Engaging on the Front Line to Boost the Bottom Line

How Improved Communications Can Transform Your Organization
“The most important thing in communication is hearing what isn't said.” - Peter Drucker
Call / Walk Down the Front Desk

Leave a Bad Review Online

Do Nothing
Please take a moment to rate your experience with us so far...

What pleased you the most?

Name
Room #
Comments
Share feedback

We're a 100% non-smoking facility.
Hi Best Western Princeton Team!

You have received a new feedback at 1:17 AM on Sep 08, 2016 for 😞

Name: Dietrich
Room#: 131
Comments: assigned room was under stairs and had a cigarette stand outside it, entry light switch not working, tv remote doesn’t work.

Matching keywords are highlighted in the comments above.

Need Help?

Our community is here to answer any queries and make sure you have an enjoyable WiFi Experience.
If you have any queries regarding your payment, please contact us on 1(800) 905-1001 (United States) or 1800-300-20383 (India) or mail at support@qicket.com.
You are receiving this because your email is subscribed to get feedback alerts.
You have received a new feedback at 9:45 AM on Nov 13, 2016 for 😞

Name: Minda Xu  
Room#: 128  
Comments: friendly staff, good breakfast. the rooms' sound protection is weak; i can hear noise from outside all the time

You have received a new feedback at 12:44 AM on Apr 25, 2017 for 😞

Name: Sherri olderman  
Room#: 131  
Comments: asked for extra pillows because i am handicap and need to elevate. i was denied! not happy with checking into my room. it was like i was putting him out and there was defiantly a problem with the english of the desk clerk.
Instant Guest Feedback System Before Authenticating for WIFI

Customer Benefits
Share general feedback when signing in
Avoids phone call or visit to front desk
Written trail rather than he/she said
No need for app, third party link

Owner Benefits
Opportunity to correct feedback in real-time
Not on TripAdvisor, Google, Booking.com
All data owned by the establishment
Instant email alert system in place
## 12x More Feedback AND While Guests Are Still at the Property

### Average # of Quantitative Reviews

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1,546</td>
<td>52</td>
</tr>
</tbody>
</table>

| Occupied Rooms Providing Numeric Review | 2% | 86% | 56x |

### Average # of Qualitative Reviews

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Daily</th>
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<tbody>
<tr>
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<td>28</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>343</td>
<td>11</td>
</tr>
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</table>

| Occupied Rooms Providing Written Review | 2% | 19% | 12x |
“The most important thing in communication is hearing what isn't said.” - Peter Drucker
What is the Hawthorne Effect?

Better lighting, more regular breaks, etc. improve productivity. However, when workers see that people show concern for them, productivity rises more.

When workers know people are concerned about them their productivity increases
Please tell us how you’re feeling today.
What would you say is impacting the way you feel?

☐ Building Leadership
☐ Work Schedule
☐ Opportunities for Advancement
☐ Childcare or Family Issues
☐ Transportation Issues

☐ My Co-Workers
☐ Training/Job Rotation
☐ Health or Fatigue
☐ Other demands at home
☐ Something else

SKIP  SUBMIT
From: Andy  
Sent: Fri, Oct 12, 2018 11:56AM PDT  
To: 'John Goldschmidt'  
Cc:  
Subject: RE: Retention

Hey John-  

Some graphs below. I broke it down into 2018 retention before Qlicket rollout (8%), retention after Qlicket rollout (25%) and total 2018 retention (18%).

Let me know if this is helpful!

Andy  
General Manager  
KS Fulfillment Center  
Office:  
Cell:
**3x Increase in Worker Retention**

**Resulting in $578,912 in Annual Cost Savings**

**Qlicket**

| Company: Confidential | Segment: E-Commerce / Logistics | Implementation: Spring 2018 |

**Background**
Subject company is a large e-commerce brand headquartered in the Northeastern U.S. Most of their inventory is consolidated in a 500,000 square-foot storage and fulfillment center in Kansas.
<table>
<thead>
<tr>
<th>Situation</th>
<th>Action</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased compensation with no noticeable change in turnover at fulfillment centers</td>
<td>Implemented Qlicket and found overtime was causing heavy dissatisfaction</td>
<td>Communicated new hires were coming onboard and retention went from 8% to 25%</td>
</tr>
<tr>
<td>Didn’t think there was a need to replace their current methods of communication</td>
<td>Implemented Qlicket and found health to be a concern for many workers</td>
<td>Solicited input from workers and purchased padded shoe insoles to relieve standing stress</td>
</tr>
</tbody>
</table>
Correlation Between Sentiment and Turnover

Qlicket’s comparison of internal and external sentiment data allows benchmarking, which leads to **objective proof** of how things are going.

Would you recommend working at [blank]?

<table>
<thead>
<tr>
<th></th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
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</thead>
<tbody>
<tr>
<td>CMH</td>
<td>65%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>DFW</td>
<td>23%</td>
<td>57%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Response from competitor site in Dallas

<table>
<thead>
<tr>
<th></th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>44%</td>
<td>38%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Benchmarking is the Key to Insight

Minneapolis
- My supervisor: 12
- My physical & mental health: 12
- Oppty for growth & dev: 2
- Pride of working here: 7
- Recognition: 3
- My coworkers: 10

Dallas
- My supervisor: 21
- My physical & mental health: 4
- Oppty for growth & dev: 4
- Pride of working here: 6
- Recognition: 6
- My coworkers: 18