



Case Study: AccorHotels

How AccorHotels Increased their Reach by 2X with the AccorHotels Social Desk

The hotel industry is quickly changing. [One in five people find travel inspiration on Facebook or Instagram](#) and [77% of people look for their next travel destination on social media](#).

Leading hotel operator [AccorHotels](#) realized that social media was a necessary way to engage guests at every step in the buyer journey.

But with over 4000 hotels and 240,000 employees on five continents, trying to run social accounts from their headquarters wouldn't work. AccorHotels needed a solution that would allow their hotels to engage with customers on a local level while maintaining the consistent voice of their global brand.

In partnership with Hootsuite, AccorHotels created the AccorHotels Social Desk, a global platform that gives social media tools, training, education, and content to all their hotels.



2x
Lift in reach



20%
Increase in fans



3x
Increase in customer engagement



2x
Internal adoption from hotels



Becoming a leading digital hotelier with the AccorHotels Social Desk

The AccorHotels Social Desk inspires their hotels to get on social and actively engage with their community to increase customer retention and satisfaction.

How they do it:

Employee training: Training is an essential part of increasing social adoption for individual teams and hotels. The training platform in the Social Desk includes custom content from Hootsuite to teach employees how to engage their audience, boost interaction with fans, and measure success. In-person regional team training was also conducted in partnership with Hootsuite.

Management from a central source: As a way to measure the success of social adoption across their local teams, AccorHotels focused on increased customer engagement. By using Hootsuite, teams can quickly identify user generated content, localize messages, and share pre-approved content from corporate head office.

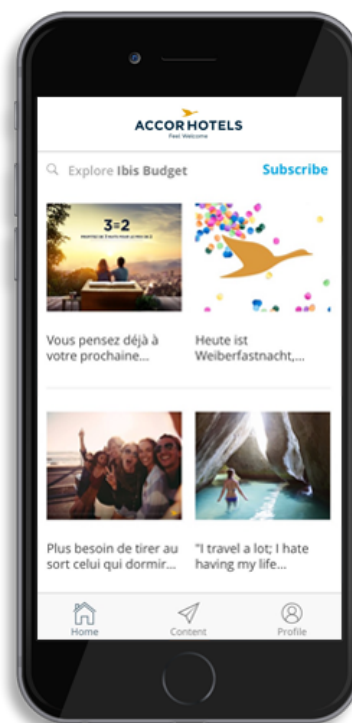
Inspirational blog content: The Social Desk includes a blog that gives hotels inspirational content. It lists AccorHotels' top posts, with tips on how to create customer-centric content for their own channels.

Daily engagement: High customer satisfaction is an ongoing priority for AccorHotels. Using Hootsuite, hotels can identify potential customers, monitor guest interactions, and respond in real time to customers about their hotel experience.

Localize content: To cut out the long and drawn-out process of getting content approved by head office, hotel managers needed a way to access content from a central source. By using [Hootsuite Amplify](#), hotel managers can now easily adapt and distribute branded content for their local channels.

"The central team sends me content that I can adapt and post. It makes my role easier because pre-approved content is readily accessible."

Alexander Rudnik, Regional Director, AccorHotels





The results

By creating a platform—powered by Hootsuite Enterprise—for thousands of their hotels to get on social media, AccorHotels has seen a big return on their investment.

AccorHotels has doubled their social media adoption across their hotels through training and inspirational content. This increased adoption and engagement has allowed them to grow their social following 4.5 to 10 million people. By monitoring requests and chatting with customers daily on social, customer satisfaction ratings are at an all-time high. Happy customers return to AccorHotels every day.

“The Social Desk provides an opportunity for hotel managers to increase revenue, engagement, and obtain positive feedback from their guests. I encourage all other hotels to join.”

Alexander Rudnik, Regional Director, AccorHotels

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