



HILTON TURNS EMPLOYEE FEEDBACK INTO ACTION

THE CHALLENGE

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. The volume of responses makes it difficult to aggregate feedback and define actionable recommendations in a timely manner.



Quickly identify themes at all levels of the organization



Explore insights across different workforce segments



Relate comment themes to scaled survey questions

SOLUTION

Through a partnership with Luminoso, Hilton was able to process its Team Member comments using 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 Members feedback into action.

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



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

RESULT

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



HOW DOES AWS HELP?

Amazon EC2 Auto Scaling Group (ASG)
Automatically adjusts the number of EC2 instances based on the volume of survey comments being processed, ensuring that Hilton's feedback analysis system can handle varying loads efficiently.