SAMPLE HOTEL / EXECUTIVE SUMMARY

The experience behind the numbers.

A fictional hospitality assessment showing how customer interactions can become clear, actionable management intelligence.

Customer experience	Missed opportunities	Avg. response time
72/100	23	12m

100 simulated interactions across four illustrative channels

What the sample reveals

Professional communication is a strength. The largest opportunities sit in sales follow-up and response speed. The next management action is to give every qualified inquiry a clear owner and a defined next step.

Performance breakdown



All scores and findings are illustrative. A real assessment uses client-approved criteria and evidence review.

CHANNELS / TEAMS / INTERACTION EVIDENCE

Look beneath the overall score.

Channel and department views help management identify where a customer journey needs closer attention.

Channel performance

CHANNEL	INTERACTIONS	CX SCORE	RESPONSE	MISSED
Voice	40	76/100	42s	9
Email	30	67/100	28m	8
WhatsApp	20	73/100	8m	4
Live chat	10	70/100	3m	2

Illustrative department view

Reservations
68/100

Guest services
83/100

Sales inquiries
61/100

An inquiry, examined

GUEST

"That sounds good. Could you send me the room options?"

RESERVATIONS

"Of course. You can find all our room types on the website."

Finding: no contact details, direct booking path, or follow-up were offered.

Fictional dialogue. Channel and department scores illustrate separate views, not a statistically validated model.

RECOMMENDATIONS / PRIORITIES / METHODOLOGY

Make the next move clear.

Use the evidence to focus coaching, process changes, and a follow-up assessment.

HIGH PRIORITY

Give every inquiry an owner.

Agree who follows up, when they do it, and what a useful next step looks like. Review unresolved inquiries with the team.

Suggested owner: sales or reservations lead

HIGH PRIORITY

Set a response target for each channel.

Review the slowest parts of the journey. Define realistic response targets and a clear escalation path for exceptions.

Suggested owner: operations lead

CONTINUOUS IMPROVEMENT

Turn good conversations into shared practice.

Use strong examples of professionalism in coaching. Add a simple checklist for needs discovery and a direct next step.

Suggested owner: customer experience lead

About this sample

This report is a proposed reporting format. It contains no real customers, employees, company records, or audit results. All metrics, department scores, dialogue, and recommendations were created for demonstration. An operational assessment requires an agreed sample, scoring definitions, client authorization, and review of applicable communication and recording requirements.