

Success story:

Putting customer care, top of mind

Our customer

Dorsett Hospitality International is one of Asia's fastest growing hotel groups. Their portfolio spans across Hong Kong, Mainland China, Singapore, Malaysia, and the UK. Since the pandemic, they have served over half a million guests. The group's vision is to create highest standards hospitality that inspires and excites guests.

Opportunity

Quarantine is a global risk factor for detrimental mental health. Hong Kong and Singapore have the longest mandatory quarantine periods globally of 21 days, when research has shown long-term psychological detrimental effects in just 10 days.

With health and safety being in the forefront of the industry's mind, so should mental health as part of that customer care. As leaders in this arena, Dorsett Hospitality Group and Neurum Health's aligned in shared vision of putting customer mental health, following a successful employee roll-out.

The Impact

This success story reports span of 3 months (from October 1st 2021 to 1st January 2022), the partnership is ongoing

The results yielded:

- overwhelming inflow of positive feedback by guests on how this has helped managed their quarantine stay that was easy to use, insightful, and practical
- significant improvements in mind and lifestyle health
- appreciation of Dorsett Hospitality International's thoughtfulness

Results

330

guests activated
Neurum app in just 3
months of launch (no
booster marketing
campaigns)

30.32%

week-on-week growth
of new guests activating Neurum app

75%

showed significant
clinical-level
improvements in their
wellbeing score



We are pleased to partner with industry leading mental health company Neurum. Their Neurum smartphone app has enabled us to continue to evolve our guest experience through technology.

We have elevated the level of care Dorsett is known for by offering virtual and personalised support to our guests throughout their quarantine journey.

Winnie Chiu, J.P.
President & Executive Director,
Dorsett Hospitality International

"What I really appreciate is the amount of choice there is, and how much the [Neurum app] resource is really precise for me...it's just a lot more thoughtful than what's out there. So thank you, even if it's just couple minutes a day of breathing or acupressure [interactive exercises] it's been a real help so far"

N.V.
Quarantine guest

"[The Neurum app] is really practical support. Easy to get started. I just followed the instructions on my screen and scanned the QR code"

F.L.
Quarantine guest

"This was a really nice surprise...to think that [Dorsett] put [Neurum app/ the app] in place to support me... You can imagine just this whole pandemic situation and the things changing on a whim, it's so frustrating and there is so much anxiety..."

A.C.
Quarantine guest

"Well we cannot control many things these days, and the quarantine situation is a joke...I'm expected to be sat here with my thoughts for a month. In total isolation. So it's just really nice to see there are offerings that really help people like me. I haven't seen any [other hotels] also doing something like this. Definitely makes it more manageable"

J.L.
Quarantine guest

Contact:
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