



How Paradores Won Spain's Best Reputation Two Years in a Row by Prioritizing Guest Experience

Introduction

Paradores is an iconic collection of hotels located in historic buildings and natural parks across Spain. The company motto has been “Quality, Friendliness, Legendary” since 1928. It is fully committed to customer centricity, a position that has been a key driver to success, even during the 2020 pandemic.

Customer Centricity as Its Core

Even though the brand has a unique offering, it still recognized the need to safeguard online reputation to maintain its position as one of Spain's most important hotel companies. Paradores incorporated customer centricity into all aspects of the business. The CX value chain has guided many of the decisions on quality and guest management: emotions generate memories, memories affect behaviors, and behaviors drive business.



“The binds between customers and brands comes down to guest experience, and there is a direct link between guest experience and a companies’ profit and loss.”

Ramon Adillon

Online Reputation and Guest Satisfaction Management, Paradores

Challenge

Spain has always been a thriving and competitive market for hoteliers. In order to secure bookings, the brand knew early on that the battle would be fought and won online. Paradores wanted to secure a strong online reputation and ensure that clients shopping for their next holiday would choose them over their competitors. By increasing demand, hoteliers can raise ADR and RevPAR, which has a direct impact on revenue.

In this day and age, it's not enough to do it well. It's necessary that customers perceive that you are doing well. You must take customers opinions into account and act precisely where the customers tell you to act.

Ramon Adillon

Online Reputation and Guest Satisfaction Management, Paradores

A 1-point increase in a hotel's Global Review Index™ equals up to:

+0.89%
in ADR

+0.54%
in Occupancy

+1.42%
in RevPAR



Solution

The brand took on [Online Reputation Management \(ORM\)](#) in 2017, and quickly incorporated the solution into its processes. The group also took on [Guest Satisfaction Surveys \(GSS\)](#), in order to get the detailed results that are sometimes missing in freeform online reviews. To get the most out of the combined solutions, the quality team created:

- A handbook of good practices to guide hotel managers on online reputation management and how to monitor and identify areas to improve on.
- A comprehensive management response strategy guideline.
- Response templates for positive, neutral and negative reviews.

Paradores' Best Practices for Responding to Reviews

Respond to reviews is a daily part of Paradores' guest experience management strategy. The brand outlined the following tips:

- Every response should be written in an appropriate tone, apologizing if needed, while giving further details on what the guest has mentioned and should end on a positive note.
- Speed is key and ideally, reviews are responded to within 72 hours.
- Use templates to facilitate and increase efficiency, but make sure you personalize the responses!
- Use the responses as an opportunity to highlight any new measures you've implemented recently, for example cleanliness.
- Respond to all portals and all reviews categories.





Engaging the Entire Business

Guest experience needs to be at the heart of a business for it to truly work and this is something Paradores are well aware of. To act on different guest touchpoints during the stay and make “wow moments,” staff must be fully engaged and have guest experience “in their DNA.” To ensure this, the brand implemented the following:

- Staff KPIs are based on guest experience criteria.
- Head office provides support on specific cases.
- Corporate offices set annual objectives on a regional level and on a hotel level for GRI™, questionnaires, response time and response rate for each category of reviews.

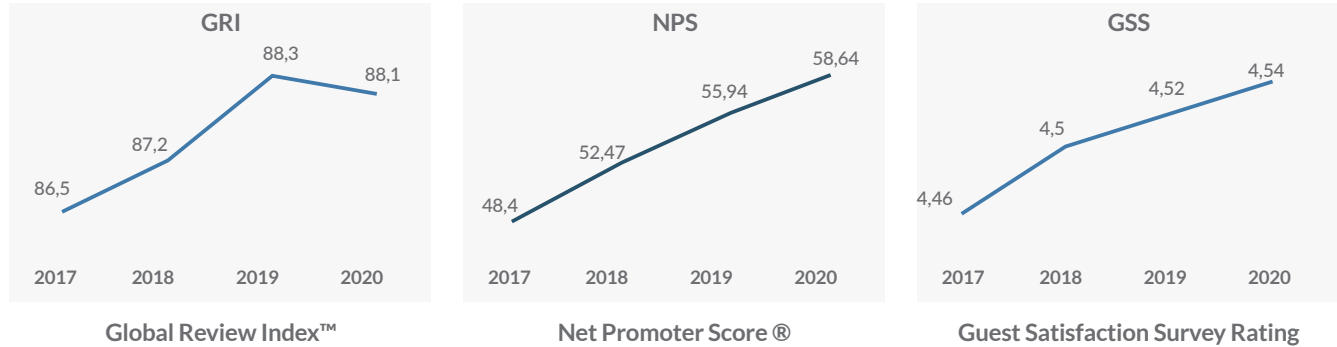
Monitoring Is Also a Key Driver to Success

To ensure ongoing service excellence, Paradores monitors continually:

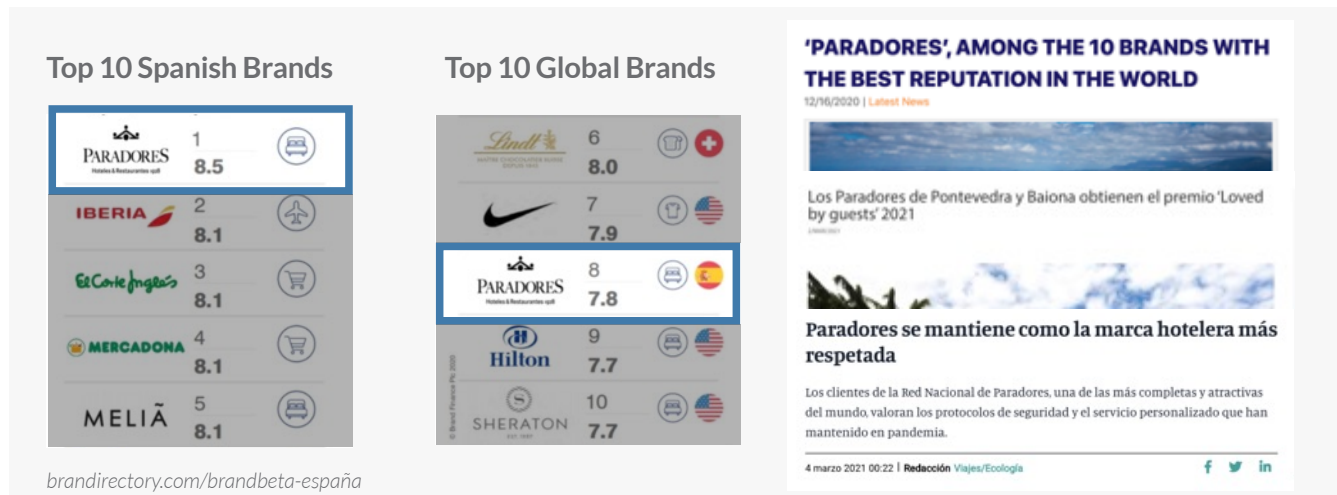
- Monthly KPIs reports focusing on the Global Review Index™ scores compared to same period previous year.
- Any property with a drop of more than 1.5 points must draw up a monthly improvement plan with actions the property will implement to increase score and reverse situations.
- Departments that negatively affect scores are identified and assisted.
- Yearly reports are filed to pinpoint repetitive errors that affect quality of the service, action is then taken on a company level for continuous improvement

“Good Processes Make Great Results.”

Since 2017 the group have shown a steady increase in all KPIs – GRI™, NPS® and Guest Satisfaction Survey scores, even during the 2020 pandemic.



The group also won best brand in Spain for two consecutive years (2019-2020) according to the thinktank ‘brand finance.’





What we are trying to achieve is to attract new customers through a good management response as well as maintain and increase the high level of satisfaction that we enjoy today. To do so we first listen to the voice of the customer and act accordingly, implementing the necessary improvement plans and actions to meet and exceed customer expectations.

Laura Arias Cubría

Accommodation, CX and Quality Director,
Paradores de Turismo

ABOUT REVIEWPRO

Shiji ReviewPro is the leading guest experience management software helping hospitality become more profitable by gathering and understanding guest feedback data. The Shiji ReviewPro platform includes Hotel Reputation, Guest Surveys, Case Management and Guest Communications. With a decade of experience and investment in innovation, we continue to be the benchmark of the industry. Together, we reimagine the digital guest experience. **Join us.**

ABOUT PARADORES

Paradores is a public company that has been serving tourists since 1928. It successfully fulfils its mission of promoting the best image of Spain, protecting the country's historical and cultural assets, promoting local economies and caring for the environment.