



BEFORE WE GET STARTED



You are all on mute



Please use your control panel to ask questions during the webinar



This webinar will be recorded and posted to Revinatē's Help Desk

YOUR PRESENTER



Debbie Tay

Customer Success Manager
APAC Region





Celia Ruiz de la Escalera

Training & Support Specialist

Tanna 't Hooft

Customer Success Manager





Linden Plumly

Director, Global Training and Support



Stella Dacy

Training Programs Manager

Mastering Review Management

Taking control of the online conversation around your business

ONLINE REPUTATION MANAGEMENT

A photograph of a building with a neon sign that reads "HOTEL" in green letters against a clear blue sky. The building is a modern, multi-story structure with a flat roof and a light-colored facade. The sign is mounted on the roof and consists of large, illuminated letters. The sky is a solid, clear blue. The building has several windows visible on the upper floors, some with white frames. The overall scene is bright and clear, suggesting a sunny day.

HOTEL

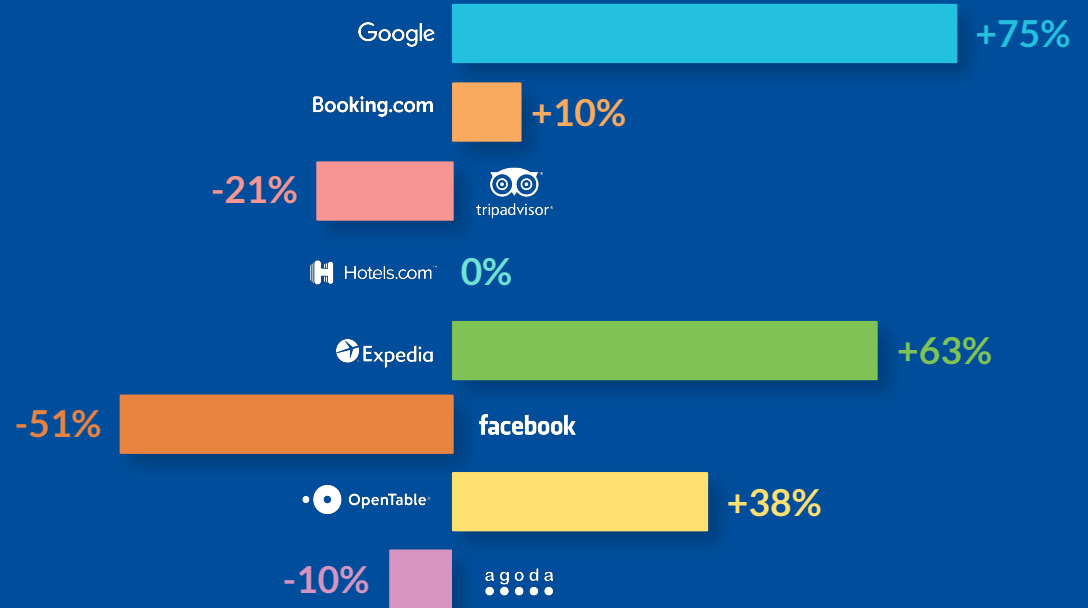


MILLION REVIEWS
95

REVIEW DISTRIBUTION (YoY GROWTH)

+8%

YEAR OVER YEAR



DIFFERENTIATION

How can hotels set themselves apart from their competitors?

- ✓ price
- ✓ location
- ✓ online reviews

93%

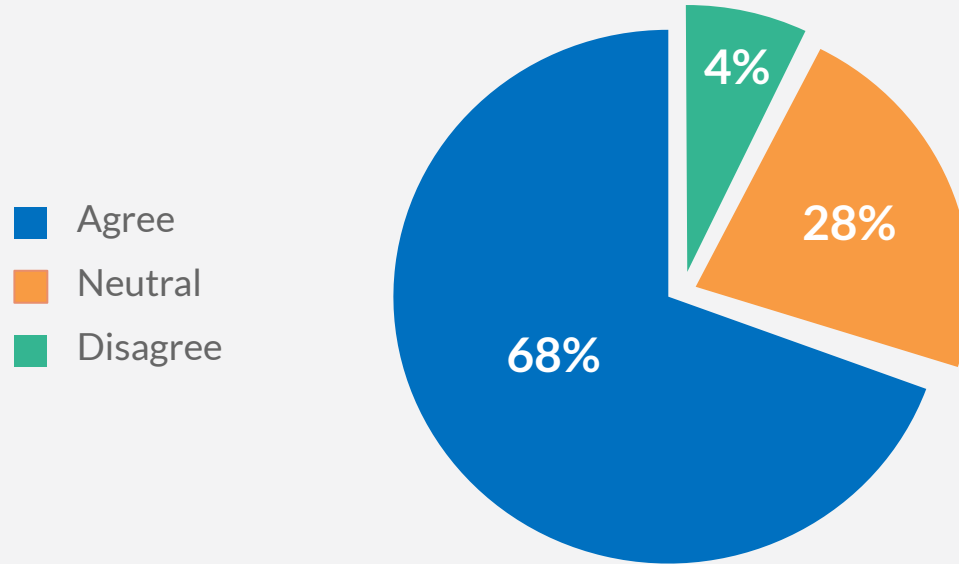
of travelers worldwide say online reviews have an impact on their booking decisions.

76%

of travelers are more likely to book a room with a higher score, even if it means paying a higher rate

IMPACT OF MANAGEMENT RESPONSE FOR THE CONSUMER

“If considering two comparable properties, the presence of management responses on one would sway me in its favor.”



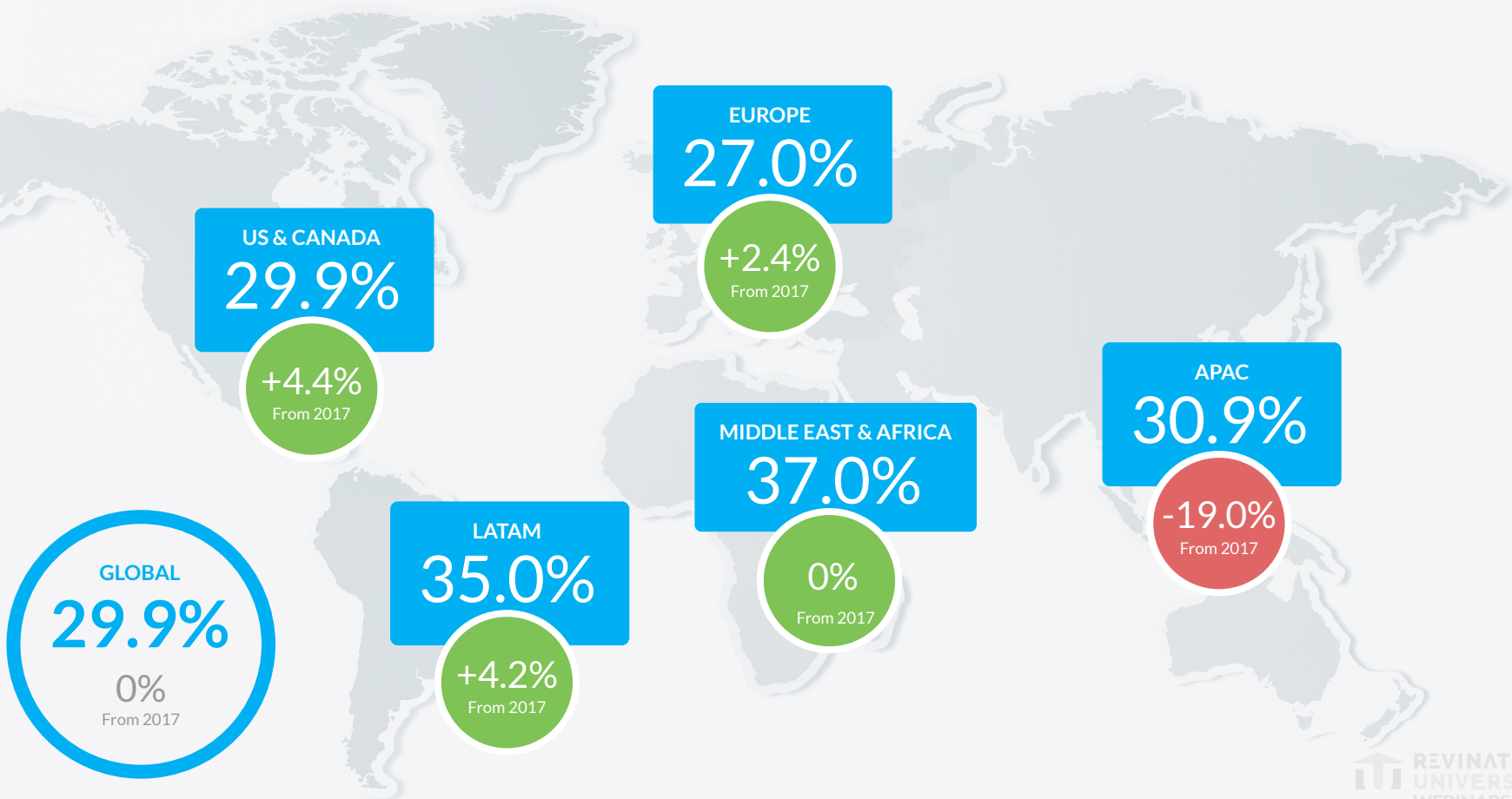


Who should respond?

- Time availability
- Empowerment to solve problems
- Writing skills and brand training
- Customer care characteristics

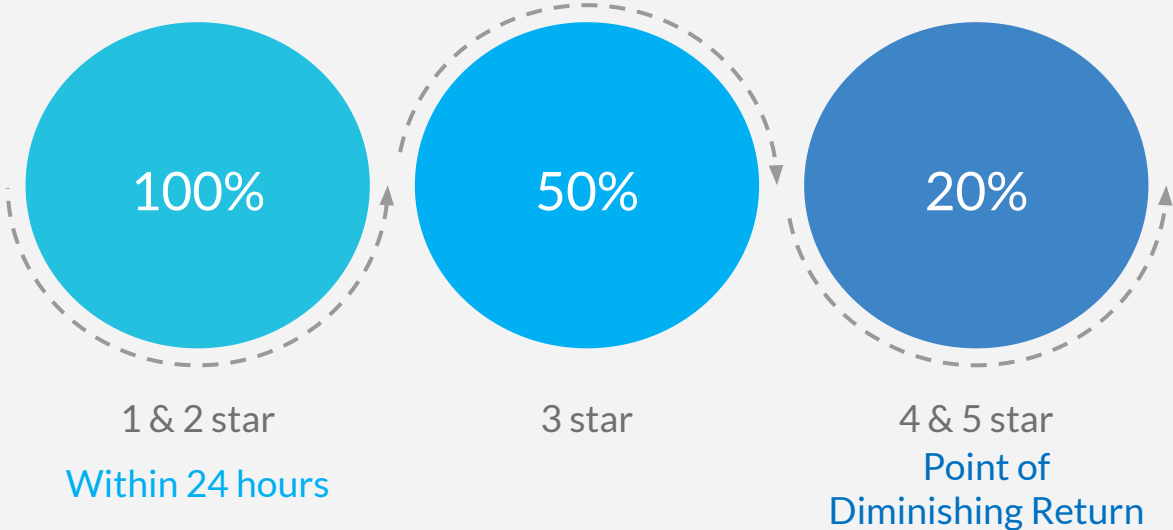
*Guest Services Manager, Marketing Manager,
Social Media Manager or General Manager*

RESPONSE RATES BY REGION



Responding to different types of reviews

RESPONSE RATES BEST PRACTICES



RESPONDING TO POSITIVE FEEDBACK



- Thank the guest for their wonderful feedback
- Highlight some of the positive comments to reinforce the positive
- You don't need to comment on every point
- Give the response a personal touch
- Give credit to your excellent staff
- If any negative mentions in the feedback, address it
- Let them know you can't wait to have them back

RESPONDING TO MIXED FEEDBACK

The Review

“The hotel is gorgeous, over the top, and packed with so much to see, do, and eat that you never have to leave the hotel. So why 3 stars? **Service; the Hotel is going to need to step up their training game. The staff were too busy checking their cell phones and complaining about coworkers to other coworkers to notice they weren't doing their jobs;** providing a fine experience for guests with many, many area hotel options.”

The Response

“Thank you for taking the time to review your stay with us. **We are so pleased that you felt the hotel was gorgeous and we aim to please our guests in every way. We are so sorry that you felt the service was not up to par with the surroundings. We will be using your review as an example in upcoming staff training programs so that our employees can better understand how their actions can impact the guest experience. We are glad that you could experience the variety of things to see and do in our hotel and I truly appreciate your feedback.** We look forward to seeing you again.”

TIPS FOR RESPONDING TO **NEGATIVE** FEEDBACK



- Thank the guest for their feedback
- Say “I am sorry” and apologize for the poor experience
- Be brief - You don’t have to address every point
- Say how you will follow up
- Acknowledge the positive, where applicable
- Invite the reviewer back

RESPONDING TO GOOGLE REVIEWS WITH NO CONTENT

Google (3/28/19)
★★★★★
Posted: **March 29, 2019**
Review ID: [REDACTED]

Google (4/22/18)
★★★★★
Posted: **April 23, 2018**
Review ID: [REDACTED]

REPLY AT GOOGLE

CREATE A TICKET

SAVE REVIEW

MORE ACTIONS ▾

Tips for Responding

Use this opportunity to share news about the hotel

Eg. "I was surprised to see a negative star rating as the hotel has been inundated with positive reviews lately as we just completed full renovations of our lobby and guestrooms. I would love more feedback on your experience if you would like to contact the hotel."

Challenge the feedback

Eg. "I was disappointed to see this rating without feedback as we use reviews to retrain our staff. If you would be willing to reach out, we would love to discuss your experience."

CONTESTING A FRAUDULENT REVIEW

15 - 30% of
online reviews
may be fake.

“Thank you for taking the time to write a review. We take all negative feedback very seriously and investigate all claims. In this case, we were unable to find any record of your stay/the incident and think you may have erroneously posted this review to our listing. If this isn't a mistake, please reach out so that we can discuss your claims.”

- Each review channel has different reporting or flagging procedures. Go to their FAQ or TOS page.
- If the review channel does not allow flagging, then respond. Otherwise do not respond.
- Do not respond in anger or attack. It will reflect badly on your brand.
- Build a review generating marketing strategy to bury the fraudulent review

TOP 10 TIPS FOR RESPONDING TO REVIEWS



1

Response should come from as high as possible

2

Reply within 24 hours

3

An apology for an 'atypical stay' if guest felt let down

4

Check spelling and grammar

5

Let them know their feedback will make an impact

6

Thank the guest and call out positives in the review

7

Never put the hotel name in same sentence as a problem

8

Invite the guest to come back

9

Be sincere and natural

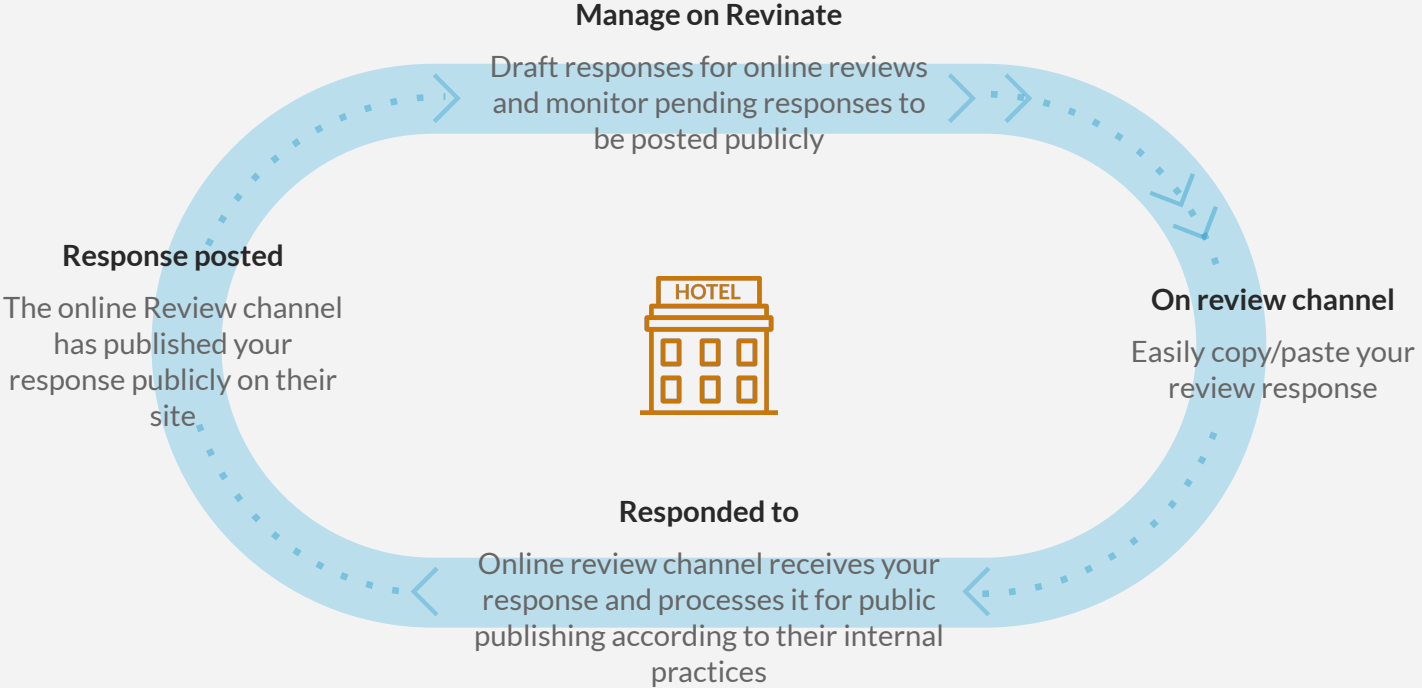
10

Use empathy

Steps to Responding

Using the Revinate Response Assistant

PROCESS OF RESPONDING TO REVIEWS



Booking.com



Posted: **September 18, 2018**

Review ID: **576821076**

Exceptional

Elda, Italy (9/16/18)

Good: Trovare qualcuno che parla inglese a Shanghai è praticamente impossibile, ma in hotel abbiamo trovato staff che parlava inglese e che ci ha aiutato a risolvere i nostri problemi. Il personale è molto gentile



REPLY

TRANSLATE



CREATE A TICKET



SAVE REVIEW

MORE ACTIONS ▾

Respond to Review

You're responding to:

"Exceptional"



Review Site: **Booking.com**

Posted: **2019-04-23**

Reviewed by: [REDACTED]

Good: 地點 服務親切。

Your response:

No Template Selected

Write Your Response Here

CANCEL

COPY MY RESPONSE

or

[NO THANKS, TAKE ME TO THE REVIEW](#)

RESPONSE ASSISTANT

Step 1

Step 2

Step 3

Step 4

Finish

Select
REPLY & launch
Response Assistant

Use template or
custom response
CLICK
"Copy & launch
review site"



Paste response
on launched
review channel &
SUBMIT

Have login credentials for your
review channels saved

CLICK
"No thanks,
take me to
the review"



Draft response on
launched review
channel & **SUBMIT**

On Revinate page
CLICK
Response Submitted

Review channel
processes response
for approval

Then

Response will be
posted **LIVE** onto the
public review channel

Your Toolbox

Features that help you manage your online reputation

ACTIONS TO TAKE



Determine the top channels



Use “Views” to prioritize review response



Set alerts for top channels



Response Templates



Use Sentiment Analysis to see what your guest are saying (and use it)!



Download the Revinate mobile app



Use ticketing and to manage your team workflows

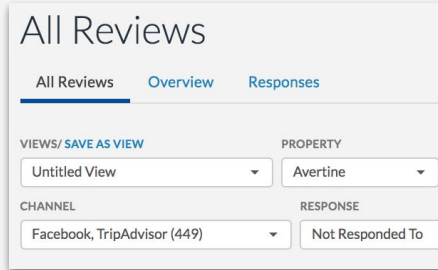
VIEWS AND ALERTS



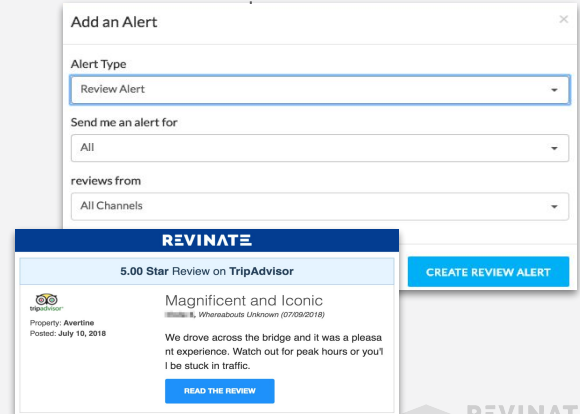
Determine your top channels



Use "Views" to prioritize review response and save your most used ones



Set alerts for top channels



RESPONSE TEMPLATES

Make use of templates for common situations and give yourself a starting point in responding.

- Be **efficient, professional**
- Follow **brand standards**
- Create use cases
- Remember to take time to customize your templates

The image shows a 'Respond to Review' dialog box overlaid on a background interface. The dialog box is titled 'Respond to Review' and has a close button (X) in the top right corner. It is divided into two main sections: 'You're responding to:' and 'Your response:'.
The 'You're responding to:' section contains a review snippet: 'Absolutely beautiful!' with five stars, 'Review Site: TripAdvisor', 'Posted: 2018-07-16', 'Reviewed by: coolmom50', and a paragraph of text: 'Took a cruise to see Golden Gate and Alcatraz. What a trill to go underneath the Bridge! Golden Gate is absolutely breathtaking. This was a really great tour of the Bay. It was a sunny day with just a little fog on top of the Bridge.' A blue arrow points from this section to the 'Your response:' section.
The 'Your response:' section features a dropdown menu currently set to 'No Template Selected'. Below the dropdown is a list of template options: 'HAPPY GUEST' (Happy Guest, 4-5 stars), 'UNSATISFIED GUESTS' (Negative review (1-2 stars), Unsatisfied Guest, 1-2 stars), and 'No Template Selected'. A blue box highlights the 'HAPPY GUEST' option. Below the list are buttons for 'CANCEL' and 'COPY MY RESPONSE'. At the bottom of the dialog, there is an 'or' separator and a link: 'NO THANKS, TAKE ME TO THE REVIEW'.
The background interface is partially visible, showing a 'CREATE ALERT' button, a 'LANGUAGE' dropdown menu set to 'All (2,649)', and a 'REPLY AT TRIPADVISOR' button. A blue arrow points from the 'REPLY AT TRIPADVISOR' button to the 'COPY MY RESPONSE' button in the dialog box.



SENTIMENT ANALYSIS

Overall

Score **67** 0.0%

Mentions: 499

Rooms

Score **56**
▼ -17.6%

Mentions: 125

Service

Score **78**
▲ 6.8%

Mentions: 155

Cleanliness

Score **59**
▼ -15.7%

Mentions: 19

Facilities

Score **64**
▲ 3.2%

Mentions: 121

Value

Score **62**
▲ 5.1%

Mentions: 30

Food / Beverage

Score **68**
▲ 4.6%

Mentions: 75

All Terms

Negative Positive **All**

What's Popular

TOPIC	MENTIONS	SCORE
Surrounding Area	77	67
General Staff Quality	36	82
Breakfast Taste	33	70
General Staff Attitude	30	84
General Staff Helpfulness	27	85

[See all Popular Topics](#)

What's Trending

TOPIC	SCORE	TREND
Room Decor / Design	52	▼ 35%
Room Size	53	▼ 27.4%
Front Desk Attitude	81	▲ 22.7%
Room Condition	55	▼ 21.4%
Room Cleanliness	59	▼ 21.3%

balcony bathroom cleanliness bathroom condition COST & VALUE ease of check-in elevators finding location front desk attitude front desk quality **general staff attitude** general staff communication skills **general staff**
helpfulness general staff quality internet access noise nutrition room cleanliness ROOM COMFORT room condition room decor / design room location room odor room size selection shuttle / transportation size / quantity
surrounding area taste

ALERT & TICKETS VIA MOBILE APP AND EMAIL



Ticketing functionality on the Revinate mobile app



Auto-case tickets & alerts will be sent via mobile and email

REVINATE
Averite San Francisco, CA

New Ticket #6 Created
2 star review on TripAdvisor by Lori S

TICKET #	6
CREATED BY	System (Auto-Case)
ASSIGNED TO	Daniel Lewis
RULE	Negative Reviews on TripAdvisor
SUBJECT	2 star review on TripAdvisor by Lori S on 10/18/18

[VIEW THE TICKET](#)

2.00 Star Review on TripAdvisor

Property: Averite
Posted: October 18, 2018
Trip Type: business

The only thing I liked was the mattresses
Lori S, Whereabouts Unknown (10/18/2018)

Also the location was beautiful, the villa I stayed in was over bearing. I do not want to go to the bathroom and have a three foot photo of a golfer staring down at me. Not to mention I want to watch TV with an even bigger photo right next to it. Very distracting and bad decor. Also - and this is a personal design issue - they used that 1980's bright yellow gold for all fixtures. And I'm not referring to the type used now. Very out of date decor for such an expensive location. It's also away from everything. If you want to be in the heart of Miami, this is not the right location...

[READ THE REVIEW](#)

Please do not reply to this email as replies will go to an unmonitored mailbox. This is an automated message.

You received this email because a colleague added you to this Revinate ticket. To stop receiving notifications for this ticket, view the ticket with the button above.

9:41 AM 100%
My Tickets

Review on Revinate Surveys by Amy Farnsworth on Oct 2, 2018 #411 Resolved

ASSIGNED: Cory Curtis
CREATED BY: Dylan Matthews on Jan 9

We emailed the customer and resolved the issue.

Baymont Bowling Green, KY

Review on Trip Advisor #210 Open

ASSIGNED: Cory Curtis
CREATED BY: Dylan Matthews on Jan 9

Can you check with Housekeeping on this issue?

Baymont Bowling Green, KY

Review on Trip Advisor by John Adams on Sep 24, 2018 #210 Open

ASSIGNED: Cory Curtis
CREATED BY: Dylan Matthews on Jan 9

Cory, did you connect with this guest?

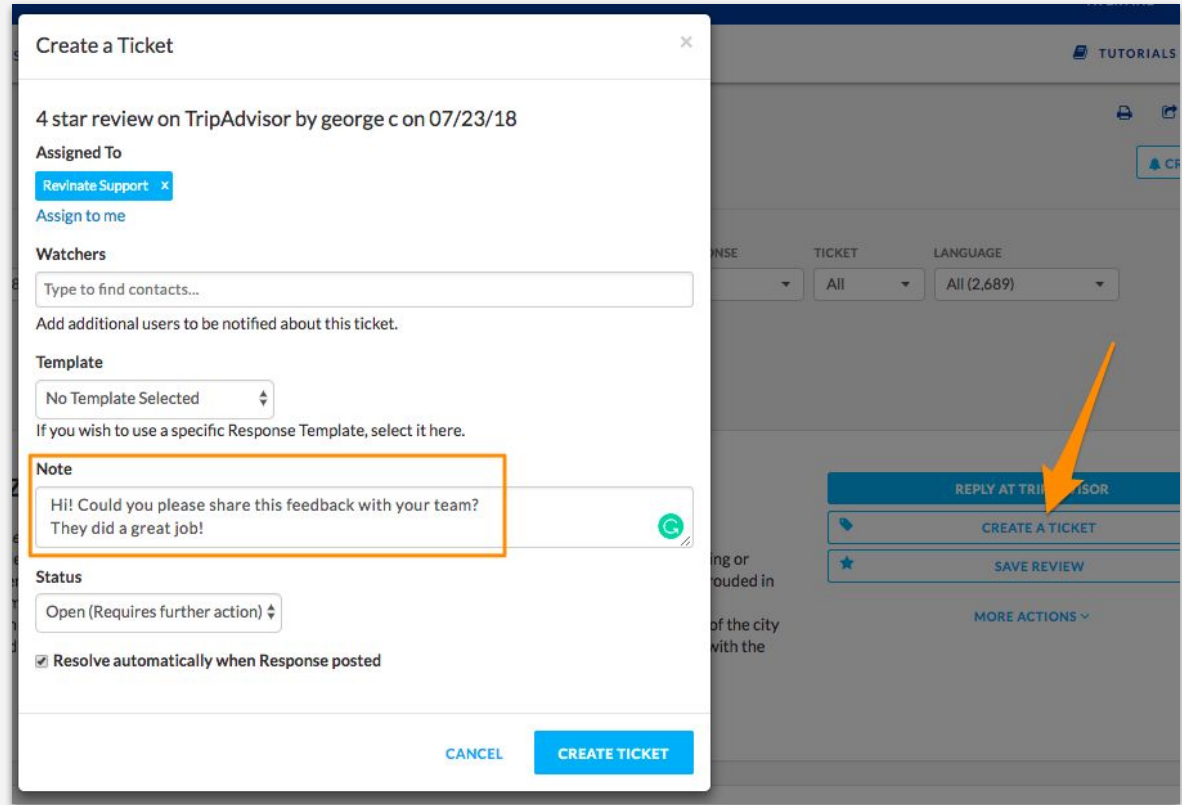
Baymont Bowling Green, KY

TICKETING

Tickets are a great way to manage your internal communications and work-flow.

Using tickets allow you to

- Delegate
- Follow-up
- Communicate



AUTO-CASE TICKETING

Setup **time-based alerts**, ensuring your negative reviews are responded to according to your SOPs.

Set up per SOP:

Respond to all reviews 3 stars or less within 48 hours of the guest posting.

Create Auto Case Ticket

Name: Case Type:

Ticket Review Criteria:

Select Review Rating: <input type="text" value="All"/>	Reviews from: <input type="text" value="All Review Channels"/>
Language: <input type="text" value="All"/>	Review Body: <input type="text" value="All"/>

If: Then Create a Ticket: Immediately After

Assign To: Add Watchers (optional):
Add additional users to be notified about this ticket

Notes:

Resolve Automatically When Response is:

OPTIONS FOR CASE TYPE:

→ Review by channel

TIME CONDITIONS:

- "Immediate",
- "X" hours,
- "X" days

IF:

- No ticket is created
- No ticket is resolved
- No reply to review

OPERATIONAL USE CASES



Housekeeping Manager

John Appleseed
provides feedback
in his survey that
HSKP did not
service room
during stay.

Auto Case Ticket Details

Name: Case Type: Apply To:

Survey Review Criteria:

Language: <input type="text" value="All Languages"/>	Review Body: <input type="text" value="All Review Body"/>
Survey: <input type="text" value="All Surveys"/>	<input type="radio"/> ALL criteria must be met <input checked="" type="radio"/> ANY criteria must be met

IF NO TICKET IS CREATED THEN CREATE A TICKET IMMEDIATELY

Assign To: Watchers:

Notes:

RESOLVE AUTOMATICALLY WHEN RESPONSE IS POSTED

[CLOSE](#)

OPERATIONAL USE CASES



Ensure reviews are responded to within a specific time frame

Create Auto Case Ticket

Name
Negative reviews

Case Type
Review Ticket

Ticket Review Criteria:

Select Review Rating
Negative (1 & 2 Stars)

Reviews from
Channels Allowing Responses

Language
All

Review Body
All

If
No response submitted

Then Create a Ticket
 Immediately After

After
2 Days

Assign To
Search for a user...

Add Watchers (optional)
Search for a user...
Add additional users to be notified about this ticket

Notes

Resolve Automatically When Response is **Posted**

CANCEL **SAVE**

GUEST FEEDBACK REPORTS

REVINATE

Weekly Corporate Report
Guest Satisfaction 3.0

GS

OVERVIEW
Avertine

Revinat, Inc.
Phone: +1 (415) 671-4703
support@revinate.com
www.revinate.com
Your Revinat Account >>

All Properties (3)

February 25, 2018 - March 3, 2018

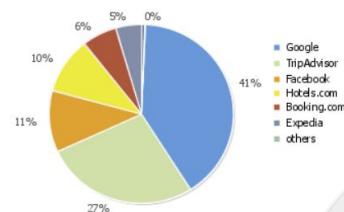
REVIEWS

	This Week	Since Last Week	Comp Set	Comp Index	Goal	% of Goal
Review Rating	4.48	-2%	4.22	106.3	5.00	90%
Positive Reviews	89%	1%	77%	114.8	100%	89%
Reviews/Property	15.4	-42%	13.0	118.4	5	309%
TripAdvisor Popularity Index	89%	1%	80%	111.7	100%	89%

SURVEYS

	This Week	Since Last Week	Goal	% of Goal
Survey NPS Rating	82.0	-2%	80	93%
Survey Overall Score	89.5	5%	95	94%
Surveys/Property	112	12%	200	56%

TOP REVIEW SITES



PROPERTY GROUPS - REVIEWS

	Review Rating	# of Reviews	Review Share	Recommended	Positive Reviews	TA Pop. Index
All Properties	4.48	108	19%	100%	89%	89%
West Coast Group	4.33	6	19%	89%	83%	95%
East Coast Group	4.21	14	14%	100%	86%	92%
Midwest Group	4.31	26	39%	100%	85%	70%
South Group	4.78	9	12%	100%	100%	94%

PROPERTY GROUPS - SURVEYS

	NPS Rating	Overall Score	# Sent	# of Completed	Completion Rate	Publish Rate
All Properties	82.00	84.25	720	108	15%	6%
West Coast Group	84.50	85.73	50	6	12%	4%
East Coast Group	83.45	82.15	100	14	14%	8%
Midwest Group	79.05	81.15	150	27	18%	5%
South Group	86.20	85.86	75	9	12%	8%

REVIEW RATINGS

	This Week	Since Last Week	Comp Index
Overall	4.48	-2%	106.3
Cleanliness	4.68	1%	108.7
Location	4.50	-1%	96.1
Rooms	4.53	0%	108.0
Service	4.38	-2%	99.8
Value	3.91	-4%	95.1

Category ratings are normalized from a sub-set of review sites (see Glossary).

Automated reports will show Reputation and Surveys data side-by-side

Revinat, Inc.

RE

FINAL THOUGHTS

Contribute to the online conversation

Set achievable goals

Maximize efforts by using your tools

It is never too late to start!

QUESTIONS?

Help Desk & Support 24/7

support@revinate.com

Training and Bootcamps

training@revinate.com

Revinate Community Blog

revinate.com/blog

Thank You