

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.



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



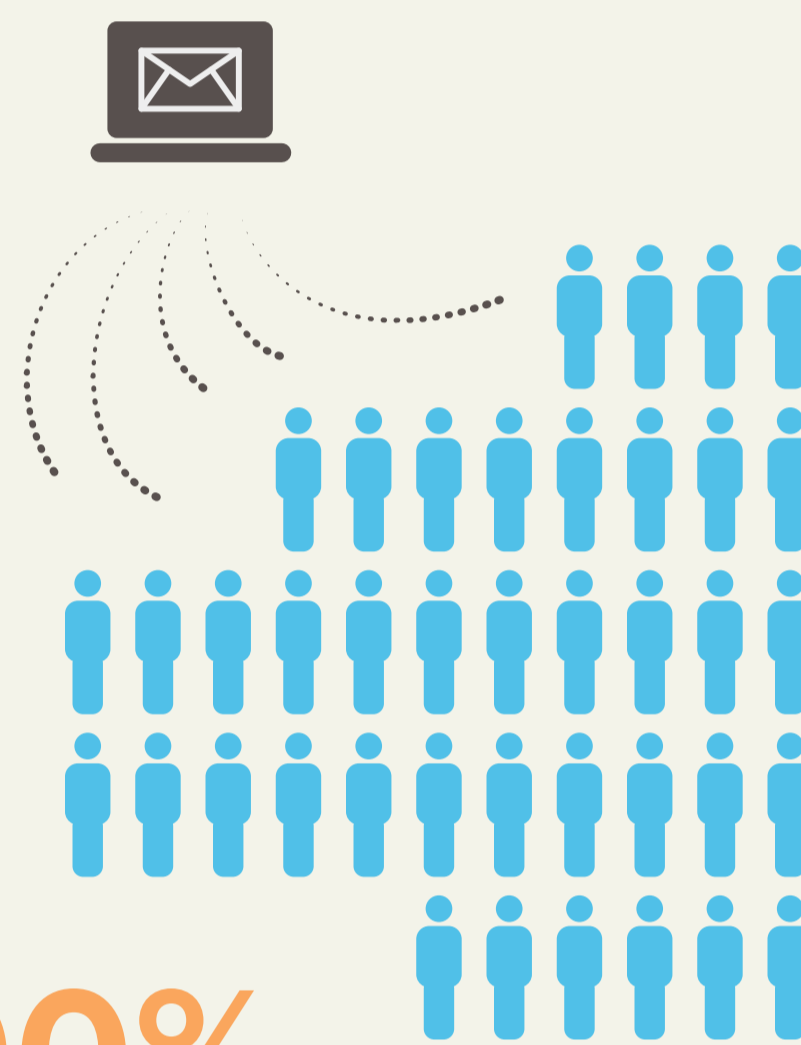
2. FIRST HOTELS

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.



more reviews from questionnaires



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.

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.



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.



For hotels that truly care about their guests