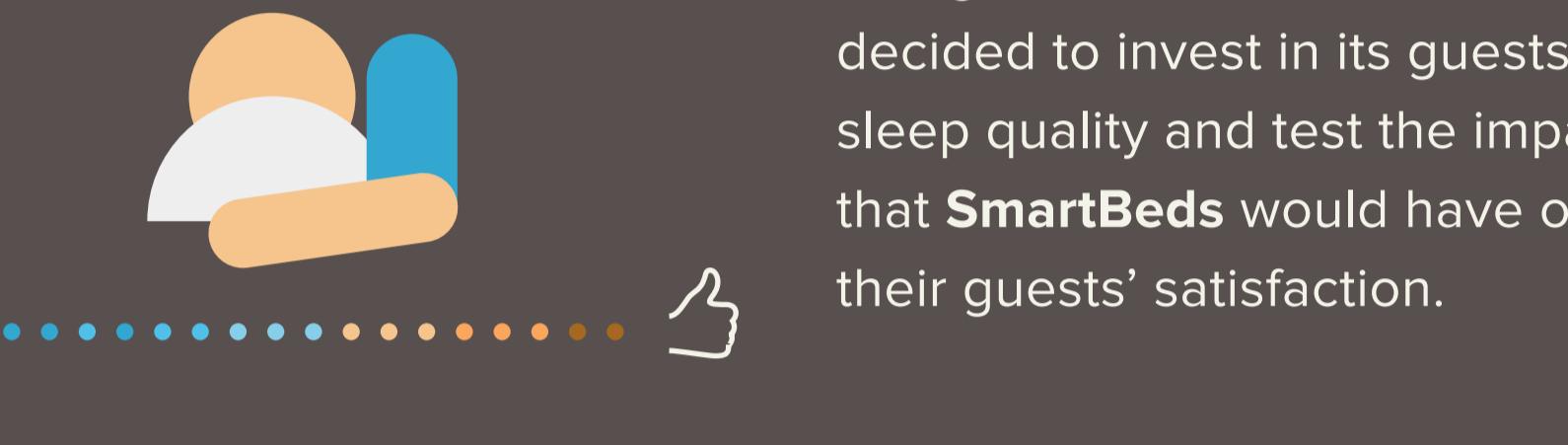
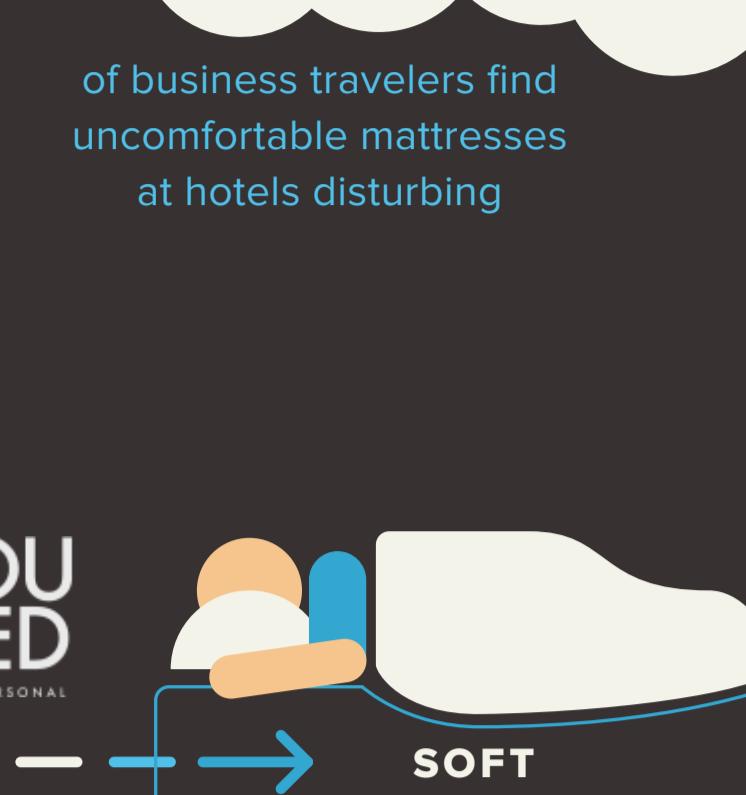


Do Adjustable Beds Have An Impact On Guest Satisfaction?

1. YOUBED

A study¹ reveals that over 25% of business travelers find uncomfortable mattresses in hotels a major factor disturbing sleep quality. But how can hotels possibly satisfy all their guests' sleeping quirks? YouBed makes SmartBeds, whose firmness can be adjusted to individual preferences.

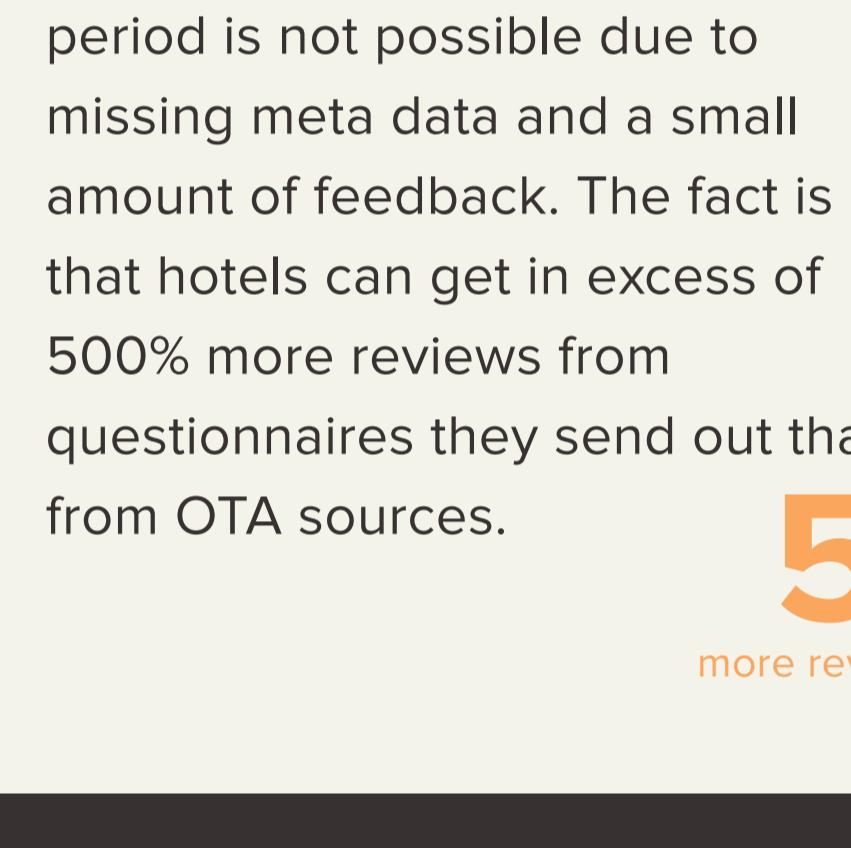


[1] <https://gecvii.wordpress.com/abstracts/>



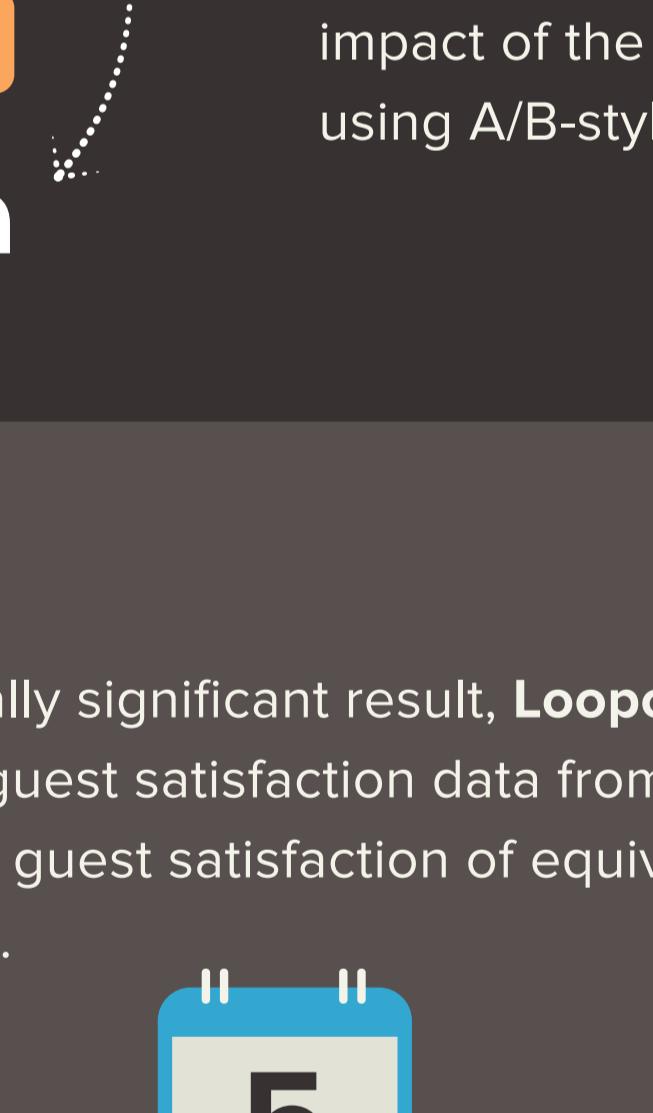
2. FIRST HOTELS

Being the innovator that it is, **First** decided to invest in its guests' sleep quality and test the impact that **SmartBeds** would have on their guests' satisfaction.



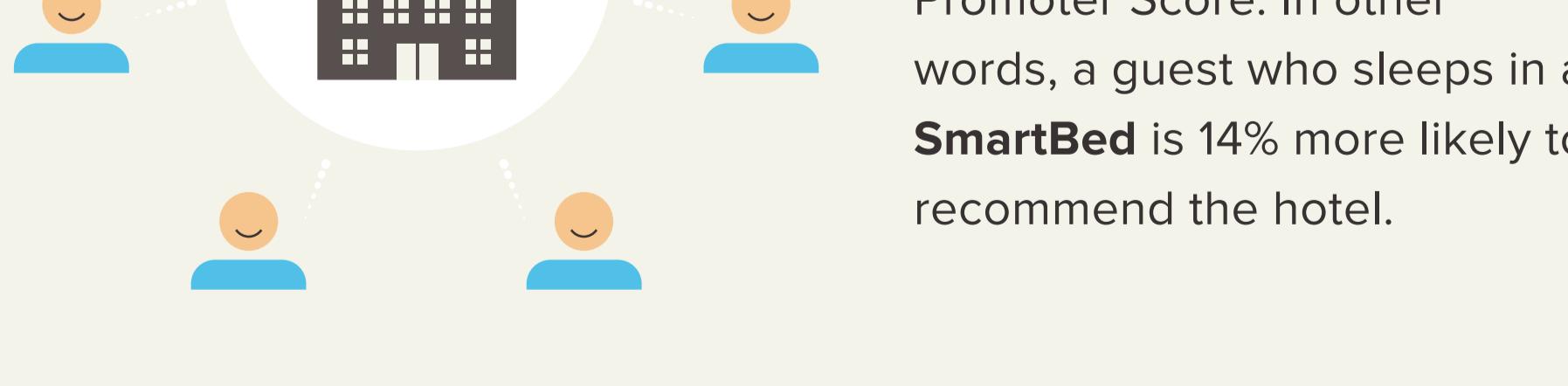
3. HOW?

While online reviews are very significant when it comes to attracting new guests, verifying an investment test in a short time period is not possible due to missing meta data and a small amount of feedback. The fact is that hotels can get in excess of 500% more reviews from questionnaires they send out than from OTA sources.



5. THE STUDY

To guarantee a statistically significant result, **Loopon** compared 5 months of guest satisfaction data from rooms with adjustable beds vs. guest satisfaction of equivalent rooms with normal beds.



4. LOOPON

Loopon provides hotels with real-time feedback and immediate results on any change in both service level and amenities. It was thus easy to help First measure the impact of the change of beds by using A/B-style testing.



6. THE RESULTS

Rooms with **SmartBeds** resulted in 14% more promoters than rooms with normal beds, and a statistically significant increase in the Net Promoter Score. In other words, a guest who sleeps in a **SmartBed** is 14% more likely to recommend the hotel.

loopon

For hotels that truly care about their guests

Learn more at www.loopon.com