



How Beachcomber Increased its Value Index by Acting upon Guest Feedback

The Beachcomber collection of Resorts & Hotels, located in the beautiful surroundings of Mauritius, believes in having a guest-centric approach in order to provide the best guest experience possible. The group opted for ReviewPro's Online Reputation Management (ORM) Solution and Guest Survey Solution (GSS) in July 2018 to gain deeper insights into guest opinions and experiences and drive the continuous improvement of services and amenities to an even higher standard.

CHALLENGES

The company needed a tool to monitor the online reputation and guest satisfaction metrics at both a micro and macro level along with the dynamics of being able to benchmark properties against each other. This kind of multi-level comparison helps each property to understand where its strengths and weaknesses lie as well as provide wider business intelligence insights to make operational and service improvements on a property or at corporate level.

SOLUTIONS

Beachcomber Resorts & Hotels deployed the ReviewPro solutions for the group to further develop Quality Assurance measurability and support this enhanced guest-centric approach.

"Having the ability to view online reviews and dig deeper with surveys provides you with the valuable insight of your hotel operation. Online reviews are often emotional and unstructured, but give us the indicators and triggers we need to then leverage further through our Guest Satisfaction Surveys. This help us to identify service and product gaps that need improvement. You need to use both in order to drive your hotel's online reputation and keep customer satisfaction high. Being in full control of our survey gives us the edge we need to efficiently identify weaknesses."

Jason Hardy
Head of Quality Assurance



BEST PRACTICES:

Focus on quality managers

The Beachcomber properties have appointed Quality Managers and adjusted the existing job profiles for the properties over the last year. Part of the responsibilities of this role are to monitor the ReviewPro platform daily, follow up with any issues right away, and drive continuous improvement. Weekly, monthly, and quarterly reports are generated and discussed in-depth in regular meetings which take place between properties and among managers to air ongoing issues. The group is also able to analyze data on a larger scale and ensure that any common issues are solved across all properties.



Jason Hardy
Head of Quality Assurance

“Guest feedback monitoring on ReviewPro is a key function in the Quality Managers’ responsibility and integral to the wellbeing of the operations. Through this feedback they are able to ensure and measure the compliance to our brand standards as well as relative to the guest expectations.”



BEST PRACTICES:

Identified weakness in the arrival experience

First impressions count and a guest's arrival experience very much influences the rest of the stay. By using cross-level comparisons, the group detected that the arrival experience at one of its resorts was systematically obtaining a lower score compared to the rest. After an in-depth analysis of the scores and reviews, and after evaluating the service standards, the areas for improvement were identified.

The resort in question was one of the good performing in overall scores, it was through the disparity in scores compared to other resorts within the chain that Beachcomber was able to identify the difference in experience. This disparity was flagged and addressed by reviewing the guest journey to ensure that both arrival and departure experience was consistent in this property and in line with that of other properties.



BEST PRACTICES:

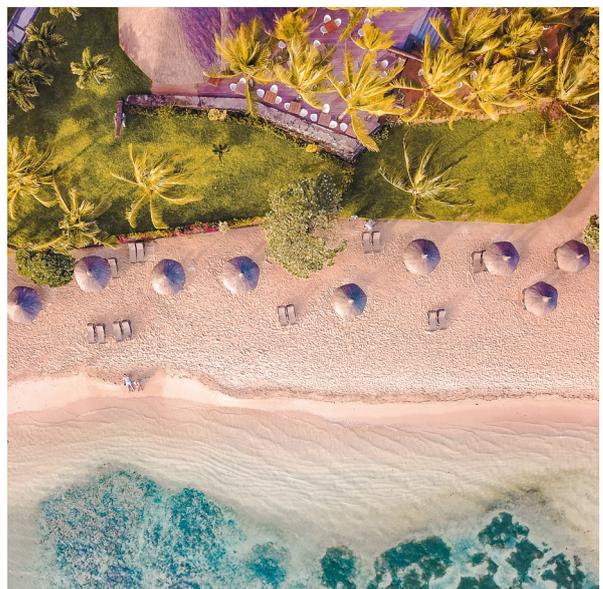
Monitoring the results of refurbishments and renovations

By monitoring guest feedback, properties can not only make more informed decisions on where to invest in renovation, but measure what effect the investment goes on to have on the business through the evolution of the key metrics.

At Beachcomber Resorts & Hotels, further to refurbishment works, online review departmental scores for rooms have increased. The group has been able to see that resorts Canonnier, Mauricia, and Paradis have had a substantial Index increase of the room departments post-refurbishment and renovation.

"We believe this increase is the combination of efforts from refurbishments of rooms, cleanliness and service improvements."

Jason Hardy
Head of Quality Assurance



RESULTS

- 1 The first thing that the brand noticed was an important stabilization in the scores with less fluctuation.
- 2 After just six months of implementation, the GRI™ score increased by 0.7 points to 91.3%
- 3 The departmental index scores improved in the first quarter of 2019 with growth ranging from 0.6 to 7.4 points (as compared to the same period last year).
- 4 Significantly the notoriously challenging index of "Value" **increased by 7.4 points in Q1 2019 compared to Q1 2018.**

ABOUT REVIEWPRO

[ReviewPro](#) is the world leader in Guest Intelligence solutions, with more than 55,000 hotels in 150 countries. 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.

WHY CHOOSE REVIEWPRO?

"ReviewPro suited our requirements by having on one platform both the Online Reputation and Guest Satisfaction, while presenting the data in a user friendly manner.

Having full control of our Guest Satisfaction Survey was also a key factor. Responding to Online Reviews and to our Guest Satisfaction Survey to the reviewers and guest through the platform provided an important time saving criteria."

Jason Hardy
Head of Quality Assurance

ABOUT BEACHCOMBER

Beachcomber Resorts & Hotels ("NMH Ltd") carries on a tradition of excellence in hospitality that spans more than six decades. Since 1952 the group has been the pioneer and market leader of the hotel industry in Mauritius with eight resorts, 2140 rooms and five ancillary service companies. Beachcomber's mission is to share the gifts of nature and beautiful surroundings with the world by creating a family of resorts, giving guests the opportunity to live exceptional moments.

