# NH HOTEL GROUP

🌐 nhhotelgroup.com          🐦 @NHHotelGroup

NH Hotel Group is one of the world's leading hotel chains, currently operating nearly 400 hotels with approximately 60,000 rooms, in 31 countries across Europe, America, and Africa. Their establishments offer the most advanced technologies designed to facilitate guest communications for business and leisure.

NH Hotel Group has always had a philosophy of digital transformation and carrying out social media listening projects to analyze their customer's life cycle and interactions, allowing them to develop valuable information and thus direct users to their establishments.

## Challenge

The marketing team needed a monitoring tool that could scale and grow with its project, to facilitate the flow of information between departments, and increase the dexterity of their response before a potential crisis develops.

## Project

### Obtaining Consumer Insights

Analyze conversations to optimize content

### Online Reputation Management

Monitor the group's different brands and anticipate potential crisis

### Optimize the Customer Experience

Analyze customer feedback and accommodate their needs in the hotel's quality standards

## Solution

- Monitor hotels and brands in more than 31 countries and languages
- Compile consumer information about guest stays, and other services
- Premium support from Digimind's strategic consultants to optimize social listening capabilities through the platform

# KPIs and metrics monitored:

**NH Hotel Group monitors social media conversations to boost its content strategy by:**

- Detecting keywords to communicate needs and services in a way that makes their content on social networks relevant and useful, through identifying key topics in customer conversations and market trends.

- Evaluating real time returns in terms of visibility, share of voice, and buzz generated by key campaigns.

**NH manages the online reputation of its hotels and services by identifying:**

- Significant trends in brand mentions over different periods of time.

- Key insights displaying the context of online discussions, such as author, sentiment, language, that help detect a problem or crisis.

**NH improves customer experiences through:**

- Analysis of brand mentions by channel.

- Identifying and directing negative comments to their customer care centre, to speed up response time and resolution of incidents.

# Advantages of Digimind Social

Digimind Social helps to strengthen NH Hotel Group's strategy through:

24/7 alert system

Wide coverage of languages

Automation of information on brands, countries, or hotels

Automated graphics and dashboards

Features to better understand general trends and conversations around brand keywords

# About Digimind

Digimind is a leading SaaS social media monitoring and competitive intelligence company, designed for brands and agencies who want to accelerate digital transformation through an insights-driven approach. Founded in 1998, Digimind has clients such as LinkedIn, Sony, McCann Worldwide and Lexus.

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