



How one Hotel Group Set and Achieved Guest Feedback Management Goals

INTRODUCTION

A privately-owned hotel group based in Berlin, Samuel Braun Hotels believes that "Good experiences create good memories". It puts great guest experience at the core of the business to stay top of mind with guests and build a healthy online reputation. The group knows that online reputation sustains the business by boosting bookings and revenue, and actively monitors this with the Global Review Index™ (GRI).

CHALLENGES

Samuel Braun Hotels is keenly aware of the importance of online presence and the digital habits of today's traveler. It is also aware that the online digital world can often seem distant in the everyday lives of hotels staff who are very much dealing with the here and now of hotel operations. The group was looking for a way to bridge the gap between the online and offline world in a clear and easy-to-analyze format.



THE SOLUTION

The group started out by setting goals for all major KPIs: GRIT™, management response (volume, time), and online review volume. In order to improve each metric, strategies were put into place for both [Online Reputation Management](#) (ORM) and [Guest Satisfaction Surveys](#) (GSS) solutions

- 1 **GRIT™:** To improve this metric it is important to collect guest feedback and use it to make the relevant operational and service improvement at a property. At the Samuel Braun Hotels staff is given a weekly and quarterly report of guest feedback. This includes areas they have done well on and areas of improvement. An overall report is also delivered to the CEO.
- 2 **Management Response:** The group has a dedicated Quality Manager to answer guest reviews with set goals as part of a management response strategy. They must answer 95% of all reviews on all channels, 100% of negative reviews within a maximum of 3 days.
- 3 **Review Volume:** The group implemented a TripAdvisor Review Collection program to encourage guests to leave reviews there rather than on OTAs and encourage direct bookings.

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.

THE RESULTS

ReviewPro was implemented in September 2018 and the group noticed immediate results. When comparing Q1 and Q2 2019 with the previous year:

- 1 **GRIT™:** increased by 2.7 points
- 2 **Management Response:** increased by 44%
- 3 **Review Volume:** increased by 28%

WHY REVIEWPRO

"We needed a way to collect a large number of reviews in a clear, organized, and understandable way. ReviewPro allows us to build up a picture of our online statistics over a large number of platforms and in many languages, increasing efficiency and saving time and resources."



Tom Knizka,
Revenue & E-Commerce Assistant

ABOUT SAMUEL BRAUN

Samuel Braun Hotels is a privately owned hotel group based in Berlin. At the moment Samuel Braun Hotels operates the Savoy Berlin, the Ku' Damm 101 Berlin as well as the about:berlin Hotel.