

Case Study

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Employee Satisfaction Analysis in
Hospitality Using LLM Technology



The Client

Our client is a regional leader in the hospitality sector, an internationally recognized group of hotels and resorts, and one of the largest in Croatia.



Challenge

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The client aimed to gain deeper insight into employee satisfaction and identify key factors influencing the quality of the work environment. They collected data from employees through a survey.

Although the survey results already provided valuable insights, the biggest challenge was processing more than **3,500 text comments**. Manually analyzing such a volume of data would have been extremely demanding and prone to subjective interpretation.



Solution

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By using large language models (LLM), a system was developed that enables automatic processing, categorization, and analysis of all collected comments. The model identified the main thematic areas, including interpersonal relationships, working conditions, communication, career development, and overall employee satisfaction.

In addition to thematic classification, sentiment analysis was conducted on each comment, allowing precise mapping of employees' positive, neutral, and negative attitudes.



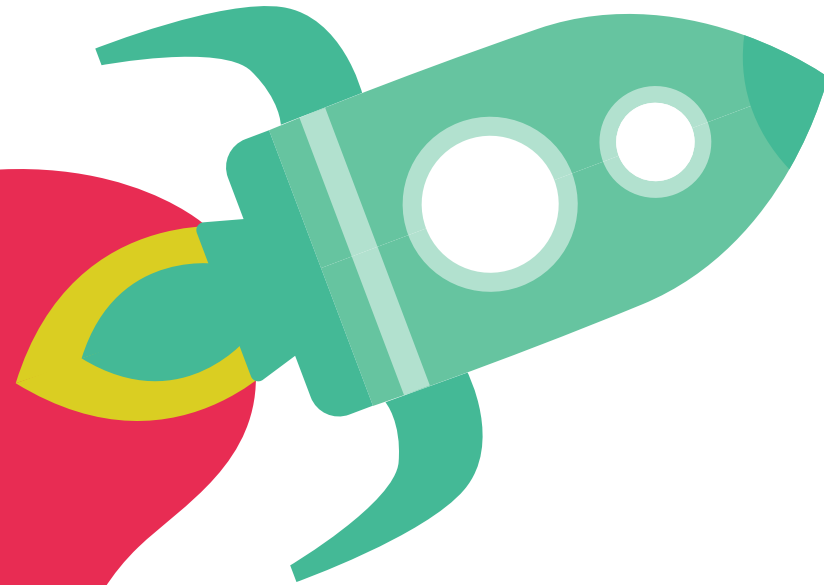
Result

Detailed summaries of the data were created for each hotel and location, giving management a clear and structured overview of employee satisfaction across the entire organization. The analysis revealed key patterns in the comments, highlighted areas with the greatest potential for improvement, and supported data-driven decision-making.

By applying an LLM-based solution, Serengeti enabled the client to extract concrete and measurable insights from a large amount of unstructured data. A process that previously would have required weeks of manual effort was automated and made transparent.

The most important outcome was faster, more accurate, and more objective analysis of employee opinions, presented through clear summaries by hotel and location. Based on this information, management gained a clear picture of the key satisfaction drivers and challenges within the organization, enabling timely strategic decisions and targeted actions aligned with employees' actual needs.

With this project, Serengeti demonstrated how the application of AI technologies can become a powerful tool for improving internal processes and strengthening organizational culture in the hospitality industry.



Accelerating business transformation through innovative technology

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Serengeti is a software development nearshoring and consulting company. For the past 20 years, we have been partnering with our clients to reinvent their business models using innovative information technology.

We work according to the principles of DevOps, implementing disruptive trends in our specializations. Our experience and business acumen comes from successfully working on over 300 projects.

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