ECONOMY · D3 TRANSPARENCY · ATTRIBUTE ECO-09

# Customer value & experience

Whether guests know what the hotel is doing, are invited to take part, and are satisfied with their stay.

| HOW OFTEN | EVIDENCE | ENTERED BY | TYPE |
|---|---|---|---|
| Quarterly | Survey / feedback records | The property | Measured (score) |

## Why it matters

Guests are part of the solution: their showers, towels and food choices affect the hotel's impact. They respond when they understand what is being done and why, and their feedback shows whether your efforts improve the stay or get in its way.

## How to do better

- Tell guests what you do in a few friendly words in the room and online.
- Explain what their choice achieves; avoid instructions and guilt.
- Make sure reception staff can answer questions.
- Ask for feedback and act on complaints.

## How to record it in Canoprise

1. Check guests are told what the hotel does and how to take part.
2. Brief front-line staff so they can answer questions.
3. Record the satisfaction score and any sustainability complaints with the action taken.

## What you enter

| Ref | What to enter | How it is entered |
|---|---|---|
| ECO-09.1 | **Guest satisfaction score** | Score |
| ECO-09.2 | Guests informed & invited to participate | Yes / no |
| ECO-09.3 | Front-line staff can explain initiatives | Yes / no |
| ECO-09.4 | Sustainability complaints / corrective actions | Count |
| ECO-09.5 | External review scores (TripAdvisor, Google, Booking.com) | Score |

Items marked “calculated for you” need no entry.

## How it is scored

Measured. With the default settings it scores 100 at 9 out of 10 and 0 at 5 out of 10, on a straight line between. Your group can set its own target and floor.

**COMMON MISTAKE**

Signs that ask guests to act while the hotel's own practice is not visible.

**WHAT GOOD LOOKS LIKE**

Clear guest information, briefed staff, and complaints closed with an action.

**IF YOU ARE WORKING TOWARDS A CERTIFICATE**

Certification schemes generally require guests to be informed and invited to take part. Requirements differ between schemes and change over time, so check the one you are applying to.

## Where it counts

**Certification**

- GSTC Hotel v4 A8: Guest experience
- Green Key 2.3: Guests informed and invited to take part
- Green Key 2.4: Guest-facing staff can explain initiatives
- EarthCheck 5.2: Customer satisfaction
- EarthCheck 1.4: Policy promoted (in part)
- EarthCheck 5.4: Guests guided on responsible behaviour (in part)
- EarthCheck 5.5: Environmental awareness programme (in part)

Part of topic guide D3 Transparency, which covers the whole topic and lists the certification criteria it supports.