

LOCAL KPIs

# IMPACT OF HEARTIST® ON EMPLOYEES' ENGAGEMENT

500 hotels have been transformed during the engagement survey period

## 500 HOTELS

## 2017: 79%

## 2016: 75%

EUROPE			
REGION	2017	2016	+/-
FRANCE	56%	52%	+4
UK & IRELAND	68%	63%	+5
BENELUX	60%	59%	+1
RUSSIA-CIS	81%	66%	+15
TURKEY	66%	67%	-1
EASTERN EUROPE	72%	71%	+1
ITALY-GREECE-MALTA-ISRAEL	77%	78%	-1
SPAIN/PORTUGAL	76%	66%	+10
SWITZERLAND	66%	54%	+12
<b>TOTAL</b>	<b>69%</b>	<b>64%</b>	<b>+5</b>

ASIA			
REGION	2017	2016	+/-
MALAYSIA, INDONESIA, SINGAPORE	87%	85%	+2
UPPER SOUTH EAST AND NORTH EAST ASIA	79%	76%	+3
GREAT CHINA	82%	78%	+4
SOUTH ASIA	91%	90%	+1
<b>TOTAL</b>	<b>85%</b>	<b>82%</b>	<b>+3</b>

ME AND AFRICA			
REGION	2017	2016	+/-
MIDDLE EAST	85%	76%	+9
AFRICA-INDIAN OCEAN	60%	52%	+8
<b>TOTAL</b>	<b>73%</b>	<b>64%</b>	<b>+9</b>

AMERICA			
REGION	2017	2016	+/-
NORTH AND CENTRAL AMERICA	93%	90%	+3
SOUTH AMERICA	87%	87%	-
<b>TOTAL</b>	<b>90%</b>	<b>88%</b>	<b>+2</b>


 More than **4** points Engagement rate

# IMPACT OF HEARTIST® ON EMPLOYEES' ENGAGEMENT

## TOP 3 ENGAGEMENT SCORE INCREASES IN 2017 WORLDWIDE

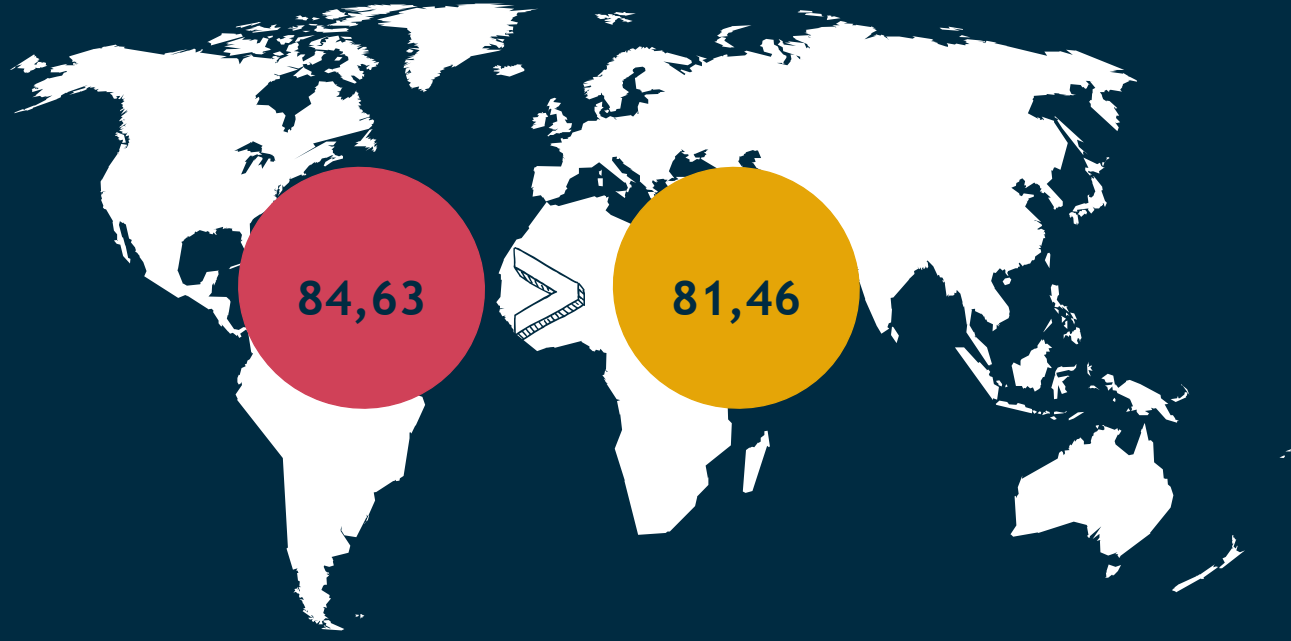
REGION	COUNTRY	HOTEL	HOTEL CODE	2017 ENGAGEMENT	2016 ENGAGEMENT	+/-
SWITZERLAND	Switzerland	IBIS LAUSANNE CRISSIER	H1185	84%	20%	+64
MIDDLE EAST- EGYPT	<u>Egypt</u>	MERCURE CAIRO LE SPHINX	H1789	96%	47%	+49
UK and IRELAND	<u>United Kingdom</u>	IBIS BUDGET CARDIFF CENTRE	H6175	80%	33%	+47


## HONORABLE MENTIONS FOR ENGAGEMENT SCORE INCREASES IN 2017


REGION	COUNTRY	HOTEL	HOTEL CODE	2017 ENGAGEMENT	2016 ENGAGEMENT	+/-
UK and IRELAND	<u>United Kingdom</u>	NOVOTEL LONDON CITY SOUTH	H3269	90%	64%	+26
FRANCE	France	PULLMAN PARIS TOUR EIFFEL	H7229	72%	61%	+11
BENELUX	<u>Belgium</u>	IBIS BRUSSELS GARE DU MIDI	H3152	73%	57%	+16
RUSSIA, CIS and GEORGIA	Kazakhstan	IBIS ASTANA AMERICAN EMBASSY	H8474	81%	65%	+16
TURKEY	<u>Turkey</u>	NOVOTEL BOSPHORUS	H8654	77%	62%	+15
EASTERN EUROPE	Poland	IBIS KIELCE	H7120	84%	45%	+39
SPAIN/PORTUGAL	Portugal	IBIS COIMBRA	H1672	100%	64%	+36
MIS	<u>Indonesia</u>	IBIS BUDGET BANDUNG ASIA AFRIKA	H9185	96%	77%	+19
USE and NE	<u>Thailand</u>	NOVOTEL PHUKET KATA AVISTA RESORT AND SPA	HA206	83%	61%	+22
GREATER CHINA	China	PULLMAN BEIJING SOUTH	H7025	98%	59%	+39
SOUTH ASIA	<u>India</u>	MERCURE HYDERABAD KCP	H8824	99%	76%	+23
AFRICA-INDIAN OCEAN	<u>Ivory Coast</u>	NOVOTEL ABIDJAN	H0481	83%	53%	+30
MIDDLE EAST- EGYPT	<u>South Africa</u>	MERCURE JOHANNESBURG MIDRAND	H2917	100%	67%	+33
NORTH AND CENTRAL AMERICA	Mexico	IBIS QUERÉTARO	H9287	97%	76%	+21

Best Score: **RUSSIA**

# RPS - AUGUST 2018 (YTD)



 *Hotels that did the 5 first campaigns*

 *Hotels that did not do the 5 first campaigns*

# KPIs the hotels & regions wanted to share with you



## FAIRMONT SCOTTSDALE PRINCESS

### > LQA results:

86,1% in 2016 - 86,6% in 2017 - **87,7%** in 2018

### > RPS results:

86,68% in 2017 - **87,48%** in 2018

### > TripAdvisor results:

79% positive reviews in 2017

**86%** positive reviews in 2018

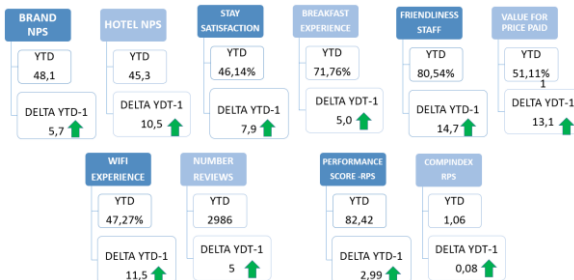
# KPIs the hotels & regions wanted to share with you

## NOVOTEL BARCELONA CITY CENTER

> Friendliness of service:

+4,1 vs Y-1

## NOVOTEL MADRID PUENTE DE LA PAZ



## MERCURE SWANSEA

> RPS results:

73,96% in 2017 - **80,97%** in 2018  
(+ 7,04 points)

## IBIS BUDGET LONDON BARKING

> Friendliness of service:

76% in 2017 - **87%** in 2018  
(+11 points)

# KPIs the hotels & regions wanted to share with you

## MIDDLE EAST REGION

- From a total of 41 Accor Luxe hotels (luxury segment hotels) in the Middle East and Africa region, 9 hotels have completed the HEARTIST roll-out (comprising of 5 modules) for a total of 2755 employees over a period of 7 months (January - July, 2018).
- The hotels that have completed the roll-out are: Raffles Dubai, Fairmont Dubai, Fairmont The Palm, Pullman Dubai Jumeirah Lakes Towers - Hotel & Residence, Sofitel Dubai Downtown, The Retreat Palm Dubai - MGallery by Sofitel, Sofitel Winter Palace Luxor, Sofitel Jeddah Corniche and Sofitel Bahrain Zallaq Thalassa sea & spa.
- All the 9 hotels are showing an increase in guest satisfaction scores compared to the previous year (2017) across all review platforms (Tripadvisor, Booking.com), social media review sites (Facebook, Google) and guest survey platform (TrustYou).
- The hotels that have completed the HEARTIST roll-out have increased their guest satisfaction scores year-over-year (compared to 2017) as per below:
 

Google:	0.41
Tripadvisor:	0.35
Facebook:	1.36
Booking.com:	0.35
TrustYou:	1.79

Reputation Performance Score in the completed hotels has increased 0.37 points year-on-year.

- Year-to-date in 2018, the 9 hotels that have completed the HEARTIST roll-out are showing a significantly higher guest satisfaction scores than the 32 hotels that have not completed it:
 

Google:	0.61
Tripadvisor:	3.78
Facebook:	1.25
Booking.com:	0.49
TrustYou:	2.16

The most significant year-to-date growth can be seen on Tripadvisor, where the score increased by 3.78 points in total.

Reputation Performance Score when comparing the non-completed (with lower YTD scores) vs completed (with higher YTD scores) hotels has increased 0.71 points year-to-date.

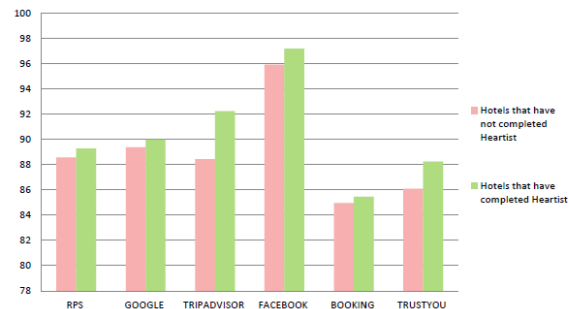
### Conclusion:

Hotels where HEARTIST roll-out has been completed are performing significantly better in terms of guest satisfaction across all areas. The guest satisfaction scores across all review platforms are higher in the hotels that have completed the HEARTIST training sessions, compared to the hotels that have not undertaken it.



2018 GUEST SATISFACTION SCORES	RPS	GOOGLE	TRIPADVISOR	FACEBOOK	BOOKING	TRUSTYOU	OVERALL DIFFERENCE
Hotels that have not completed Heartist	88.57	89.38	88.45	95.94	84.97	86.10	0.71
Hotels that have completed Heartist	89.28	89.99	92.23	97.19	85.46	88.26	

2018 Guest Satisfaction Scores



FOR HOTELS THAT HAVE COMPLETED HEARTIST	RPS	GOOGLE	TRIPADVISOR	FACEBOOK	BOOKING	TRUSTYOU	OVERALL INCREASE
Performance 2017	88.91	89.58	91.88	95.83	85.81	86.47	0.37
Performance 2018	89.28	89.99	92.23	97.19	85.46	88.26	

# KPIs the hotels & regions wanted to share with you

## ASPAC REGION

Table 1:  
ACCORHOTELS PACIFIC RPS YOY

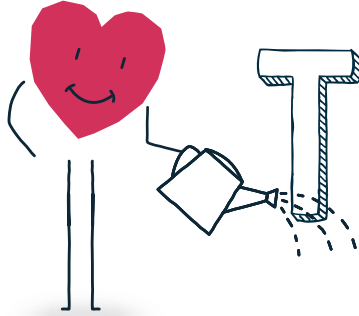
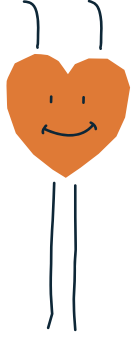
2016	2017	2018
80.82	81.43	82.29
	+0.61	<b>+0.86</b>

Table 2:  
% OF RPS DRIVEN BY EMPLOYEE  
INTERACTION WITH GUESTS

LUXE/ UPSCALE	MID	ECO/ BUDGET
35.4%	34%	25.8%







THANK YOU !

