

Hyatt Uses Operational Assessment to Drive Significant Improvements in Conversion Rate and Customer Satisfaction

INTRODUCTION

Hyatt Hotels Corporation is a global hospitality leader with widely recognized brands and a long tradition of service innovation. Managing, owning, and franchising a worldwide portfolio of nearly 500 properties, Hyatt's core mission is to provide authentic hospitality by making a positive difference in the lives of the guests they touch every day.

To ensure its extensive network of contact centers matched this high standard of world-class excellence, Hyatt's leadership team partnered with COPC. COPC Inc. conducted a structured Operational Assessment of North American operations, specifically benchmarking key customer centers in Omaha, Nebraska and Marion, Illinois. The deep evaluation established an objective performance baseline against industry best practices, providing Hyatt with a prioritized roadmap that successfully identified missing revenue opportunities and helped elevate the overall guest experience.

THE CHALLENGE

Hyatt needed an objective baseline reading of its high-volume operations spanning all types of guest relations, general reservations, and tier-level loyalty program contacts. While the centers possessed a highly dedicated workforce and a strong customer-centric culture, several operational bottlenecks limited their full commercial potential.

First, existing management reporting was flooded with dense data but entirely lacked performance analysis, trend visibility, or seasonal context. Workforce management structures also suffered from rigid scheduling and weak forecast accuracy, which hampered their ability to consistently meet fluctuating customer volume.

Furthermore, legacy contact routing and rigid personnel processes slowed down response times for high-value loyalty members, while recruitment and agent training approaches needed tighter alignment with modern, multi-skilled customer requirements.

COPC Inc. identified \$60M in total annual revenue opportunities by resolving operational gaps across Hyatt's technology, reporting, and people processes.

The Hyatt logo, featuring the word "HYATT" in a serif font with a stylized rainbow-colored arc underneath the letters.

\$60M

In total annual revenue opportunities identified by COPC Inc. to resolve operational gaps across Hyatt's technology, reporting, and people processes.

THE SOLUTION

COPC Inc. executed a comprehensive Operational Assessment that compared Hyatt processes directly to the COPC CX Standard and delivered a robust implementation roadmap.



Comprehensive Discovery Phase

COPC Inc. conducted 49 stakeholder interviews, logged over 200 operational process observations, and analyzed deep performance datasets across all core operational disciplines.



People and Performance Redesign

Overhauled recruiting, hiring, and onboarding training using best practices to verify minimum skills and drive mastery of tier-level hospitality demands.



Sales Through Service Alignment

Shifted the operational mindset to a "sales through service" model, focusing agents on serving guests more fully to naturally increase customer satisfaction and conversions.



Workforce & Reporting Optimization

Implemented best-practice workforce management workflows to boost forecast accuracy. Redesigned reporting KPIs to distill data into clean, actionable, and visual trends.

THE RESULT

By applying disciplined rigor to the strategic roadmap, Hyatt converted hidden vulnerabilities into measurable commercial value and service leadership.

3.2 Percentage Points

Increase achieved in overall booking conversion close rates on a weighted average basis.

3 - 5 Percentage Points

Gained in year-over-year Net Promoter Score (NPS) across Gold Passport tiers.

3.3 Percentage Points

Growth secured in guest upsell rates by shifting the focus to a sales-through-service philosophy.

64.5 Percent

Reduction in abandonment rates by modifying routing priorities to keep the rate under 1.5%.

Founded in 1996, COPC Inc. is the global authority on transforming customer experience (CX) operations. As the pioneer of CX certification and the architect of the COPC CX Standard, the company provides the rigorous management framework that iconic brands rely on to unify the service journey across every channel. COPC Inc. is the only firm that provides all the advisory, research, training, certification, technology and implementation expertise necessary to bridge the gap between high-level CX strategy and operational execution. By taking a methodical, journey-first approach, COPC's seasoned experts do more than just deliver a strategy; they implement the required changes to optimize performance, drive brand loyalty, and future-proof CX operations.

COPC Inc. is headquartered in Winter Park, FL, United States, with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com



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