



## Hilton explores employee feedback

### The challenge

Hilton is a leading global hospitality company with more than 408,000 Team Members in 113 countries and territories. It is a company of people serving people, making Team Members its most valuable resource. Hilton believes the better it serves its Team Members, the better its Team Members can create unforgettable guest experiences.

This dedication has led to Hilton's recent recognition as #1 on Fortune's list of the Best Companies to Work For® in the U.S. and #2 on the Great Place to Work® list of the World's Best Workplaces. As part of its continual efforts to reimagine work, Team Member feedback is a valuable source of inspiration. Homegrown ideas have led to global program enhancements and local changes at Hilton properties and corporate offices around the world.

Each year, Hilton receives hundreds of thousands of survey comments from its workforce capturing unique perspectives from Team Members across different backgrounds, demographics, and locations. However, the volume of responses makes it difficult to aggregate feedback and define actionable recommendations in a timely manner.

### Hilton needed to:



Quickly identify top themes at all levels of the organization



Explore insights across different workforce segments



Relate comment themes to scaled survey questions



Find a solution robust enough for an analyst, but intuitive enough for any Team Member to use

## The benefits



Reduced time required to review and categorize comments



Increased accuracy and reliability of theme classifications with no need to update or maintain keywords



Expanded accessibility and use of comment data through a flexible and user-friendly platform

## The solution

Through a partnership with Luminoso, Hilton was able to process its Team Member comments using Luminoso Daylight™ in minutes.

Armed with the ability to explore themes, analyze demographic subsets, and dig deeper into concepts driving numerical scores, Hilton evolved how it turned Team Member feedback into action.

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## The results

Exploring comment feedback through Luminoso Daylight enables Hilton to add depth and detail to numeric survey results, specifically allowing the organization to:



Tap into a form of Team Member feedback that was previously difficult to summarize



Broaden the scope of suggestions for improvements while increasing specificity



Easily explore differences in Team Member experiences across demographics



Simplify tracking of Team Member sentiment year-over-year



LUMINOSO

CASE STUDY