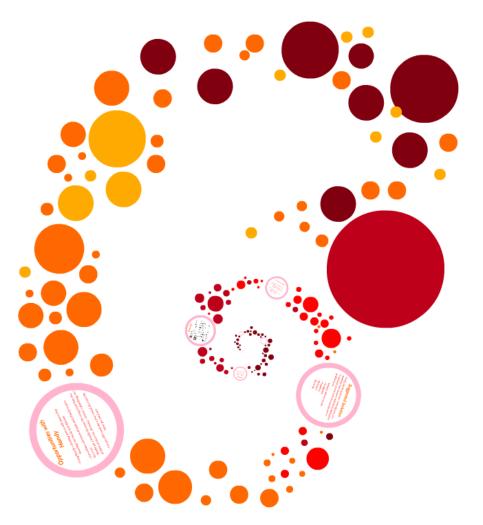


 $Th_{eCaseSolutions.com}$ 



# ONE FINE STAY Harvard Case Solution & Analysis

TheCaseSolutions.com

#### Facebook Reviews

- onefinestay is great at utilizing their Facebook platform to collect user reviews and feedback
- Next step: constructively use this feedback to learn from their mistakes

Average user rating: 4.4 stars

## Positive Learnings

- Guests appreciate attention to their requests
  - Guests especially respond to timeliness and cleanliness
- Overall experience leaves guests satisfied

### **Examples**



John Williams



I just used Onefinestay for our NY vacation. Thank you for everything. The loft was fantastic and the service was above and beyond.

Like · Comment · about 3 months ago



Sarah McMahon

\*\*\*\*

Amazing customer service!

Like · Comment · about 7 months ago

## **Criticisms**

- There is a trend in criticisms
  - Property not ready in time
  - Poor property quality
- Criticisms are primarily logisticrelated

#### **Examples**



David Belsize

We had to wait for hours in the street because the house wasn't clean when we arrived. We found rats in the kitchen, wifi didn't work during our whole stay and after this, they didn't give us the chance of a late check out... Really disappointed about Onefinestay...



Tracy Brooks

The house on Barry Avenue in Los Angeles is really poor quality. The house is not maintained well. The hot water did not work, there were no screens on the windows and no air-conditioning so the house was full of flies. The one air conditioning unit in the upper bedroom leaked all over the floor. The house was not ready when we arrived and we had to wait hours before we could check in. The toilet backed up. The spa in not heated. I was charged extra for the carpet being dirty.....it was dirty and frayed when we got there. The living room and kitchen floors are covered with plywood and we were asked to remove our shoes to protect it. This house was a total disappointment!!!



Vicki Clark ▶ onefinestay

May 16 · 🕝

BAD experience. No one was there to greet us upon our arrival. Left waiting for an hour and a half. Only to find the apartment had not been cleaned. Lack of response and follow up from Onefinestay, they offered no apology and actually tried to say I had not set up a time to meet. Hummmm... guess the customer is always WRONG.

#### Issues to resolve

- Preparedness of properties upon guest arrival
  - Cleaning should happen well before guest is expected to arrive
- Maintenance of properties
  - Utilities and amenities need to be in working condition