

Hospitality – Improve your Customer Experience

Enhancing Customer Satisfaction through Quality Management

The hospitality industry revolves around ensuring customer satisfaction and enhancing their overall experience.

Customer loyalty hinges on delivering an experience that exceeds their expectations. The initial customer interaction typically occurs during the booking, check-in, and activity/restaurant reservation processes, often taking up their leisure time. Consequently, there's a growing trend towards managing these processes through an app.

As a result, optimizing the customer experience on these platforms has become a crucial factor in ensuring the success of their stay, and it has become an indispensable factor for the success of the customer's stay.



25% Customer Satisfaction Index Improvement

20% Right-first-time reservation improvement

GOALS



Customer Experience:

To provide our customers with effective applications that enhance the customer experience.



Process Efficiency:

Ensuring that the customer carries out business processes impacting the customer's stay quickly and intuitively.



Customer Satisfaction:

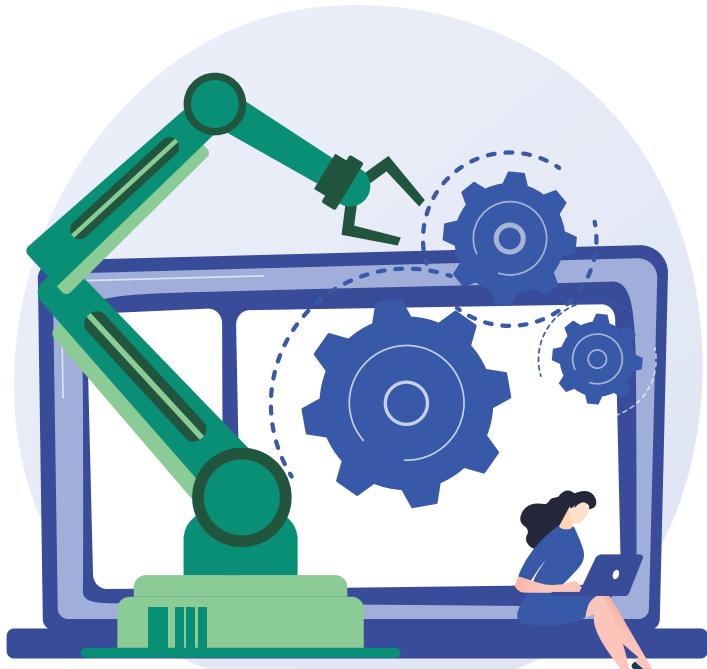
The applications provided to our customers are tailored to their needs, ensuring there are no bugs at the time of use by the customer without compromising the

Solution

We implement a quality process in the development lifecycle by employing Business Process Analysis & Testing.

This approach integrates quality concerns from the requirements gathering phase, where we translate requirements into expected behaviors using Behavior Driven Development. This exercise enhances requirement quality by identifying necessary validations, error/alert messages, usability improvements, and process optimizations.

By incorporating improvement suggestions at this stage, we ensure the solution is better prepared to meet customer expectations.



On the other hand, the identified expected behaviors will guide testing execution to ensure the solution operates as expected, supporting the test automation process. Utilizing the same syntax (Gherkin) ensures consistency in language, from identifying expected behaviors to testing, even in automation.

This approach facilitates confident automation of quality processes, guided by constant and efficient feedback. Success lies in automating recursive scenarios (regression testing suite), allowing more time to analyze and implement quality themes at the outset.

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