**CODING QUALITATIVE DATA: ACTIVITY 2 | LETTERS**

*Read the following, then answer the questions at the bottom of page 2.*

After braving airport security or a tedious long drive, travelers do not want to endure hassles at a hotel. Recently, staff from National Hotel Chain (NHC) investigated the following question: **“What are travelers’ good and bad experiences with the hospitality industry?”**

Using qualitative analysis procedures, NHC sifted through a sample of nearly 2,000 emails submitted by consumers about their 500 hotels and resorts throughout the country. Of all the emails submitted to NHC’s corporate office, 78% were complaints, 16% were compliments, and 6% were either questions or suggestions.

The analysis led to the identification of several themes, including:

* “personalized service”
* “fair deal”
* “extra perks”
* “cleanliness/hygiene”
* “unsatisfactory facilities” and
* “poor customer service.”

The following was discovered:

Travelers overwhelmingly agreed that NHC hotel housekeeping needs to improve. Among the 150 letters submitted on the topic of “cleanliness/hygiene,” almost all were complaints. The billing and check-in departments also received a large share of complaints. Despite the hospitality industry's efforts to personalize reservations and add amenities, nothing wins guests over like a friendly staff. The highest percentage of complimentary letters fell into the “hotel staff performance” category.

Here are some examples of what consumers wrote:

## Customer 1

“I would like to compliment the employees of your Peoria, IL hotel. They greet me by name; ask how my day has been and if they can do anything to help me out. They always phone after I’ve gone to my room to see that it’s adequate. When I‘ve neglected to get a reservation, they have been kind enough to reserve a room for me at another hotel. That’s going the extra mile for a guest!”

***Customer 2***

“My partner and I are very price-conscious and tend to shop around for the best hotel rates. On one of the popular travel web sites, I found a much cheaper rate than I was quoted by your hotel on the phone or on your own site. I pointed this out to the staff, and they honored the web rate, plus they knocked an additional 10 percent off. The entire process was very efficient.”

***Customer 3***

“When we arrived at your hotel, we asked about receiving a room upgrade - never imagining we could afford it - and we received it for free. We were absolutely thrilled. The employees at the front desk went out of their way to make it a pleasant stay for our family and us. It really made our day, month, and probably our year.”

***Customer 4***

“When we returned to our room, the beds were not made, towels were not replaced and were wet on the floor, and the waste receptacles were overflowing. The front desk person informed us that there was a form in the room that we were supposed to fill out to identify the level of housekeeping we needed. It seems that a minimum level of cleaning should be assumed in the absence of any formal request form.”

