



Great Wolf Resorts®

CASE STUDY

# Great Wolf Resorts Improves Family Experiences & Increases On-Property Spend with Messaging



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**Alex Ragazzo**  
Manager of CX

**Medallia**

## About Great Wolf Resorts

Great Wolf Resorts opened its first resort in 1997, featuring family accommodations and the first-of-its-kind 20,000-sq ft. indoor water park providing an easy and unforgettable escape for families. The indoor resort concept was a runaway success. Today, Great Wolf Resorts operates North America's largest family of indoor water park resorts. Each lodge features a unique design and carefully crafted family experiences offering activities in addition to the water park, such as ropes courses, climbing walls, miniature golf, family bowling, an arcade, and even a mystical interactive adventure game. With 19 locations across North America and high demand for more, Great Wolf Resorts plans to expand their paw print even further and provide their unique style of family entertainment worldwide.

## Providing Opportunities for Guests to Interact While On-Property

During peak times, it wasn't uncommon for there to be a line in the lobby as well as guests calling for information about amenities. Alex Ragazzo, Manager of CX, felt that this was an area where they could improve. He began exploring guest messaging solutions with the goal of providing a simple and effective tool for families to interact with staff at any point during their stay.

Ragazzo started small at a few properties and launched guest messaging technology trials with Medallia Concierge and another solution on the market. "It was very apparent to me early on that the sky was the limit in terms of what we could do with Medallia Concierge," commented Ragazzo. "One major feature that stood out was Medallia

Concierge automation engine, that we could set up to immediately respond to frequently asked questions or prompt communications during key times throughout the guest journey. Also, our front-line team gravitated towards Medallia Concierge - some even going so far as to use the 'L' word.

## Text Communication & 'Willow' Comes to Great Wolf Resorts

By late 2017, Great Wolf Resorts was underway implementing Medallia Concierge across all of its locations with a clear focus on finding innovative ways to improve the guest experience. Not only is Medallia Concierge used as a two-way text messaging solution for guests throughout their stay, but Medallia Concierge technology also powers Willow, the virtual concierge feature within the Great Wolf Resorts application. Guests use Willow to answer questions, get information and event reminders about what's happening at a lodge, fulfill service requests, check-out, and more.

Ragazzo and his team also worked to integrate other Great Wolf Resorts technologies, such as their maintenance and ticketing system. This allows for maintenance requests that may come in via text through Medallia Concierge to generate a service order with the maintenance team and then to communicate with the guest about when that issue can be resolved - all within one workflow. "Anytime team members don't have to jump between different systems to service a guest helps to improve the experience all around," said Ragazzo. "The integration with Medallia to other systems like HotSOS provides guests with a frictionless way to

**GUESTS TEXT WITH WILLOW,  
THE VIRTUAL CONCIERGE, TO:**

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**Ask Questions**

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**Find Out What's Happening**

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**Request Maintenance**

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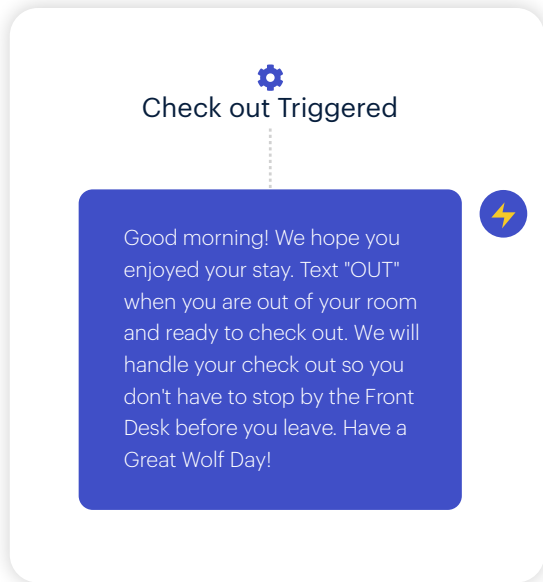
**Checkout**

communicate with our team and gives our staff the tools to resolve those issues quickly and efficiently while communicating with the guest along the way.”

Guests start getting communication through Medallia Concierge on the morning of their arrival introducing Willow and inviting them to communicate throughout their Great Wolf Resorts stay. Later that same day, guests receive a message about social distancing rules around safely checking in upon arrival.

The Great Wolf team takes every opportunity to make sure that their guests are having a great time. “With Medallia Concierge, we’re able to provide a frictionless path for our guests to communicate with us at any time during their journey,” commented Ragazzo. “With the use of workflow automation from Medallia Concierge, we’re able to cultivate specific touchpoints throughout their stay that are unobtrusive while letting them know we’re here to do whatever we can to ensure they have an amazing family experience.”

As part of their program, they send a mid-stay survey to see how guests are enjoying their experience and to provide an opportunity to rectify any issues that they may have experienced. Lastly, guests receive a message on the morning of their departure inviting them to check-out via text message. All of these guest touchpoints are scheduled and delivered automatically using. They are triggered based on a specific set of criteria managed and controlled by the Great Wolf Resorts customer experience team.



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**15% of guests texted they had left by 9:30 AM giving housekeeping a head start on cleaning those rooms**

## Housekeeping Gets an Extra Hand from Messaging

“We’ve seen positive effects across the board since implementing Medallia Concierge guest messaging solution - from improved problem resolution scores and operational efficiencies to some very interesting numbers around increased spend at our on-property amenities,” said Ragazzo. “Our data analysis in partnership with the Medallia Concierge team has provided us with some interesting insights that we’re exploring further.”

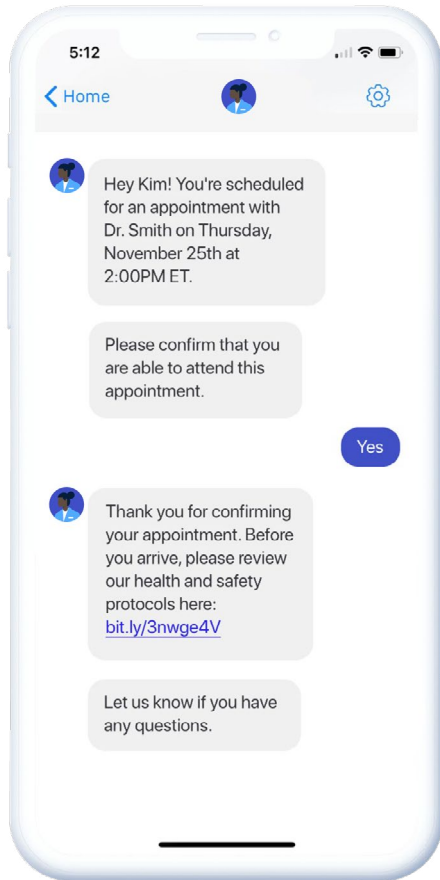
One area where Great Wolf Resorts saw big improvements to operational efficiencies was directly related to the impact of the check-out workflow automation from Medallia Concierge the morning guests were scheduled to depart.

“Before implementing Medallia Concierge, our lodges tackled the problem by implementing an early check-out incentive program during peak times, including a locker rental, pizza, and resort credit. The incentive was costly - but it worked - and allowed housekeeping to start cleaning vacant rooms as early as 9:30 AM,” said Ragazzo.

“With Medallia Concierge in place we were able to provide an automated, easy process for guests to let us know when they are out of the room and ready to check-out. We found that about 15% of guests communicated that they left before 9:30 AM on their own. This meant we were able to completely eliminate the costly early check-out incentive program, all while improving the experience for our guests and continuing to meet our aggressive room readiness goals during peak times.”

## BOOST ONSITE SPEND WITH EASY ADD-ONS & PACKAGES

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**19 Great Wolf Resorts Locations & Expanding Globally (North America's largest family of indoor water park resorts)**

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**20% Higher spend overall (including room rate and on-property amenities) for guests that used Medallia Concierge**

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**24% Higher spend for on-property amenities for guests that used Medallia Concierge**

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## Providing a Frictionless Experience

Great Wolf Resorts also found that Medallia Concierge was a very useful tool providing guests with an easy way to identify and resolve problems during their stay. Based on a recent analysis that included survey data, we found that of the guests that indicated there was a problem that there was a 3.6% higher problem resolution rate for those guests that used Medallia Concierge during their stay. By deploying the mid-stay workflow automation from Medallia Concierge, Great Wolf Resorts is able to proactively reach out to guests who might have had an issue and resolve that issue while they're still on-property.

Medallia Concierge also provides opportunities throughout a guest's stay to sign up for Great Wolf Resorts add-ons or to engage with more on-property amenities during their stay.

"We offer a birthday package for guests which includes 'Happy Birthday' signs on the door and other unique add-ons that make for a very special experience for our families," said Ragazzo. "Guests regularly see these signs up as they're heading to their room, and use Medallia Concierge to text that they'd like to purchase a birthday package."

In analyzing the spending patterns of guests that engaged with Great Wolf Resorts through Medallia Concierge versus those that did not, the data showed that guests that interacted with Medallia Concierge spent an average of 20% more overall including their room and on-property amenities. That broke down to 24% more spent in on-property amenities during their stay for things like food and beverage (27% increase), activity spend (22% increase), retail spend (33% increase) and more.

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27% increase in Food and Beverage

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22% increase in Activity Spend

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33% increase in Retail Spend

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3.6% Higher problem resolution for guests  
that used Medallia Concierge

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Alex Ragazzo,  
Manager of CX

While there are many factors that impact guests spending habits and patterns of behavior such as demographics and geography, one thing is for sure, Great Wolf Resorts is dedicated to providing amazing family experiences at each of their 19 locations. At each step throughout the guest journey, Great Wolf has harnessed the power of best-in-class solutions such as Medallia Concierge to provide guests with safe, frictionless experience with one purpose: **to bring joy to families.**

## See Medallia Concierge in Action

Schedule a demo with one of our hospitality experts today!

[Request a Demo →](#)

### About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](#)