



GUIDE

Hospitality Trends & Strategies for Boosting Guest Satisfaction in 2019

The background of the slide features a blurred image of a person's hand pointing at a target on a laptop screen. The target is a circular graphic with concentric yellow and black rings. The laptop screen also displays various data charts, including pie charts and line graphs, in shades of blue and orange. The overall scene suggests a focus on data analysis and strategic planning.

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CHANGE: THE ONLY CONSTANT

So, you've been responding to reviews, sending post-stay surveys and using guest feedback to guide improvements—now what? With change being the only constant in the travel industry, there's never time for resting on your laurels.

In this guide we discuss the latest trends and strategies impacting the lodging industry and the guest experience. We'll look at market conditions, changes to traveler behavior and expectations, and new tools and strategies for keeping on top of guest feedback, integrating systems, data and processes, and delivering real-time guest service.

Whether you work for an independent hotel, a large hotel company, serviced apartments, a hostel company, destination management organization or any other type of accommodations business, this guide will help give you the knowledge and confidence you need to take guest satisfaction to the next level in 2019.



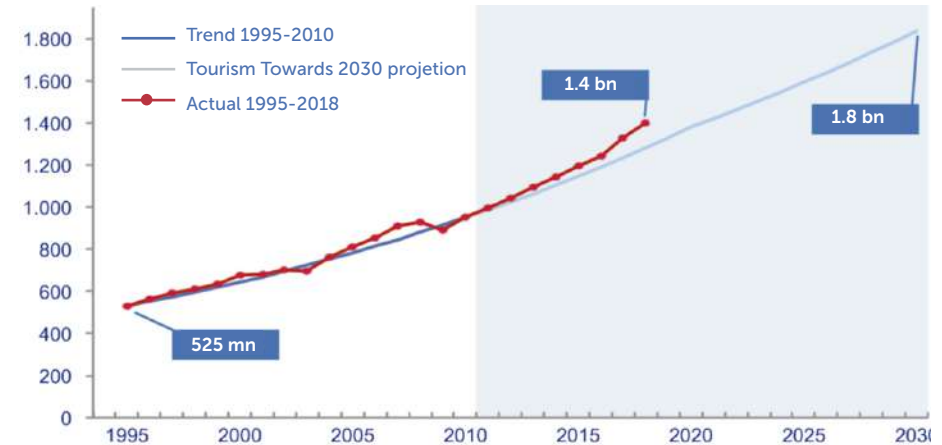
GLOBAL TRAVEL INDUSTRY OUTLOOK

2018: A STRONG YEAR FOR TOURISM

First the good news. On a global scale, 2018 was a very strong year for tourism, with international tourist arrivals up by 6% over the previous year. The growth is well above the previous forecast of 3.7%, [according to estimates from the United Nations World Tourism Organization](#). Total international arrivals were expected to reach 1.4 billion in 2018, with growth particularly strong in Europe, Africa, the Middle East, and Asia Pacific but weaker in the Americas.

Continued growth is expected in 2019 but at a slower pace of 3 to 4%. The UNWTO predicts that this upward trajectory in international tourism arrivals will continue through to 2030.

Increase in Arrivals of international tourists (million) by year.



Tourism tends to vary by destination according to local market conditions, and growth in some regions may be tempered by economic and political factors. In Europe, “Brexit” has been delayed and there is still no clear path to Britain’s exit from the European Union. In Asia Pacific, China’s economic growth has slowed recently, exacerbated by trade tensions with the US. Meanwhile, inbound travel to the US has slowed down, although a strong US dollar may lead to increased outbound travel.

Furthermore, after years of consecutive economic growth in many regions of the world, there’s fear that a major slowdown or even a global recession is on the horizon.



TRAVEL INDUSTRY TRENDS

In 2019 several major trends that started in previous years continue to have a significant impact on the lodging industry, including:

Continued growth of big hotel brands. “Megabrands” like Marriott, IHG and Accor continue to grow and consolidate, acquiring smaller brands and launching new brands. The largest hotel company of all, Marriott, operates 6,900 hotels across 30 brands and recently announced plans to add 1,700 more hotels over the next three years.

With deep pockets for marketing and expansion, large hotel companies often operate multiple properties and brands in the same destination and spend heavily on advertising, making it challenging for independent hotels and smaller brands to compete.



ZHEJIANG TAIZHOU MARRIOTT HOTEL, CHINA

Competition from OTAs. OTA expansion in the hotel segment has slowed down in recent years, and OTAs have faced unprecedented challenges to their business model. In the UK, OTAs recently vowed to change their ways following an investigation by the Competition Authority for aggressive selling tactics, misleading discount claims, hidden charges and manipulation of search results. In Australia, facing increased pressure from the travel industry, Expedia signaled that it would be ease rate-parity provisions in contracts.

Meanwhile, [new research from Kalibri Labs](#) indicates that loyalty campaigns operated by hotel brands to counter OTA growth are paying off in direct bookings and higher net ADRs.

Growth of alternative accommodations. The travel industry has seen explosive growth in the alternative accommodations sector in recent years, with Airbnb leading the charge. At the same time Booking.com

and Expedia have expanded their private rental offerings and integrated listings of private rentals and hotels in search results.

Airbnb's recent acquisition of HotelTonight signals that Airbnb intends to expand its offerings to all types of hotels, not just private rentals, B&Bs and small properties. While this may result in a new competitor for OTAs and a new distribution channel for hotels, it will also give Airbnb access to a much larger pool of travelers to convert to alternative accommodations.

GDPR. The European Union's General Data Protection Regulation came into effect in May of 2018, introducing strict new rules on how companies can collect, store and utilize personal data. While the laws are intended to protect EU citizens from privacy breaches, governments around the world have begun to roll out similar regulations.

For hotel companies, these regulations come at a challenging time when hotels are looking for new ways to personalize the guest experience and build loyalty.

Consolidation in the hotel tech sector. Mergers and acquisitions are reshaping the hotel tech sector, which stands to benefit hoteliers in the form of better systems integrations and fewer vendor relationships to manage.

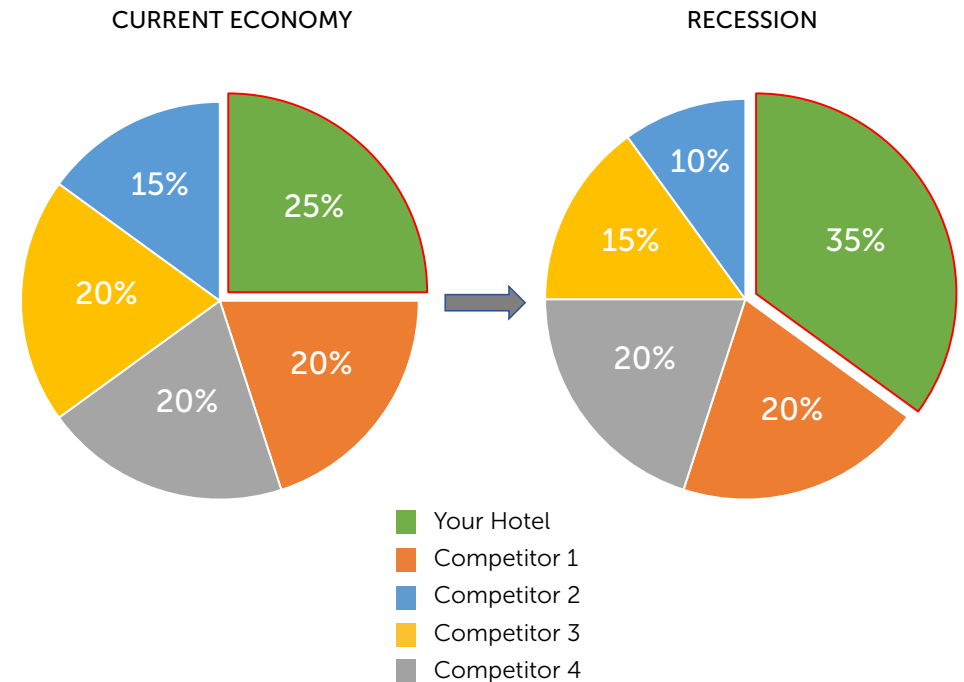
Examples include acquisitions by China’s Shiji Group of ReviewPro, Snapshot, StayNTouch, Concept, ICEPortal and others, Amadeus’s purchase of TravelClick, Zucchetti’s acquisition of Vertical Booking and Simple Booking, and the merger of Travel Tripper and Pegasus.



CARVING GREATER MARKET SHARE

With the steady growth in travel in recent years, hoteliers have had it pretty good for a long stretch of time. A recession or economic slowdown would have a major impact on demand, with less spending on travel, meetings and events. To achieve budget targets, hotels will have to focus on carving a bigger piece of market share from competitors.

As a hotelier, the state of the economy and other big-picture trends are beyond your control, but you continue to retain full control over the guest experience and this is where your focus must be. Regardless of what may be happening outside your doors, your ability to carve your fair share—or better—of market demand will be contingent on how well you leverage tools and best practices to enhance the guest experience.



PROLIFERATION OF GUEST FEEDBACK

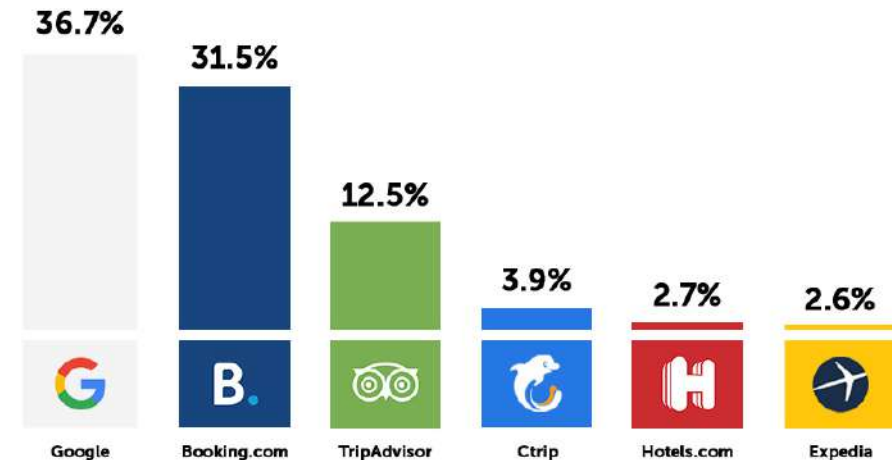
Today, hotels and other lodging operators have no shortage of guest feedback. The challenge is to keep on top of the feedback and ensure that guest issues are resolved on a timely and consistent basis.

ONLINE REVIEW VOLUME

While the number of staff members employed by hotels hasn't varied much in recent years, the amount of tools and data staff manage on a daily basis has increased substantially. This is due to the shift of travel planning, booking and sharing activities to digital channels.

An example of the growth in data can be found in the recent surge in online review volume. A sample set of hotels around the world found that that review volume increased by 29.6% in 2017 over 2016 and by an additional 20.4% in 2018, according to a [ReviewPro analysis](#).

2018 HOTEL REVIEW MARKET SHARE



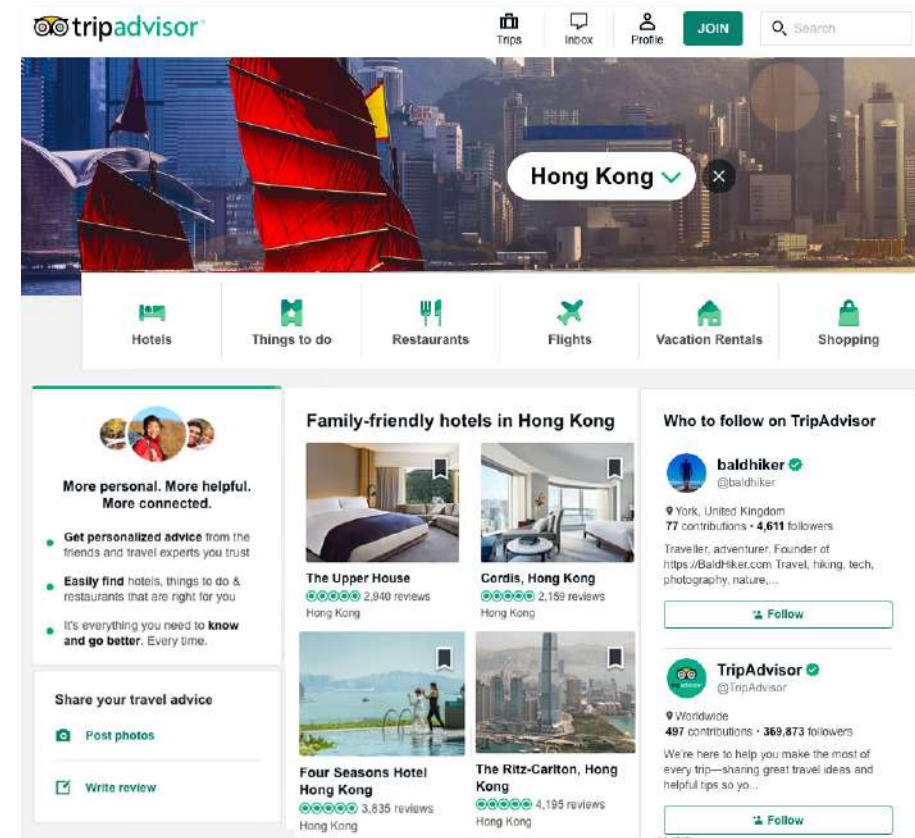
Source: ReviewPro global analysis of 22,312 hotels

TRIPADVISOR'S NEW TRAVEL FEED

The same analysis found that TripAdvisor's market share of hotel reviews has been shrinking, accounting for only 12% in 2018. While TripAdvisor remains a powerhouse when it comes attracting travelers and influencing booking decisions, the focus and positioning of the site has changed over the years.

In late 2018, TripAdvisor launched "the all-new TripAdvisor," a travel feed on its home page that looks similar to Facebook and Instagram. Enter your destination, and you can scroll through travel content related to that destination.

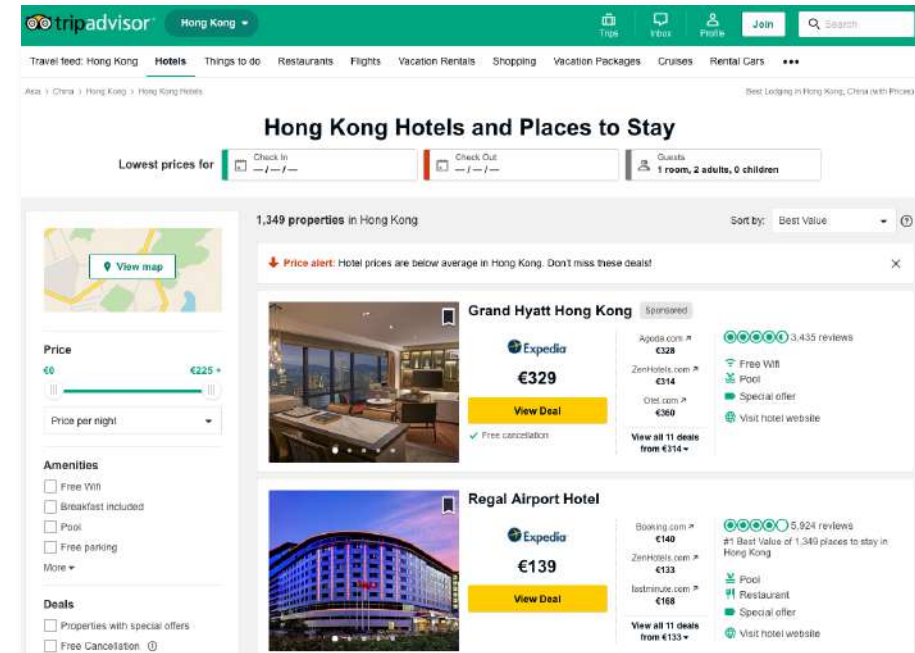
It's a unique and fun way to plan a trip, displaying a variety of content ranging from dining options to activities and attractions. But the stream favors content from travel media, brands and influencers rather than the traveler reviews that made TripAdvisor so popular.



The user-generated content is still there but is a bit more buried in the site, accessible from tabs at the top of the page and links within the travel feed.

When you visit hotel pages, you'll find the same content as before, with hotels in a destination ranked by the "Best Value" default sorting option introduced in 2017. To see hotels ranked by reviews, users can change the sorting option to "Traveler Ranked."

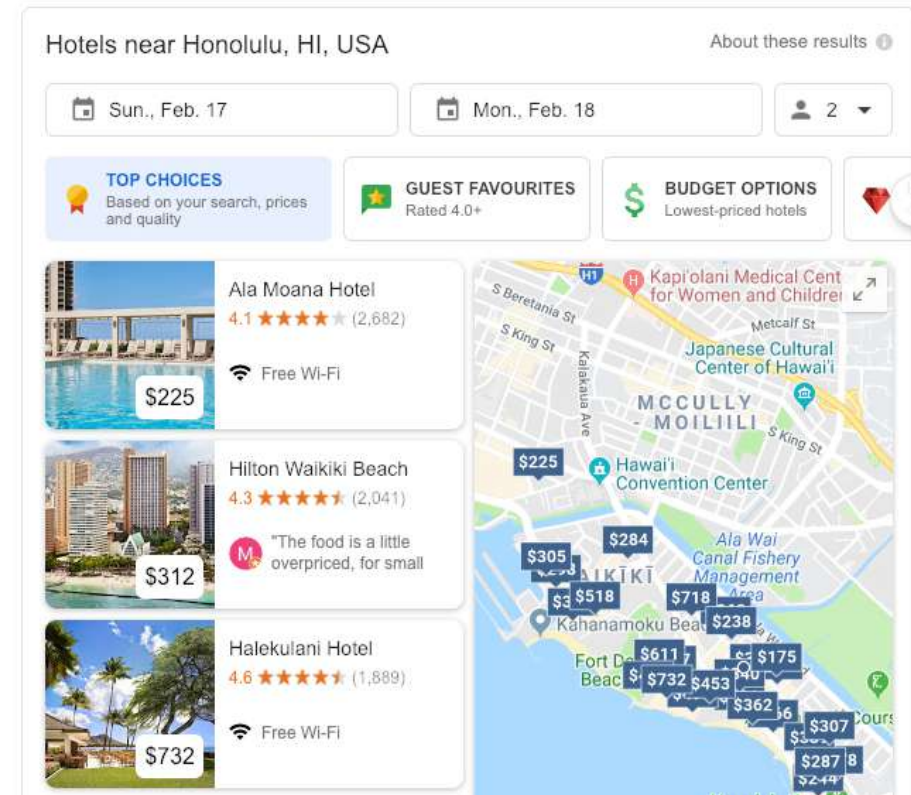
So, while the home page has been completely revamped, the rest of the site is mostly the same. The changes are part of TripAdvisor's repositioning over the years from a hotel review site to a site for planning, booking and sharing content about the entire trip.



CHANGES TO GOOGLE HOTEL SEARCH

Google has come under intense scrutiny in the European Union over the past couple of years, where regulators have levied several billions of euros in fines over three separate judgments, accusing the search giant of engaging in illegal practices and anti-competitive behavior in order to “cement its dominant market position.” Google’s hotel and flight search products have not been a focus of the investigations.

Recently, Google rolled out an array of new tools and features related to hotel search. A redesigned search box now appears at the top of organic results in hotel searches. The box displays a range of sorting options, a short list of hotels and a price map. Perhaps the most significant change is that users can now book a hotel room without leaving Google.



Hotels near Honolulu, HI, USA About these results

Sun., Feb. 17 Mon., Feb. 18 2

TOP CHOICES
Based on your search, prices and quality

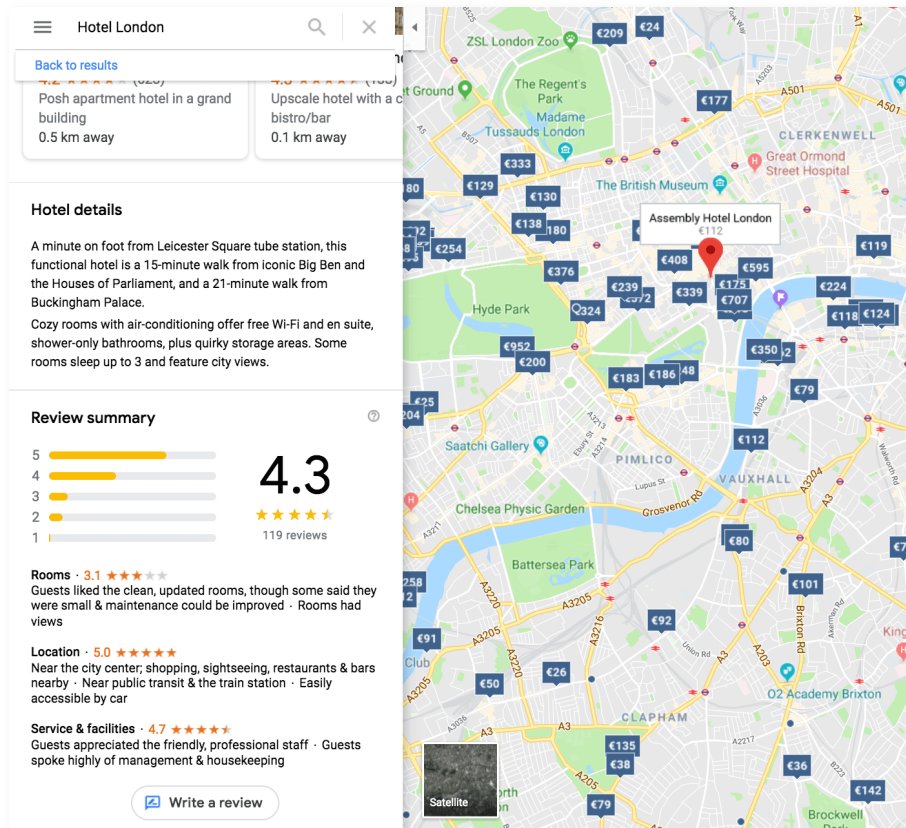
GUEST FAVOURITES
Rated 4.0+

BUDGET OPTIONS
Lowest-priced hotels

Hotel Name	Rating	Reviews	Price	Features
Ala Moana Hotel	4.1	(2,682)	\$225	Free Wi-Fi
Hilton Waikiki Beach	4.3	(2,041)	\$312	"The food is a little overpriced, for small"
Halekulani Hotel	4.6	(1,889)	\$732	Free Wi-Fi

Map showing hotel prices in the area:

- \$225
- \$284
- \$305
- \$518
- \$718
- \$732
- \$453
- \$611
- \$175
- \$362
- \$307
- \$287
- \$249



Hotel London

[Back to results](#)

Posh apartment hotel in a grand building
0.5 km away



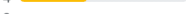
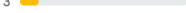
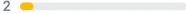
Upscale hotel with a chic bistrot/bar
0.1 km away



Hotel details



A minute on foot from Leicester Square tube station, this functional hotel is a 15-minute walk from iconic Big Ben and the Houses of Parliament, and a 21-minute walk from Buckingham Palace.



Cozy rooms with air-conditioning offering free Wi-Fi and en suite, shower-only bathrooms, plus quirky storage areas. Some rooms sleep up to 3 and feature city views.

Review summary

5  **4.3**
4 
3 
2 
1  **★★★★★**
119 reviews

Rooms · 3.1  
Guests liked the clean, updated rooms, though some said they were small & maintenance could be improved · Rooms had views

Location · 5.0  
Near the city center, shopping, sightseeing, restaurants & bars nearby · Near public transit & the train station · Easily accessible by car

Service & facilities · 4.7  
Guests appreciated the friendly, professional staff · Guests spoke highly of management & housekeeping

[Write a review](#)

When you click to view hotel listings, you find a newly designed search dashboard featuring hotel listings, pricing and filter options. Click on a hotel name, and you're taken to the hotel's listing, which displays enhanced tabs, features and information. Under the Reviews tab you'll find breakdowns of reviews by star rating and attributes, reviews from other review sites, ratings by traveler type, and new search and sorting tools.

Google has been a major force behind the recent growth online reviews, representing an incredible 37% of total review volume in 2018, more than any of the 166 review sources surveyed, according to the ReviewPro analysis.

For more information about changes to hotel search, check out our [Google guide](#).

MORE FEEDBACK CHANNELS, HIGHER EXPECTATIONS

Of course, reviews are just one of many guest feedback channels hoteliers must manage. In recent years these channels have grown to include guest surveys, social media, SMS, messaging applications like Facebook Messenger and WhatsApp, and web chat. In the not-too-distant future, we can expect to add chatbots and voice assistants to this list.

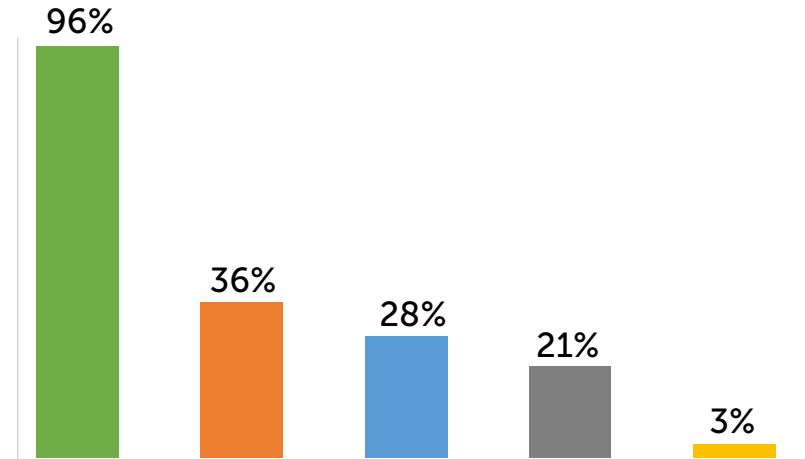
Meanwhile, consumer expectations have increased too. Previously, consumers were content to receive a response to business inquiries within days or even weeks; today, they expect a response within hours or even minutes. A survey from HubSpot found that 82% of consumers expect an immediate answer—defined as 10 minutes or less—to marketing and sales questions, and 90% expect an immediate response to customer service questions.



How May We Help You?

When it comes to digital communications, traveler behavior and expectations are changing. Are hotels keeping up? During a recent webinar, we asked attendees how their guests communicate with staff when they need something after check-in.

How do your guests communicate with staff when they need something after check-in?



- Guests call or come down to the front desk
- Guests can send us a message by SMS or messaging app
- We send a post-stay survey
- We send an in-stay survey
- We offer a chatbot or digital voice assistant services

KEEPING ON TOP OF GUEST FEEDBACK

Given the proliferation of guest feedback channels and the higher expectations of response times, how can hoteliers keep up? It all starts with setting up systems and processes to ensure that guest feedback is managed quickly and efficiently.

This involves four keys steps.

- 1. Assign Duties.** Decide who should receive the feedback and, for hotel groups, whether it goes to a central source or directly to the property.
- 2. Prioritize.** Determine if the feedback is from a direct or indirect channel, if the guest is arriving, in-house or checked out, and if the feedback positive, negative or neutral.
- 3. Follow Up.** Decide who is responsible for taking action internally and the procedures they should follow.
- 4. Respond.** Determine if a response to the guest is appropriate and how quickly it should be sent.



AUTOMATION

Many hotels use software tools to automate tasks, including:

- Alerts & notifications to advise staff when action is required.
- Goals, procedures & guidelines built into task management tools to ensure consistency.
- Auto-replies to inform guests that an inquiry is received and assure them that a staff member will respond as soon as possible.
- Templates and saved answers to ensure that responses are quick, accurate and on brand.
- Completion tracking and escalation parameters to ensure that tasks are completed in a timely manner.



Auto Case Management

Empowering you to immediately identify and fix operational and service shortcomings is the driving force behind this easy-to-use, yet powerful solution. Automatically assign and track cases based on specific feedback from online reviews and in-stay or post-stay surveys to ensure that internal service standards are being met.

Request a Demo >>

INTEGRATING DATA, TOOLS & PROCESSES

One of the biggest challenges faced by hoteliers today is integration. With recent advances in technology, hotels have access to virtually unlimited amounts of data to track guest behavior and preferences and cater to their needs.

The problem is that this data is often fragmented among software systems that don't communicate with one another. Depending on the property, this may include the PMS, CRS, CRM and POS as well as software tools for functions like revenue management, reputation management and guest surveys—just to name a few. When hotels attempt to integrate data among these systems, it's often done manually and can be time-consuming and prone to error, resulting in duplicate, incomplete and inaccurate information. The need to comply with privacy regulations adds another layer of complexity.



The good news is that, slowly but surely, tech companies are forming new partnerships and integrations that allow systems to talk to one another, share information and cleanse data. Often this requires the development of an application programming interface, or API, which acts as a bridge between software systems and allows data to flow freely. An interface can be one-way, in which data is imported from one system into another, or two-way, in which data moves in both directions.

Below are examples of systems integration in the area of guest feedback management.



Neil James, VP of Global Customer Success, ReviewPro

Breaking Down Silos

“As the hospitality industry becomes more reliant on guest data, there is a need to remove data silos and house guest feedback under one platform in order to set priorities and facilitate the actions necessary to improve guest satisfaction within a property or group.”

INTEGRATE GUEST FEEDBACK MANAGEMENT TOOLS

One example of systems integration today can be found in online reputation management (ORM) and guest satisfaction survey (GSS) solutions. For hoteliers, switching between ORM and GSS tools can be confusing and time-consuming, and important information can be lost or distorted in the process.

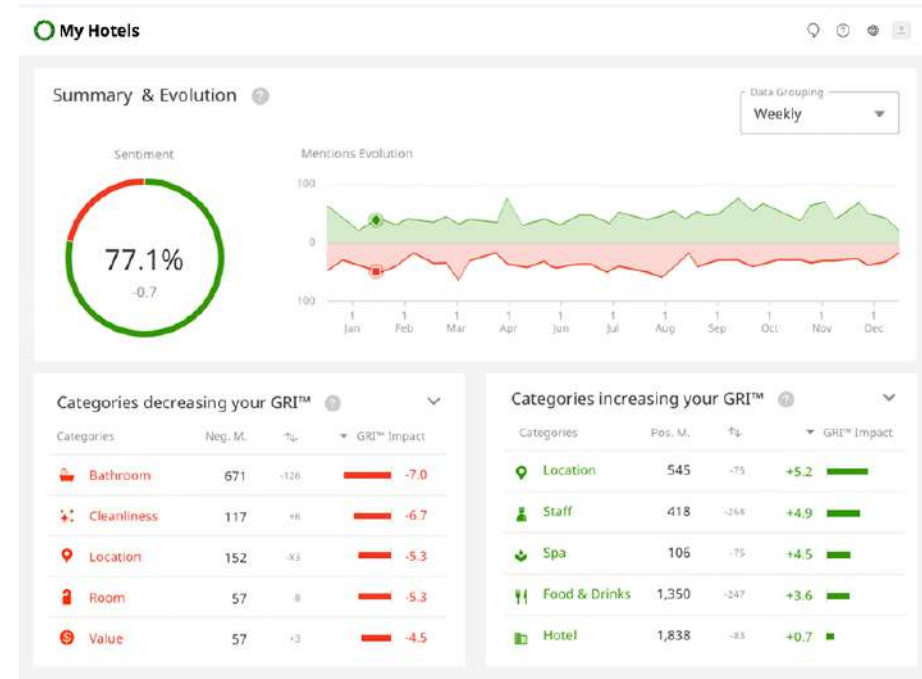
While it isn't recommended to combine ORM and GSS metrics such as review indexes and survey scores because they are calculated differently and yield different conclusions, there are numerous advantages to being able to manage the two types of types of feedback within the same dashboard.

With an integrated guest feedback solution hotels can:

- Get a 360 degree view of guest feedback
- Compare ORM performance metrics with key survey metrics
- Create customized in-stay and post-stay surveys in multiple languages
- Tailor surveys according to your unique brand experience, filling in gaps of knowledge left by online reviews
- Drill down in critical areas to prioritize changes and improvements
- Boost review volume and ratings on review sites

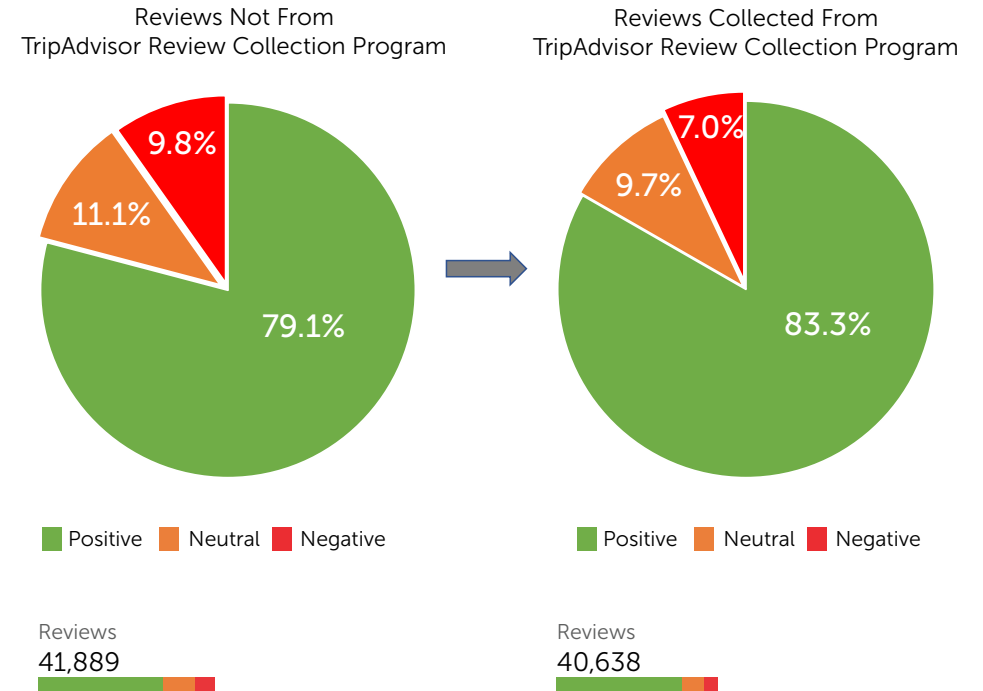
SEMANTIC ANALYSIS

Another area in which GSS and ORM data can be integrated is semantic analysis, the process of analyzing comments in reviews and surveys, assigning them a positive or negative value, and grouping them into categories and concepts. By combining these two types of feedback, hotels can gain a broader view of guests' likes and dislikes, gain deeper insights into areas of strength and weakness, and compare performance to competitors.



Using Surveys to Increase Review Volume and Ratings

In 2018, a large Spanish hotel group generated almost 50% of its TripAdvisor reviews using ReviewPro's Review Collection Program, which allows hotels to embed a prompt to write a review on TripAdvisor, Google or HolidayCheck in post-stay surveys. Moreover, on average 83.3% of the reviews captured through the survey were positive, compared to 79.1% through other channels.



The reviews collected from the TripAdvisor Review Collection Program account for 12.8% of all reviews for the group.

INTEGRATE PMS DATA WITH REVIEW DATA

A newer and increasingly popular integration option is to integrate the PMS with a guest survey solution. This type of integration offers three key advantages:

1. Customized Surveys. While many hotels send post-stay surveys to guests, most of these surveys are generic, featuring the same questions regardless of the type of guest. With PMS-GSS integration, hotels can create customized in-stay and post-stay surveys for key market segments. This could include wedding guests, meeting attendees, loyalty program members or corporate accounts—all of whom have different needs and expectations.

Depending on how detailed you wish to go, you can also personalize surveys based on the guest's profile or specific aspects of the guest's stay. The more information contained in the guest profile, the more personalized the survey can be.

For example, questions could be as specific as:

- Having dined in our Brasserie Restaurant, how would you rate the experience?
- Thank you for attending an event at our property. How would you rate your overall experience at the event?
- As a Gold Member of our loyalty program, did you receive all the benefits you are entitled to?

- 2. Filtered Results.** Hotels can use PMS data to filter survey results using a range of variables such as room number, booking source, market segment, demographics, guest nationality, loyalty membership status and even specific corporate accounts. This will allow you to gain insights into the unique needs and expectation of each segment of guests.

- 3. Enhanced Guest Profiles.** With two-way integration you can populate survey ratings and comments in the guest's profile. When the guest returns to the hotel, staff will know what they liked and disliked about their previous stays and can personalize the experience accordingly.



Prioritizing Improvements by Room Number

By integrating PMS and GSS data, glh Hotels in the UK was able to measure the impact of room refurbishments on guest satisfaction and ensure that the money was well spent. By matching surveys with profile data, staff can see the room number, room type, rate code and other relevant details for each guest who completed the survey. The company also uses ReviewPro's Auto Case Management solution to alert staff of issues related to specific room types and ensure prompt follow-up.

INTEGRATE SURVEYS WITH YOUR CRM SYSTEM

If your company uses a CRM system, you can connect it to your GSS solution to link survey data with guest profiles. Imagine if, while taking a reservation or checking a guest in, the employee could view survey scores and comments for all of the guest's previous stays. The employee could speak to the guest's specific needs and preferences, allocate the guest's preferred room type and ensure that any previous issues do not recur—a level of personalization many hotels aspire to but few achieve.

With GSS-CRM integration you can also track guest activities and purchases on property and how guests rate them. You can design targeted marketing campaigns based on GSS data such as promoters who book suites or frequent the hotel restaurant.

INTEGRATE REVIEW DATA WITH REVENUE DATA

Research from Cornell University has shown a direct connection between hotel online reputation and pricing power on both online and offline channels. ReviewPro's Revenue Optimizer allows hotels to integrate review data with revenue management data to identify opportunities to increase revenue and guest satisfaction.

ReviewPro's Competitive Quality Index™ (CQI) is a measure of a hotel's guest satisfaction relative to its competitive set using the Global Review Index™ (GRI), an online reputation score based on review data collected from more than 175 review sources in 45 languages. The CQI is calculated by taking the hotel's GRI™ and dividing it by its comp set's average GRI™ and then multiplying by 100.

By comparing a hotel's CQI with its RevPAR Index (RGI), as provided by STR or a similar market data company, owners and managers can determine if the hotel is priced optimally, is underperforming, or can increase its rates.

Hotels are classified into four quadrants:

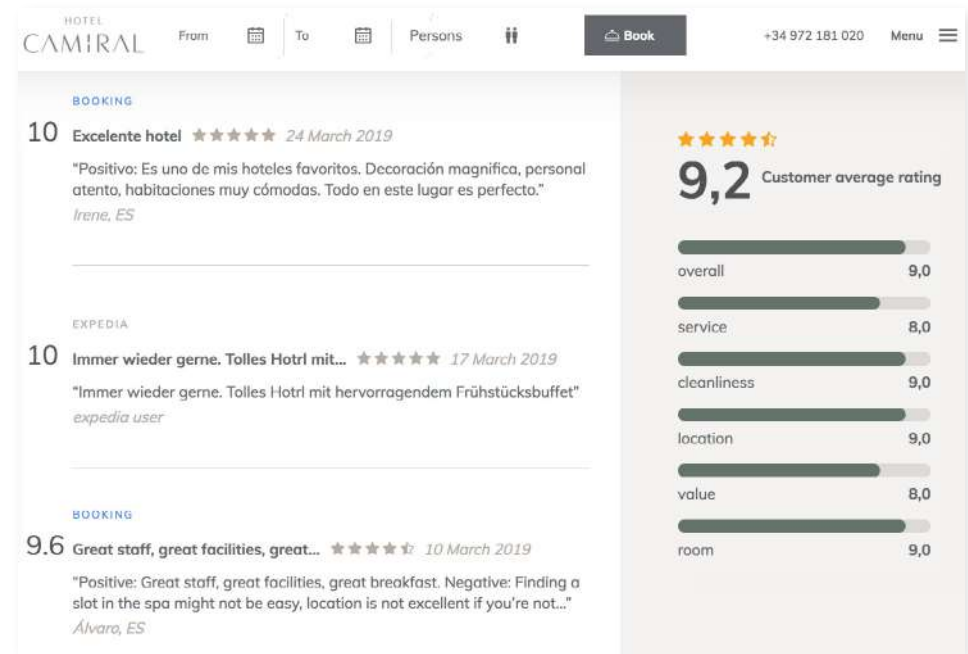
1. Revenue Opportunity
2. Optimized
3. Problematic
4. Revenue Risk.

A hotel company can plot all of its properties on one graph to obtain a snapshot of how each is performing relative to others in the group.

INTEGRATE GUEST FEEDBACK DATA WITH YOUR WEBSITE

An effective way to increase conversion rates and encourage direct bookings is to share guest feedback on your website such as data from guest surveys and online reviews. For example, you can display your NPS score along with your property's core strengths as identified through sentiment analysis. You can even show the comments made about a specific room type on booking engine pages.

The website for [Hotel Camiral](#) in Girona, Spain features a dedicated review page with the latest reviews, overall guest rating, and ratings by service, cleanliness, location and room.



The screenshot displays the Hotel Camiral website interface. At the top, there is a navigation bar with the hotel name, search filters (From, To, Persons), a Book button, and contact information (+34 972 181 020). The main content area is divided into two columns. The left column lists reviews from different sources: Booking.com, Expedia, and Booking.com. Each review includes a rating (e.g., 10, 10, 9.6), a star rating, the date, and a short comment. The right column features a 'Customer average rating' of 9.2, represented by five stars. Below this, a bar chart shows ratings for various categories: overall (9.0), service (8.0), cleanliness (9.0), location (9.0), value (8.0), and room (9.0).

Category	Rating
overall	9,0
service	8,0
cleanliness	9,0
location	9,0
value	8,0
room	9,0

Boosting Online Reputation by Optimizing Guest Surveys

ReviewPro clients know that even a moderate increase in the Global Review Index™ (GRI) can lead to significant boosts in ADR, occupancy and RevPAR. Recently, HD Hotels & Resorts put this theory to the test.

The company uses ReviewPro's integrated ORM and GSS solutions to manage all guest feedback from one dashboard. Under the guidance of ReviewPro's customer success coach, staff implemented several improvements to surveys, including optimizing the subject line, design and wording, modifying the order of

questions, employing question logic, and adding a TripAdvisor collection widget and reminder email.

The changes gave HD Hotels & Resorts deeper insights into areas where operational and service improvements were needed to enhance the guest experience. After implementing a series of improvements, the company not only improved its survey scores, it also increased its GRI™ by an impressive 2.5%.

For more information about ReviewPro's partners and integrations [click here](#).

■ DELIVERING REAL-TIME GUEST SERVICE

As we discussed earlier, travelers' expectations of speedy responses to questions and concerns are higher than ever. To keep up with expectations, more hotels are implementing tools and processes to deliver real-time guest service.

By real-time guest service we mean fulfilling guest requests as soon as they are brought to staff's attention. With advances in operations tools and guest feedback management technology, real-time service is fast becoming a reality in hotels.

Since staff members can't be everywhere at all times, a degree of reliance on automation is required. With auto replies, for example, guests receive instant acknowledgement that their request has been received and reassurance that it will be fulfilled as soon as a staff member is available.



FACE-TO-FACE, TELEPHONE & EMAIL COMMUNICATIONS

Dealing with guests in person, by telephone and by email is nothing new for hoteliers. What is changing is that travelers are shifting from these channels to new platforms like SMS and messaging apps. As employees try to uphold service levels on multiple channels, they must deal with constant distractions, which can interfere with guest service. As the number of personal touchpoints between hotel guests and staff shrink, it has become more important than ever to make a positive impression.

When serving guests in person and by telephone, staff use visual, verbal and vocal cues to show care and concern. On digital channels employees must rely on verbal communications to communicate, so the choice of words is especially important. And yet

customer service training programs and guidelines often gloss over or completely overlook the unique skills and techniques required of digital channels. [This article](#) sums up some of the current practices vital to digital communication with guests.

IN-STAY SURVEYS

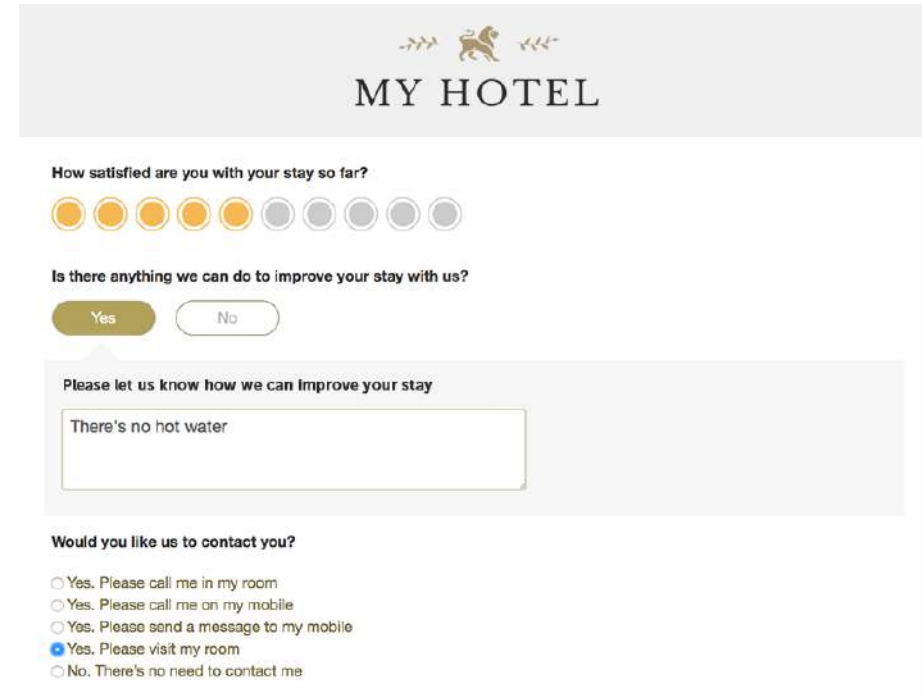
Traditionally, hotels wait until the end of the stay or send a post-stay survey to ask guests how everything was. While post-stay surveys are a critical source of guest feedback, often it's too late to fix problems and make amends.

A more proactive approach is to send an in-stay survey partway through the guest's stay. The survey should be short, containing a maximum of three questions or even just one, such as "On a scale between 0 and 10, how is your stay going so far?"

In-stay surveys can be sent immediately following check-in, on the second night of the stay, or when guests log in to the hotel Wi-Fi. Of course, it's not enough to ask guests how things are going; you also need to implement systems and procedures to ensure that any concerns are addressed while the guest is still on property. This will help prevent negative reviews, identify opportunities to turn a good stay into a great stay, and generate feedback from guests who may prefer not to complain in person.

The Value of Solving Problems on Property

How effective are in-stay surveys? A recent global study of 177 hotels from ReviewPro found that hotel guests who reported a problem by in-stay survey that was fixed while they were still on property gave 12.25% higher ratings in post-stay surveys than guests who reported a problem that was not fixed.



The screenshot shows a survey form for 'MY HOTEL'. The form includes a satisfaction scale, a question about improvement opportunities, a text input field for feedback, and a section for contact preferences.

MY HOTEL

How satisfied are you with your stay so far?

Five orange circles followed by four grey circles.

Is there anything we can do to improve your stay with us?

Yes (selected) No

Please let us know how we can improve your stay

There's no hot water

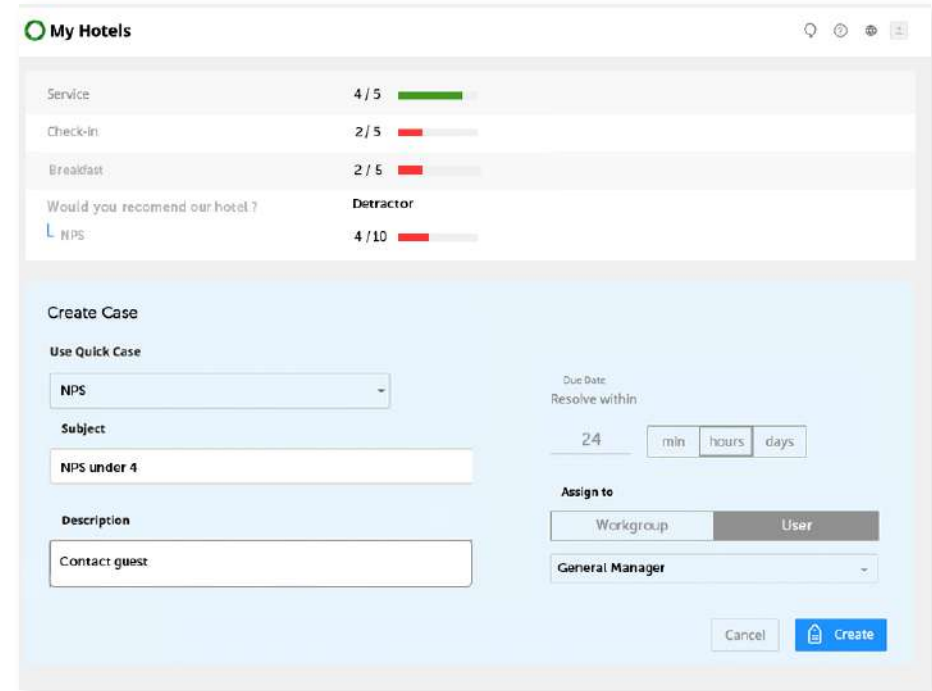
Would you like us to contact you?

- Yes. Please call me in my room
- Yes. Please call me on my mobile
- Yes. Please send a message to my mobile
- Yes. Please visit my room
- No. There's no need to contact me

AUTOMATE INTERNAL COMMUNICATIONS PROCESSES

To ensure that guest feedback receives prompt attention hotels can integrate ORM and GSS solutions with operations tools like ReviewPro's Auto Case Management (ACM) solution.

For example, hotels can use an integrated system to automatically create a case to prompt the general manager to follow up with the guest within 24 hours if a guest gives an NPS of 4 or lower in a survey.



The screenshot displays the 'My Hotels' dashboard with the following metrics:

Service	4 / 5	<div style="width: 80%;"></div>
Check-in	2 / 5	<div style="width: 40%;"></div>
Breakfast	2 / 5	<div style="width: 40%;"></div>
Would you recommend our hotel?	Detractor	
NPS	4 / 10	<div style="width: 40%;"></div>

The 'Create Case' form includes the following fields and options:

- Use Quick Case:** NPS (selected)
- Subject:** NPS under 4
- Description:** Contact guest
- Due Date:** Resolve within 24 min hours days
- Assign to:** Workgroup (selected), User (selected), General Manager
- Buttons:** Cancel, Create

This enables hotels to:

- Set up alerts to notify staff and workgroups of specific types of guest feedback
- Create custom workflows and automatically assign responsibilities, helping staff prioritize and focus on serving guests rather than analyzing data
- Track completion rates and times to increase efficiency and ensure quick action
- Set escalation parameters to notify managers if tasks are not completed on time

- Prevent negative reviews and drive higher survey scores and online ratings
- Use root cause and resolutions analysis to quantify how issues impact your business
- Guarantee that brand standards are met every time

EMBRACE GUEST MESSAGING

More than any other channel, messaging is regarded as “real-time” communication. By adopting a messaging platform like ReviewPro’s Guest Messaging Hub and integrating it with ORM, GSS and ACM solutions, hotels can:

- Manage reviews, surveys, case management and messaging from one centralized hub.
- Enable guests to connect with your team on the messaging channel of their choice without having to download a separate app. Messaging channels include SMS/text messaging, web chat, Facebook Messenger, WeChat, WhatsApp (for select brands) and other popular channels.
- Identify and resolve issues in real-time and provide an elevated level of guest service.

- Get closer to your guests and play a bigger part in the guest journey.
- Create efficiencies with auto-replies, quick answers and quick cases.
- Build a knowledge base and create templates to respond quickly to guest inquiries.

For more information about how to implement messaging in your hotel, check out [The Hotelier’s Guide to Guest Messaging](#).

MASTERING THE ART OF REAL-TIME SERVICE RECOVERY

A collection of 5-star hotels in Europe, Africa and Russia, Corinthia Hotels is guided by the core principles of authenticity, passion, precision and understanding. As part of this promise, the company is committed to responding to guest concerns as quickly as possible.

For some time now, Corinthia has used ReviewPro's Online Reputation Management (ORM) solution to manage reviews. But as helpful as review feedback is, the company wanted to get even better at responding to guest needs while on property. For help, Corinthia turned to ReviewPro's Guest Satisfaction Surveys (GSS) and Auto Case Management (ACM) solutions.

"Technology is changing, the demand for instant gratification is increasing, and guest expectations are on the rise," said Brian Pratt, Chief Officer of Distribution, Technology & Innovation. "This puts a little pressure on man-hours in certain circumstances, but really and truly it boils down to a cultural issue.



CORINTHIA HOTELS, LONDON

“It took a while for our general managers to believe in technology, to believe in what we were doing,” he explained. “But it’s really about empowering staff ... It’s also [about building] a culture of getting people to understand accountability. Technology gives us the ability to track our performance and understand how we’re doing with customers.”

The powerful integration of all three solutions allowed Corinthia Hotels to automate and streamline follow-up on guest feedback. At the same time, the company introduced an in-stay survey to alert staff of any issues while guests are still on property.

An hour or two after guests arrive they receive an email from staff asking if there anything they can do to assist. “We have a dedicated team that responds to requests within a maximum of two hours,” said Pratt. “If the time limit is exceeded, the case is escalated to the general manager. This gives us the opportunity to fix problems while the guest is still in house.”



CORINTHIA HOTELS, LONDON

Through this initiative, the company reported the following results:

- 100% resolution rate
- 92.5% of cases resolved within the first hour
- Substantial increases in GRI™ and Service Index

TAKE GUEST SATISFACTION TO THE NEXT LEVEL

[Click here](#) to find out more about how ReviewPro can help your company stay on top of guest feedback, integrate guest feedback data, tools and processes, and deliver real-time guest service.

Online
Reputation
Management



Guest
Satisfaction
Surveys



Auto
Case
Management



Guest
Messaging
Hub



■ ABOUT US

ReviewPro is the world leader of Guest Intelligence solutions, with more than 55,000 hotels in 150 countries. Globally renowned brands like Radisson Hotel Group, Kempinski Hotels, Red Lion Hotels, and Mèlia Hotels International rely on ReviewPro to consolidate all guest intelligence into one powerful platform.

The company's cloud-based Guest Experience Improvement Suite includes Online Reputation Management, Guest Satisfaction Surveys, Auto Case Management, and an innovative Guest Messaging Hub. The tools and processes that ReviewPro provides enable hoteliers to proactively turn guest insight into action to prioritize operational and service improvements, deliver better guest experiences and increase guest satisfaction, online rankings, and revenue.

ReviewPro's Global Review Index™ (GRI), the industry-standard online reputation score, is based on review data collected from 175 OTAs and review sites in over 45 languages. The GRI™ is used to manage online reputation by benchmarking an individual hotel or group of hotels, comparing results between properties or against competitors, and tracking the evolution of a hotel's performance over time.



[Click here to check out our Guest Satisfaction Survey video.](#)

WHAT WE DO





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