Revinate
UNIVERSITY

Stella Dacy

Training Programs Manager

THANKS FOR JOINING US TODAY

01

Sentiment
Overview

02

Understanding
and Reporting

• Demonstration

03

Global Trends

04

Practical Uses for
Sentiment Analysis

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Sentiment Analysis

Understanding Review Content

bathroom size bellstaff attitude bellstaff quality coffee maker conference center cost & value ease of check-in front desk attitude front desk helpfulness front desk quality **general staff attitude** general staff helpfulness

general staff quality general staff speed of service lobby decor / design noise parking / valet **room cleanliness** room comfort **room decor / design** room location **room size** selection

shuttle / transportation **surrounding area** taste tv / dvd waitstaff quality

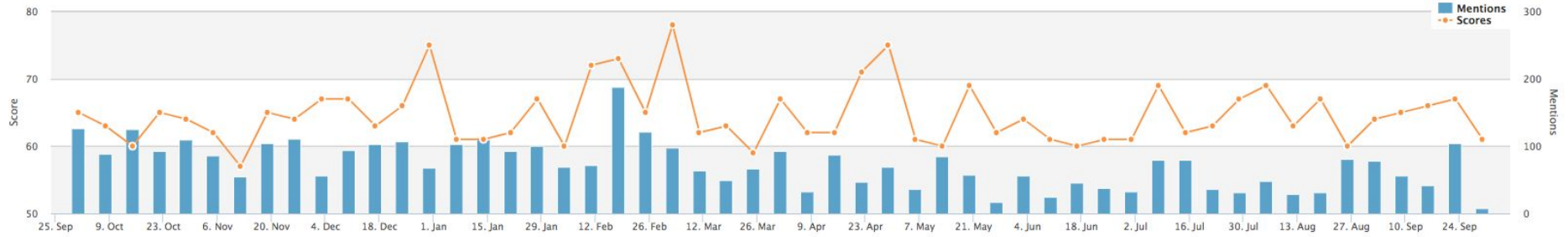| Overall	Rooms	Service	Cleanliness	Facilities	Value	Food / Beverage
Score	Score	Score	Score	Score	Score	Score
64 ▼	**61**	**72**	**68**	**62**	**59**	**62**
-1.5%	▼ -6.2%	▲ 9.1%	▼ -4.2%	▼ -4.6%	▲ 3.5%	▼ -6.1%
Mentions: 784	Mentions: 259	Mentions: 196	Mentions: 31	Mentions: 179	Mentions: 61	Mentions: 97

Why do guests write their reviews?

What types of experiences are they sharing?

What about your team?

How does the review help us?

Do negative review hurt us?

Develop a response strategy

PROPERTY

Avertine ▼

- Avertine
- Revinate Inn
- Hotel Revinate
- Revinate Park
- Guest Feedback Hotel

PERIOD

Jul 25, 2018 - Oct 23, 2018

CHANNEL

All Review Channels ▼

ALL

Negative | Positive | All

cost | cost & value | ease of check-in | elevators | fees | front desk attitude | front desk helpfulness | front desk knowledge | front desk quality

attitude general staff helpfulness general staff quality hallways noise parking / valet

room cleanliness room comfort room condition room decor / design room lighting room location room size shuttle / transportation

surrounding area tv / dvd water pressure & temp

Analyze your reviews as well as the reviews of you top competitors!

Scored natively to original language and categorized as:
Positive, Negative or Neutral

Front Desk Quality (2)
Bellstaff Helpfulness (1)
Waitstaff Quality (1)
Waitstaff Attitude (1)
General Staff Quality (7)
Front Desk Helpfulness (2)
Front Desk Attitude (1)
Ease Of Check-In (4)
Desk (1)
Kitchen (1)

1. English
2. Spanish
3. German
4. French
5. Simplified Chinese
6. Italian
7. Dutch
8. Portuguese
9. Japanese

REVINATE
UNIVERSITY
WEBINARS

SENTIMENT SCORING

Overall

Score

72

▼ -4.0%

Mentions: 1058

Service	Cleanliness	Facilities	Value	Food / Beverage
Score	Score	Score	Score	Score
72	68	62	59	62
▲ 9.1%	▼ -4.2%	▼ -4.6%	▲ 3.5%	▼ -6.1%
Mentions: 196	Mentions: 31	Mentions: 179	Mentions: 61	Mentions: 97

Scale of 1 - 100

Very Positive 78 - 100
Positive 56 - 77
Neutral 49 - 56
Negative 24 - 48
Very Negative 0 - 23

77 General Staff Attitude	81 General Staff Quality	71 Breakfast Taste
68 Surrounding Area	66 Room Comfort	69 General Staff Helpfulness
78 Room Cleanliness	68 Room Size	53 Noise

"The bed was very comfortable."

What determines positive vs very positive?

bed ➡ trigger word ➡ neutral

comfortable ➡ sentiment bearing ➡ positive

very ➡ additional sentiment ➡ very positive

Revinate
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WEBINARS

Very Positive in **Service › General Staff Quality** ♀, **Food / Beverage › Waitstaff Quality** ♀, **Service › Bellstaff Helpfulness** ♀, **Food / Beverage › Waitstaff Attitude** ♀, **Service › General Staff Attitude** ♀

Positive in **Value › Cost & Value** ♀, **Service › General Staff Helpfulness** ♀

Neutral in **Facilities › Hallways** ♀, **Rooms › Kitchen** ♀, **Rooms › Desk** ♀, **Rooms › Room Comfort** ♀, **Facilities › Surrounding Area** ♀

Negative in **Food / Beverage › Breakfast Selection** ♀

Edit Sentiment

Administrator permissions allow for
sentiment and topic editing.

Very Positive
Service > General Staff Qual... ✕
Food / Beverage > Waitstaff... ✕
Service > Bellstaff Helpfuln... ✕
Food / Beverage > Waitstaff... ✕
Service > General Staff Attit... ✕

Positive
Value > Cost & Value ✕
Service > General Staff Help... ✕

Neutral
Facilities > Hallways ✕
Rooms > Kitchen ✕
Rooms > Desk ✕
Rooms > Room Comfort ✕
Facilities > Surrounding Area ✕

Negative
Food / Beverage > Breakfas... ✕

Very Negative

REVINATE UNIVERSITY WEBINARS

REPORTING ON SENTIMENT AND TOPICS

PROPERTY
Avertine

PERIOD
Jul 25, 2018 - Oct 23, 2018

CHANNEL
All Review Channels

TOPIC CATEGORY
All
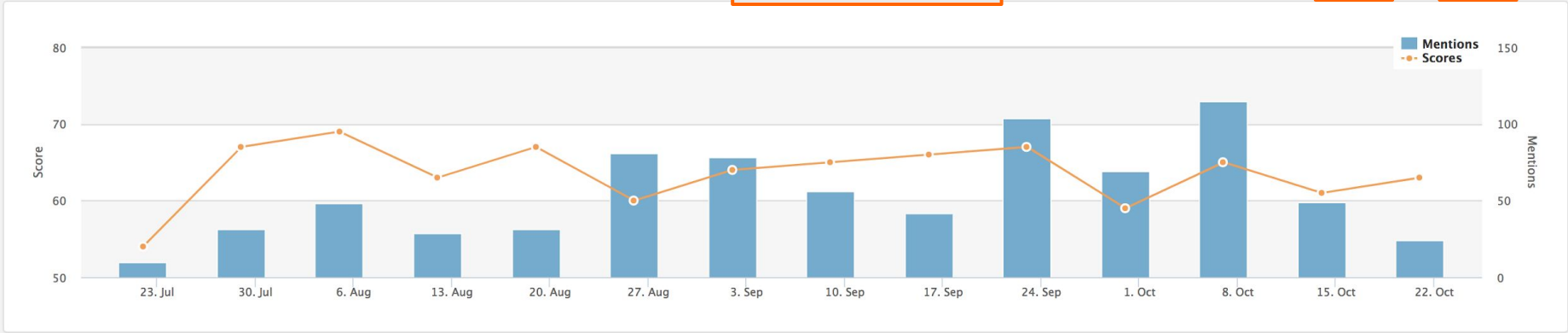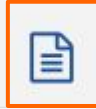
TOPIC
All

Topic Category	Score	Mentions	% Positive	% Neutral	% Negative	Trend	Distribution
Overall	64	767	60% (458)	31% (239)	9% (70)	▼ -1.5%	
Rooms	61	254	54% (137)	36% (92)	10% (25)	▼ -6.2%	
Service	72	192	78% (150)	16% (30)	6% (12)	▲ 9.1%	
Facilities	62	174	55% (96)	37% (64)	8% (14)	▼ -4.6%	
General Staff	75	142	83% (118)	11% (16)	6% (8)	▲ 7.1%	
Location	64	126	60% (76)	35% (44)	5% (6)	▼ -7.2%	

SENTIMENT ANALYSIS FOR SURVEYS
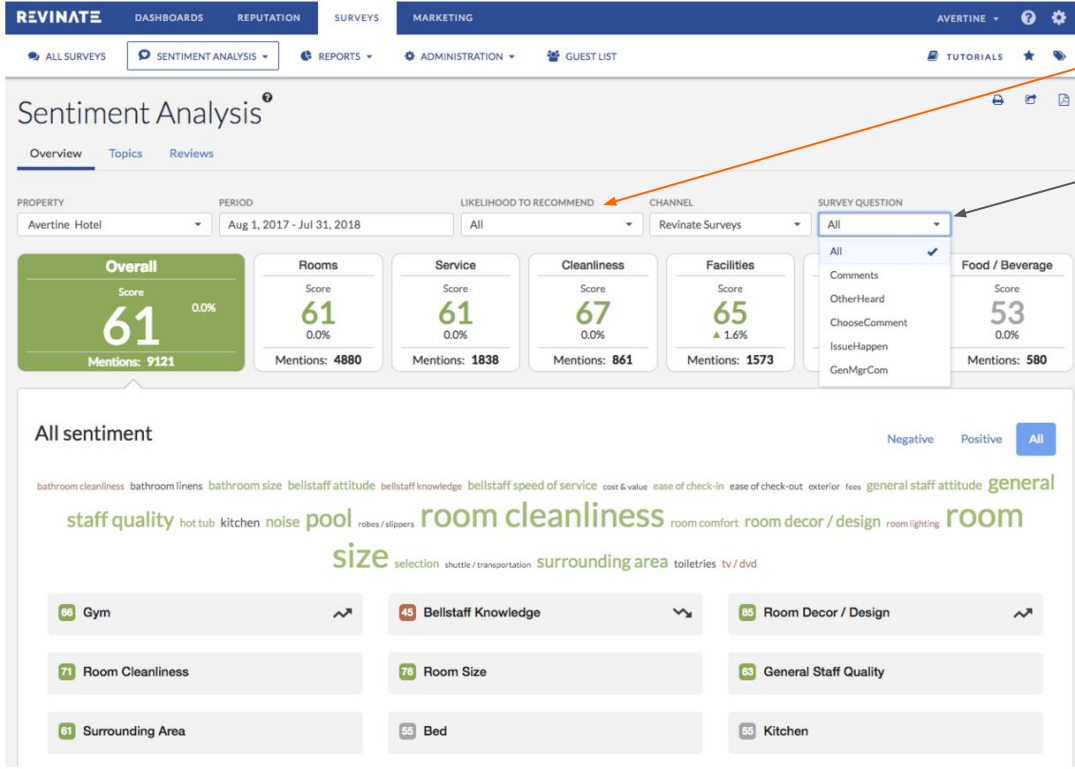
Demonstration
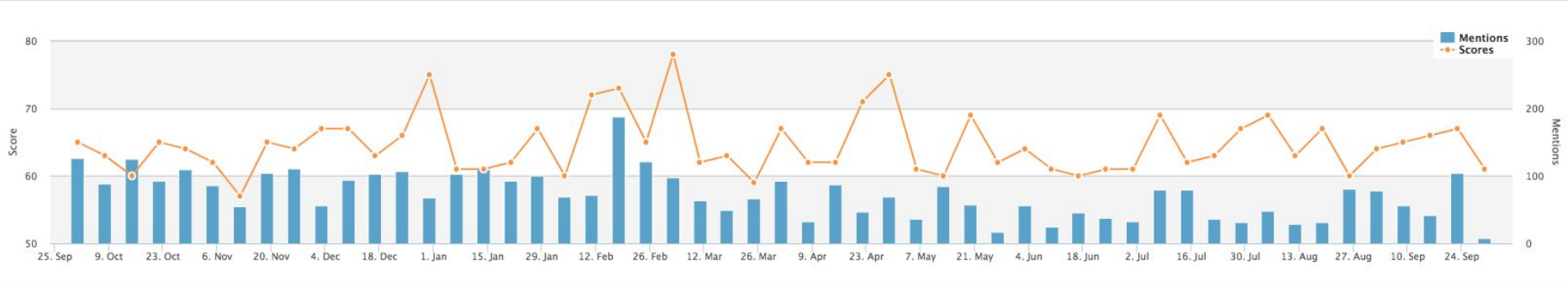
Asia

Design 150% ↑

Gift Shops 97% ↑

LOBBY CONDITION

EXPECTATION

RESTAURANT ATMOSPHERE

HEALTH

ROOM CONDITION

**North America
&
Middle East**
↓

3 PRACTICAL USES FOR SENTIMENT

INFORM AND MAKE OPERATIONAL IMPROVEMENTS OR EXPENDITURES

EVALUATE GUEST LIKES/DISLIKES FOR YOU AND YOUR COMPETITORS

APPLY SENTIMENT ANALYSIS TO SURVEYS

APPLY SENTIMENT ANALYSIS TO MARKETING CAMPAIGNS!

Understand your guests better

Thank You

Questions?

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Training and Bootcamps
training@revinate.com

Revinate Blog
https://www.revinate.com/resources/blog/