

FIVE ►

Customer satisfaction through online aggregator portals

Online aggregator portals such as booking.com are considered as vital to understand customer satisfaction. In case of negative reviews, immediate action is taken to redress these issues as per the guidelines of the FIVE Customer Complaint Management Policy and management discretion based on the nature and severity of the complaint.

As of Apr 2023, we observed the following ratings for FIVE hotels available on public domain for www.booking.com –



Five Palm Jumeirah Dubai ★★★★★
Palm Jumeirah, Dubai [Show on map](#) 16.1 km from centre
Travel Sustainable Level 3

Superior Sea View
1 extra-large double bed

Superb 9.1
19,921 reviews
Location 9.3

1 night, 2 adults
AED 1,935
+AED 455 taxes and charges

[See availability >](#)

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Five Jumeirah Village ★★★★★
Dubai [Show on map](#) 17 km from centre
Travel Sustainable Level 3

Superior Double Room with Balcony
2 large double beds

Superb 9.1
37,886 reviews

1 night, 2 adults
AED 647
+AED 146 taxes and charges

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FIVE Zurich - Luxury City Resort ★★★★★ 
Wiedikon, Zürich [Show on map](#) 3.7 km from centre
Travel Sustainable Level 3

Amazing Room - East Wing
1 large double bed
Free cancellation
You can cancel later, so lock in this great price today.

Superb 9.0
1,213 reviews

1 night, 2 adults
AED 1,429
+AED 21 taxes and charges

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FIVE actively monitors customer traction and reviews on the website to stay updated on customer feedback and take proactive measures to reduce customer complaints.

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Customer complaint management

FIVE monitors customer complaints through a dual approach viz. monitoring on the internal tool MessageBox and obtaining customer feedback and ratings on online aggregator portals such as booking.com and expedia. Based on the feedback, any negative complaints observed to identify any customer complaints. Detailed policies and procedural guidelines are available in the 'Customer Complaint Management Policy' which is hosted on the company website. FIVE empowers its staff to resolve customer complaints from the get-go to facilitate the best customer experience we can offer.

For all operational properties, complaints are recorded and reviewed in daily review meetings between key stakeholders and addressed within a maximum timeline of 24 hours (subject to any emergency complaints). To provide an overview of the customer complaint management, we have computed a KPI as "Number of complaints per cover" based on the complaints report as per "Number of complaints and have observed the monthly trend over the period of last six months (Oct 2022 – Mar 2023). Based on this KPI, we have identified a decreasing trend for customer complaints.

Property	KPI (Number of customer complaints per cover)*					
	Oct-2022	Nov-2022	Dec-2022	Jan-2023	Feb-2023	Mar-2023
FPJ	0.0044	0.0035	0.0038	0.0035	0.0032	0.0033
FJV	0.0085	0.0075	0.0073	0.0079	0.0073	0.0055

*decreasing trend numbers highlighted in green

In case of Zurich, the process of tracking through the tool is under process. As of now, any key complaints noted through the survey on aggregator portals are identified and resolved manually to provide optimum guest satisfaction.

Customer feedback

In addition to the above, customer satisfaction surveys are performed for in-stay and post-stay to get an idea of customer satisfaction and obtain any feedback and suggestions for improvements in our service. This feedback is taken through surveys on the parameters of stay experience, room, cleanliness, facilities provided, requirement of maintenance activities, outlet review, value for money, etc.

Based on the feedback score, in case of any complaints noted, the same shall be discussed as a part of daily meetings and recorded in MessageBox tool as a complaint and resolved accordingly.

Due to limited surveys being filled, this is monitored periodically for resolution of any major complaints. An automated alert for every survey filled is sent to the Hotel Manager and the Director of Front Office for their review and action.

Targets to improve customer experience

As we continue to strive toward achieving excellence in customer experience, we have set a target of further improvement in this KPI by 5% till the end of 2023. For achievement of this KPI, we shall undertake the following measures –

- Ensuring 100% training for all customer-facing staff viz. Front Office, F&B, Housekeeping on communication skills, guidelines of the company, customer service, greeting, problem-solving, conflict resolution alongside knowledge of the property and products and services offered at the FIVE properties to address any customer concerns effectively

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- Preparation of a training plan to provide quarterly refresher trainings on the above- mentioned practices
- Preparing a repository of frequent issues or suggestions received from customers and updating an action plan and timeline against these issues/ suggestions

All other practices such as regular maintenance activities, inspection for Food, Health, Safety and Environment shall continue to strive towards excellence of services provided to all our customers.