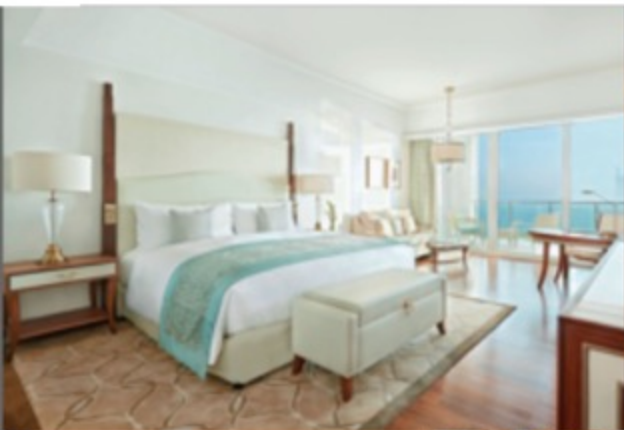
LOVE AND LOYALTY...

...Not just for marriage!



THE VALUE OF A BRAND

Hilton



THE VALUE OF A BRAND

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Advocate

Innovate

Trust

Build

Celebrate

GETTING THE COMPLETE VOC PICTURE

More than a Survey

- Multiple ways to hear your customer
- Proactive and reactive feedback
- Show both Agent & Customer Behavior
- Highlight friction across all guest touchpoints
- Accountability, accountability, accountability

HOW WE ORIGINALLY STARTED

- Transfer calls to a voice response survey at the end of the call
- Agents chose which calls would get transferred to the survey
- Competed with transfers to our partners
- Reporting and analytics were minimal

If you're not happy with your VOC
program, **DIVORCE IT** and get back
on Match.com.

Conrad Koh Samui,
Thailand

If you're not happy with your VOC
program, re-imagine it and **START
AGAIN**

Conrad Koh Samui,
Thailand

HILTON AND PARTNERS

Hilton

qualtrics^{xm}

Mattersight
The Chemistry of Conversation

Hilton Athens,
Greece



RELATIONSHIP UPDATE

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Culture of VOC

- Consistency
- Balanced coaching
- Intense ownership



Decision Making

- Cadence of sharing stories and trends



Recognition

- Build excitement
- Little things matter



Establish goals

- Defined behaviors
- Coaching priorities
- Benchmarking



Scorecard

- Focus on continuous improvement



Loyalty

- Deliver exceptional service that drives loyalty and revenue

RELATIONSHIP EVOLUTION

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Closed Loop
Follow Up

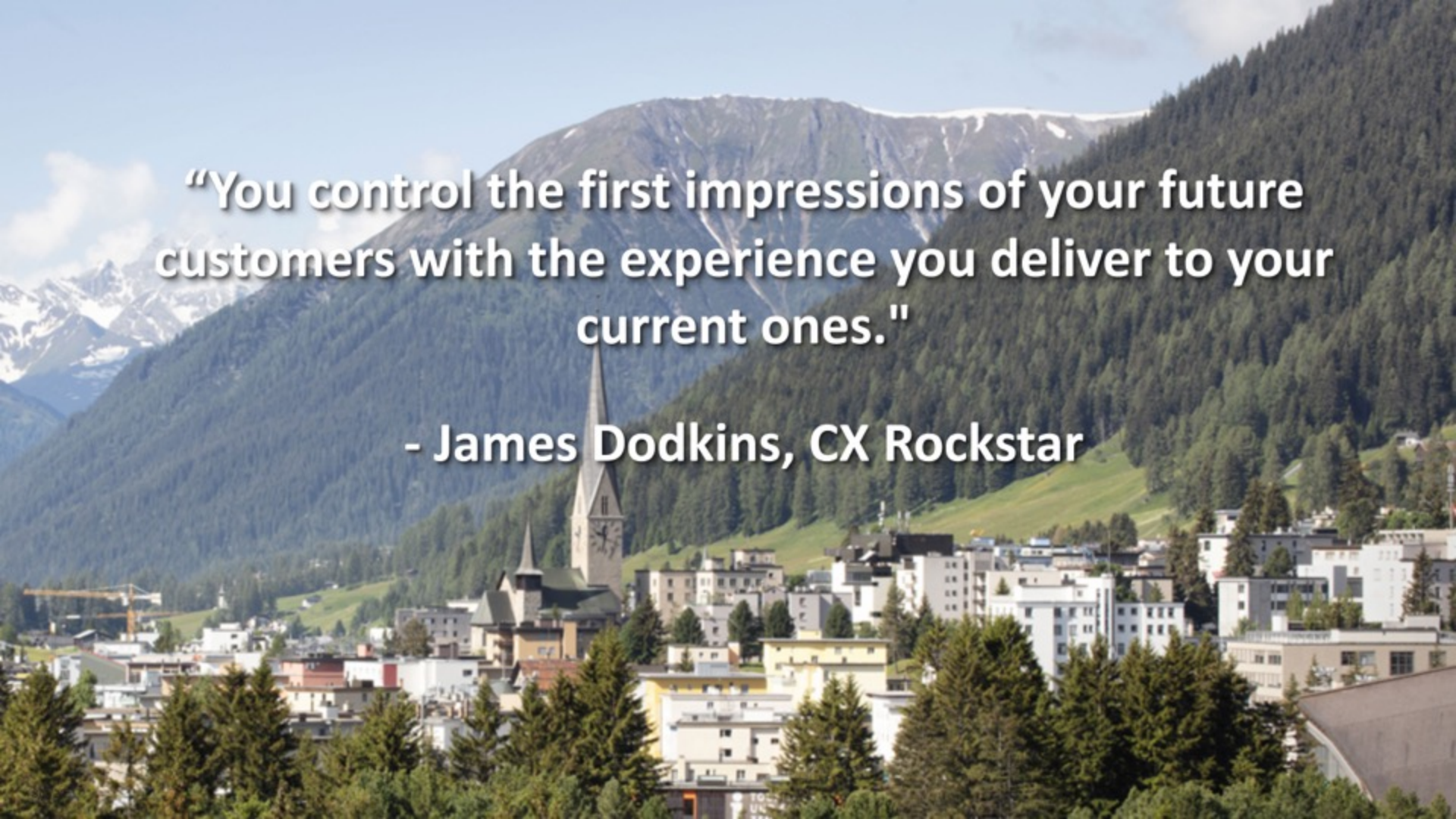
Expand
Channels

Locali-zation

Conversational
Data

Predictive
CSAT

Analytics

A scenic view of a Swiss town, likely Zermatt, with a prominent church spire and snow-capped mountains in the background. The town is nestled in a valley, surrounded by dense evergreen forests. The mountains in the background are rugged and partially covered in snow, with a clear blue sky above.

"You control the first impressions of your future customers with the experience you deliver to your current ones."

- James Dodkins, CX Rockstar

VOC IMPROVED GUEST EXPERIENCE

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During COVID and Beyond

- Changed our cancellation policy (twice!)
- Extended points and status for Hilton Honors members
- Frontline Medical Professional Program – 1M free room nights!
- Essential Travelers Program Discounts
- Creation of CleanStay and EventReady
- Driveable Destination marketing
- Amex 6x points for groceries and restaurants
- Added search by cancellation number in CRM

IN SUMMARY...

- ✓ Don't be afraid to start again
- ✓ VOC is more than just a survey
- ✓ Action the data
- ✓ Move your center from Expense Center to Strategic Touchpoint



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Thank you for attending this session. This event will be available for on-demand replay.

