



BEFORE WE GET STARTED



You are all on mute



Please use your control
panel to ask questions
during the webinar



This webinar will be
posted to Revinatē's
Help Desk

YOUR PRESENTER



Stella Dacy

Training Programs Manager



AGENDA

01

Crafting the Survey

02

Syndication

03

Department Scores

04

Segmentation

NOTES BEFORE WE BEGIN

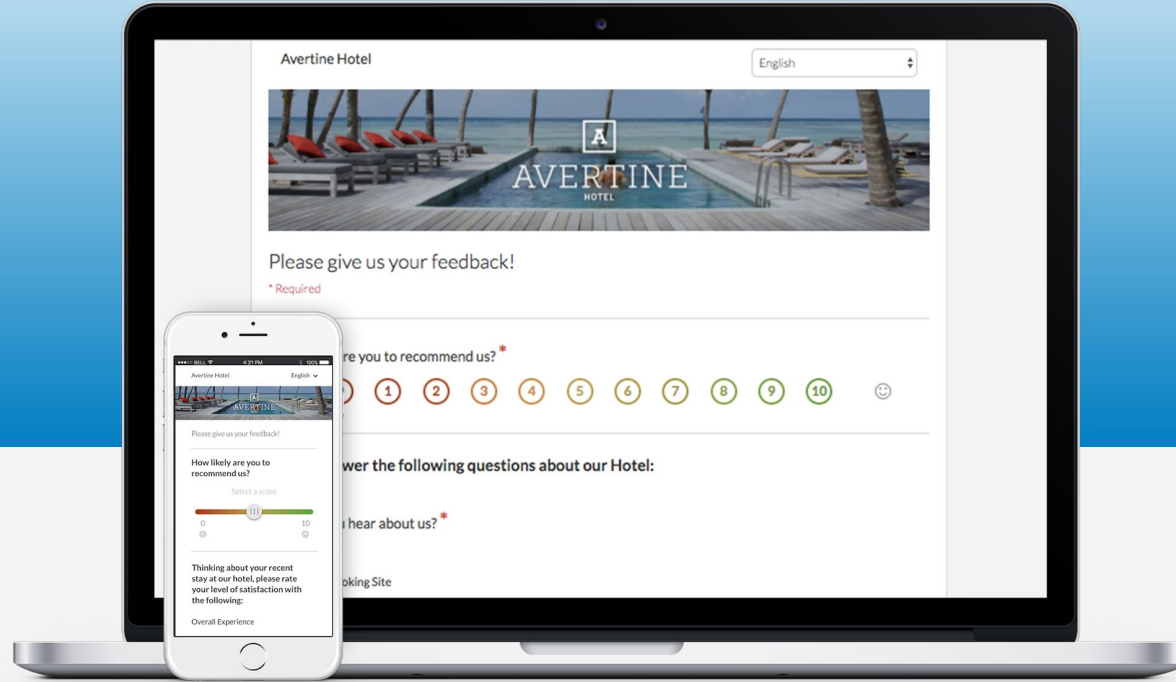


Anyone with Survey editing rights should go through a full training session. Contact training@revinate.com for training options or access our help desk.

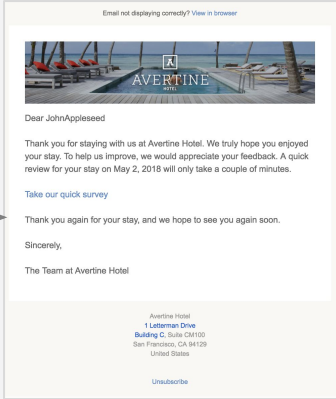
When in doubt check with support@revinate.com if you have major changes across multiple properties.

Maximizing Surveys

from start to finish



Send **guest satisfaction surveys** to guests, and **get the critical information** you need to **manage and improve operations.**



English

How likely are you to recommend us?

0 1 2 3 4 5 6 7 8 9 10

Overall Hotel Experience

Was this a Business or Leisure trip?

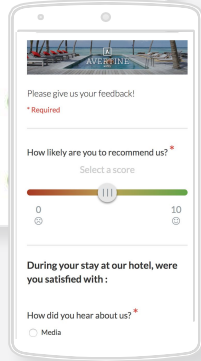
Business
 Leisure
 Both

Overall my stay at this property met my expectations

0 1 2 3 4 5 6 7

I felt a local and authentic experience during my stay

0 1 2 3 4 5 6 7



Rate & review

Jay Smith
Your review will be posted publicly on the web. [Learn more](#)

★★★★★

I visited this hotel last month and had a wonderful stay. The staff was warm and welcoming and I felt right at home.

Reviews powered by Google [CANCEL](#) [POST](#)

OR

Please share your feedback with our staff.

Powered by **tripadvisor**

Triptester Inn

Your overall rating of this property

○○○○○ [Click to view](#)

Title your review

Your Review

What sort of trip was this?

Business Couple Family Friends Solo

When did you trip here?

Service ○○○○○

Cleanliness ○○○○○

Value ○○○○○



All Surveys

REVINATE PROMOTOR

Period: September 7, 2018

Top Score: Family Survey

Review ID: 87300026

Please rate your Overall Experience

Score: 80

REVINATE DETRACTOR

Period: September 7, 2018

Top Score: Business Survey

Review ID: 87300026

Please rate your Overall Experience

Score: 60

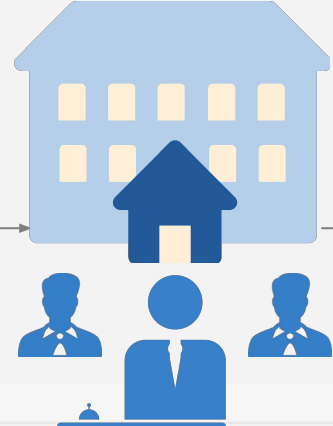
Excel spreadsheet showing survey data with columns A-N and rows 1-25.

Summary table for Family Survey:

Category	Count	Percentage
Very Dissatisfied	0	0%
Dissatisfied	0	0%
Satisfied	18	100%

Summary table for Business Survey:

Category	Count	Percentage
Very Dissatisfied	0	0%
Dissatisfied	0	0%
Satisfied	18	100%



Crafting the Survey

WHO SHOULD HAVE ACCESS



Surveys Administrator

USER SETTINGS

Personal Information

Email Digests

Alerts

Logout

ACCOUNT

Social Settings

User Management

Competitor Set

Goals

Response Settings

Saved Views

Rules & Ticket Settings

Surveys Not Sending Alert



Allows users to manage
Revinat e Surveys settings

CREATING SURVEY QUESTIONS

REVINATE DASHBOARDS REPUTATION **SURVEYS**

ALL SURVEYS SENTIMENT ANALYSIS REPORTS ADMINISTRATION GUESTS

- Survey Editor
- Email Settings
- Publishing Settings
- Translation Settings
- Property Settings
- Department Settings

English

AVERTINE

How likely are you to recommend us?

0 1 2 3 4 5 6 7 8 9 10

Overall Hotel Experience

Was this a Business or Leisure trip?

Business

Leisure

Both

Overall my stay at this property met my expectations

0 1 2 3 4 5 6 7 8 9 10

I felt a local and authentic experience during my stay

0 1 2 3 4 5 6 7 8 9 10

FIXED QUESTIONS

Survey Editor

Edit Survey Assign Survey

Avertine Survey*

Avertine Survey (default)

PREVIEW EDIT SURVEY SETTINGS DELETE TRANSLATE

Fixed Questions

NAME	SHOW ON SURVEY	REQUIRED ON SURVEY	ACTIONS
Overall Rating	<input checked="" type="checkbox"/>	<input type="checkbox"/>	EDIT
Review Title	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Review Body	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Trip Type <small>SHARED</small>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	EDIT
Tip	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Net Promoter Score <small>SHARED</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	EDIT
Sleep Quality	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Location	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Rooms	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Service	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Value	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	EDIT

Please share your feedback with our staff.

Powered by

Tripster Inn

Your overall rating of this property [Click to rate](#)

Title your review

Your Review [Tips & guidelines](#)

(200 character minimum)

What sort of trip was this?

Business Couples Family Friends Solo

When did you travel?

Select one

Service

Cleanliness

Value

Location

Sleep Quality

Rooms

I certify that this review is my genuine opinion of this hotel, and that I have no personal or business affiliation with the establishment, and have not been offered any incentive or payment originating from the establishment to write this review.
Your review will also be displayed on TripAdvisor. By submitting your review, you agree to TripAdvisor's [Terms of Use](#) and [Privacy Policy](#).

[Submit your review](#)

FIXED QUESTIONS

Survey Editor

[Edit Survey](#) [Assign Survey](#)

Avertine Survey*

Avertine Survey (default)

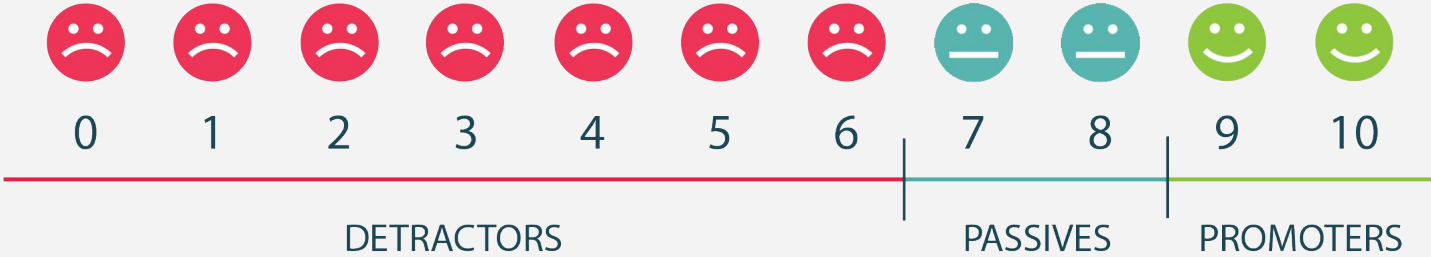
[PREVIEW](#) [EDIT SURVEY SETTINGS](#) [DELETE](#) [TRANSLATE](#)

Fixed Questions

NAME	TYPE	DEPARTMENT	SHOW ON SURVEY	REQUIRED ON SURVEY	ACTIONS
Overall Rating	Rating	Department not set	<input checked="" type="checkbox"/>	<input type="checkbox"/>	EDIT
Review Title	Comment box	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Review Body	Comment box	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Trip Type <small>SHARED</small>	Multiple Choice	Department not set	<input checked="" type="checkbox"/>	<input type="checkbox"/>	EDIT
Tip	Comment box	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Net Promoter Score <small>SHARED</small>	Range	Department not set	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	EDIT
Sleep Quality	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Location	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Rooms	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Service	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Value	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT
Cleanliness	Rating	Department not set	<input type="checkbox"/>	<input type="checkbox"/>	EDIT

NET PROMOTER SCORE

How likely are you to recommend us?



CALCULATING THE NPS SCORE



The diagram illustrates the calculation of the Net Promoter Score (NPS). It features a green person icon, a minus sign, an orange person icon, a division sign, a group of six grey person icons, an equals sign, and the text "NPS".

$$\text{Green Person} - \text{Orange Person} \div \text{Group of 6 Grey People} = \text{NPS}$$

REPORTING ON NPS

Satisfaction Scores

SATISFACTION SCORES

SATISFACTION TREND

SURVEY: Survey
 PERIOD: Dec 1, 2018 - Feb 28, 2019
 CALCULATION: **Net Score**
 VIEW BY: Months
 SEGMENT BY: All Responses

Survey Overview

PERIOD: Mar 1, 2019 - Mar 15, 2019
 COMPARE TO: Feb 1, 2019 - Feb 28, 2019
 VIEW BY: Day

Avg. Rating: 4.00
 Coverage: 3%
 NPS: 12
 Surveys: 75

Subratings

- Cleanliness
- Location
- Rooms
- Service
- Value
- Sleep Quality
- Arrival Experience
- GuestRoom
- Food & Beverage
- DepExp
- StaffFriend
- StaffHelp
- ActionSatisfy
- How Would You Rate Your Visit At The Spa?
- Rate Pool
- How Would You Rate The Dining Experience At The Restaurant?
- How Would You Rate Our Golf Course?

	March 1, 2019 - March 15, 2019	Comparison Change	February 1, 2019 - February 28, 2019
Survey Overview			
Emails sent	16	-91%	178
Surveys (% Emails sent)	75 (46.9%)	-46% (+4.94%)	140 (7.9%)
Internal (% Surveys)	75 (100%)	-46% (0%)	140 (100%)
Average rating	4	+1%	3.96
Net Promoter Score	12	-56%	27
Net Promoter Score			
NPS Responses (% Surveys)	75 (100%)	-46% (0%)	140 (100%)
0-6 Detractors (% Responses)	20 (27%)	-35% (+2.3%)	31 (22%)
7-8 Passives (% Responses)	26 (35%)	-35% (+2.1%)	40 (29%)
9-10 Promoters (% Responses)	29 (39%)	-58% (-20%)	69 (49%)
Coverage			
Surveys responded to (% Surveys)	2 (3%)	+100% (0%)	1 (1%)
Internal (% Internal surveys)	2 (3%)	+100% (0%)	1 (1%)

Trip Type

REPORTING ON NPS

[ALL SURVEYS](#)
[SENTIMENT ANALYSIS](#)
[REPORTS](#)
[ADMINISTRATION](#)
[GUESTS](#)

Satisfaction Scores

SATISFACTION SCORES SATISFACTION TREND

SURVEY: Survey PERIOD: Dec 1, 2018 - Feb 28, 2019 CALCULATION: Score (0-100) VIEW BY: Months SEGM: All

GUEST SEGMENTS: All Guest Segments

Likelihood to Recommend

- Score (0-100)
- Average
- Net Score
- % Promoters
- % Passives
- % Detractors
- Responses

Survey Overview

PERIOD: Mar 1, 2019 - Mar 15, 2019 COMPARE TO: Feb 1, 2019 - Feb 28, 2019 VIEW BY: Day

Avg. Rating: 4.00 NPS: 12
 Coverage: 3% Surveys: 75

Subratings

- Cleanliness
- Location
- Rooms
- Service
- Value
- Sleep Quality
- Arrival Experience
- GuestRoom
- Food & Beverage
- DepExp
- StaffFriend
- StaffHelp
- ActionSatisfy
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Coverage			
Surveys responded to (% Surveys)	2 (3%)	+100% (0%)	1 (1%)
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DRAG TO ADD TOPIC

DRAG TO ADD QUESTION

CUSTOM QUESTIONS

Add topics and customized questions to your survey. Click on topics or questions to drag and re-order them.

TRANSLATE ▾

NAME	TYPE	DEPARTMENT	ACTIONS
------	------	------------	---------

Default Topic

You don't have any custom questions in this section. Drag the button below to get started!

Overall Stay

Hear About Us <small>SHARED</small>	Multiple Choice	Department not set	EDIT
↳ Other Heard <small>SHARED</small>	Comment box	Department not set	EDIT
↳ Visit Times <small>SHARED</small>	Multiple Choice	Department not set	EDIT
Issue Experienced <small>SHARED</small>	Yes / No	Department not set	EDIT
↳ Where Issue Occurred <small>SHARED</small>	Multiple Choice	Department not set	EDIT
↳ Describe Issue <small>SHARED</small>	Comment box	Department not set	EDIT
↳ Action Satisfaction <small>SHARED</small>	Rating	Department not set	EDIT
↳ Stay Impact <small>SHARED</small>	Multiple Choice	Department not set	EDIT
Choose Property <small>SHARED</small>	Multiple Choice	Department not set	EDIT
General Manager Comments <small>SHARED</small>	Comment box	Department not set	EDIT
Revinate Bar <small>SHARED</small>	Range	Department not set	EDIT
↳ Revinate Bar Details <small>SHARED</small>	Comment box	Department not set	EDIT

Did We Meet Your Expectations?

Friendliness of Staff <small>SHARED</small>	Rating	Front Desk	EDIT
Arrival Experience <small>SHARED</small>	Rating	Front Desk	EDIT
Food & Beverage <small>SHARED</small>	Rating	Department not set	EDIT
↳ How can we improve? <small>SHARED</small>	Comment box	Department not set	EDIT
Did you contact the hotel prior to arrival? <small>SHARED</small>	Yes / No	Overall Score	EDIT
↳ How was your experience? <small>SHARED</small>	Rating	Department not set	EDIT
Guest Room <small>SHARED</small>	Rating	Department not set	EDIT
↳ Guest room issues <small>SHARED</small>	Comment box	Department not set	EDIT
Departure Experience <small>SHARED</small>	Rating	Department not set	EDIT
Facilities Importance <small>SHARED</small>	Rating	Housekeeping	EDIT

Add Question

Select existing or new question to add

Add a new question, or an existing question from another survey. Adding on an existing one allows consolidated reporting across surveys and properties.

Did We Meet Your Expectations?

Add new question

Question

How would you rate the service at the front desk?

This is the text that your guests will see.

Your default language is set to **English**. [Manage your Survey languages.](#)

Name

Front desk service

This is the name that will identify the question in reports. Guests will not see this name. Tip: Make the name easily identifiable and clear.

Type

Rating

Include "Not Applicable" Option

Make required

Topic

Did We Meet Your Expectations?

Departments

Select Department

CANCEL

ADD TO SURVEY

CONDITIONAL QUESTIONS

Edit Question [Close]

Question
Did you use our golf course?
This is the text that your guests will see.

Your default language
Golf Course
Your default language is set to **English**. [Manage your Survey languages.](#)

Name
Golf Course rating
This is the name that will identify the question in reports. Guests will not see this name. Tip: Make the name easily identifiable and clear.

Type
Regular
Conditional **Selected**
This question will only appear to the guest if he/she selects a certain answer (the "trigger").

Include "Not Applicable" Option

Make required

Select the trigger question
Golf Course y/n
Conditional questions will display in the same Surveys as their question.

Trigger options
 Yes No

Departments
Select Department

Buttons: CANCEL REMOVE FROM SURVEY SAVE

Did you use our golf course?

YES **NO**

How would you rate our golf course?

☹️ 1 2 3 4 5 😊

EXAMPLE CUSTOM QUESTIONS



Rating Question

How would you rate the speed and efficiency of our staff?

How would you rate the knowledge of our Concierge services?

How was the atmosphere and comfort of your room?

How was the checkin/checkout process?

How easy was it to locate the hotel?



Multiple Choice

How did you hear about us? (Online Review Site, Referred by a Friend, Travel Magazine, Booking Site)

Which of our hotel services did you use? (Laundry, Valet, In-Room Dining, Fitness Center, Business Center, N/A)

Why did you choose to book with us? (Location, Value, Reputation, Service)

How many times have you traveled to the area? (First Time, 2 - 5 times, 6 - 10 times, 10+)



Yes / No

Did you experience exemplary service during your stay?

Did an attendant assist you with your luggage during arrival and departure?

Were you greeted by name during your stay?

Were your accommodations prepared in line with your reservation?

Was your billing information accurate and complete?



Comment Box

If any employee made your stay extra special please provide their name here.

What could we have done better to improve your stay?

What did we do well?

What other services or amenities would you like to see us have?

DELETING QUESTIONS REMINDER



Survey questions are tied to reporting.

- Deleting a question or topic will delete it from current in-app reporting.
- If the question is shared across surveys deleting it will affect all surveys reporting.
- Download data from the question to be deleted.

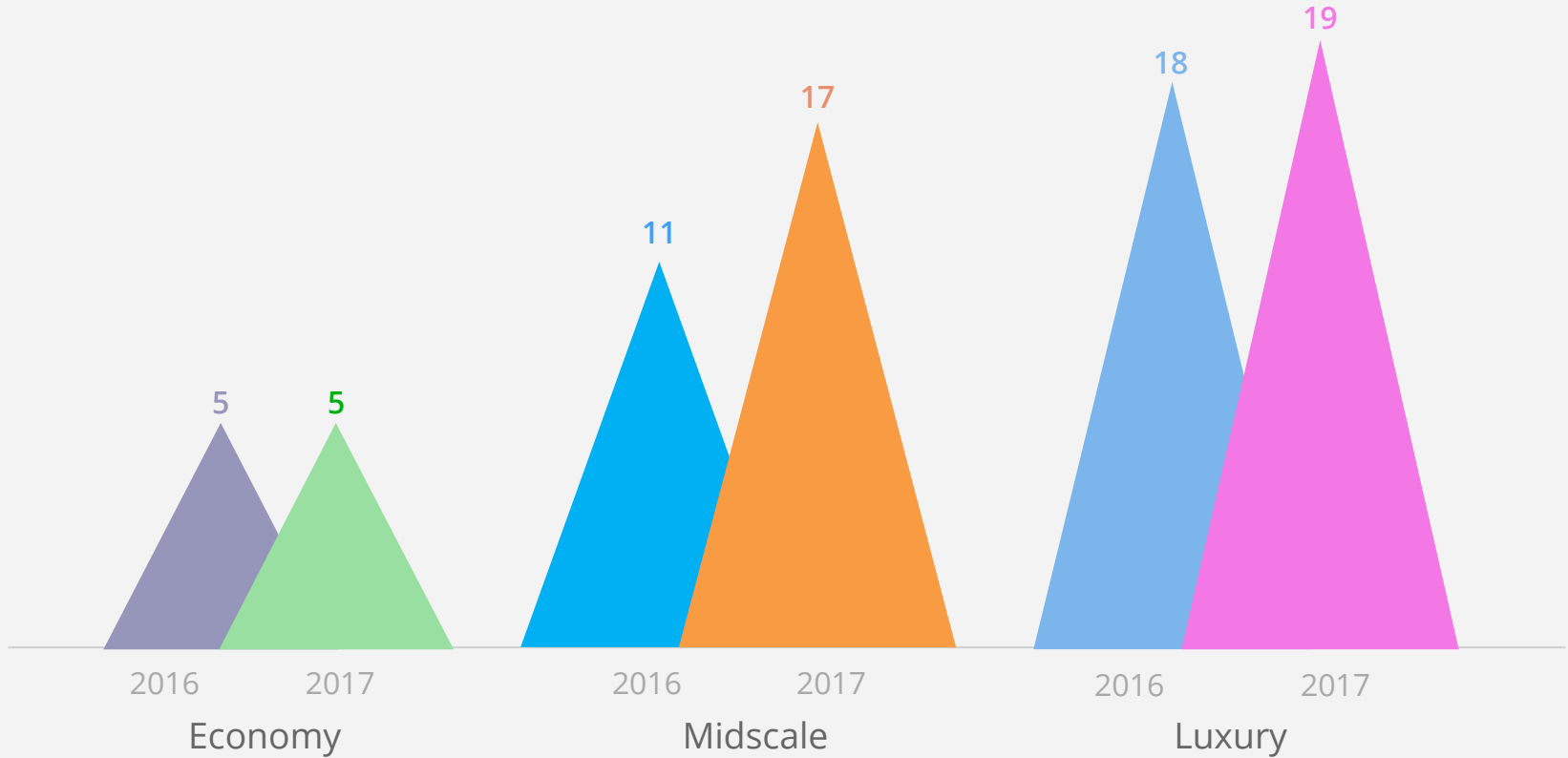
When in doubt contact support@revinate.com for any major changes or questions.

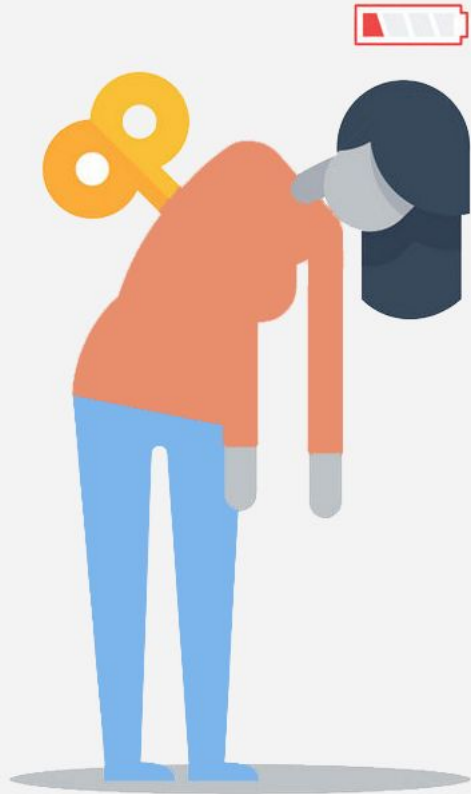
POLL QUESTION

HOW MANY QUESTIONS WOULD YOU EXPECT TO SEE IN A POST STAY SURVEY?

- 5
- 10
- 15
- 20
- Depends on property type

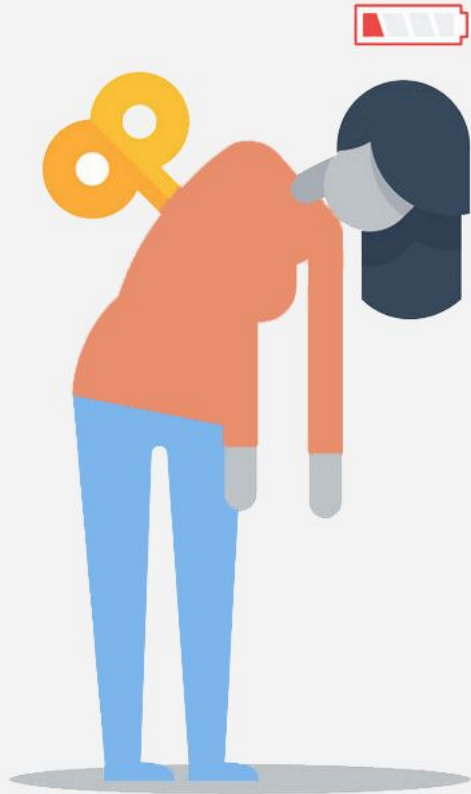
NUMBER OF SURVEY QUESTIONS BY SEGMENT





52%

of customers said they would not spend more than three minutes filling in a feedback form

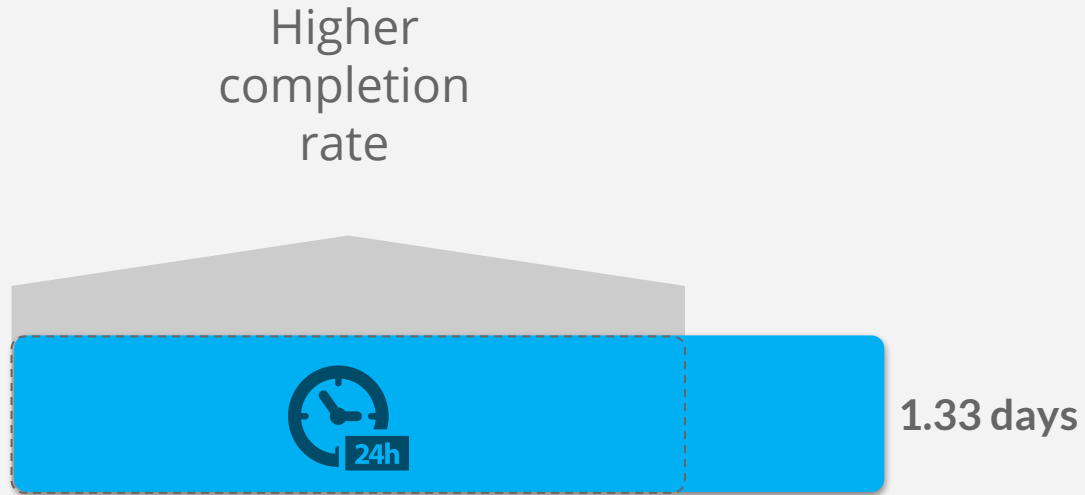


90 seconds

We see significant drops in completion rates globally after 2 minutes.

TIMING FOR HIGHEST COMPLETION RATES

Sending survey emails one day after checkout will net a higher completion rate than waiting a week.



4 TIPS FOR INCREASING SURVEY COMPLETION

- 1** Aim to send your initial guest survey one day post-checkout

- 2** Sending a reminder email 2-3 days after the initial invitation to guests who haven't yet responded to your survey can increase your completion by 6% points

- 3** Sending in the morning (5am-9am) can increase your completion by up to 10% points

- 4** For all segments, the shorter the better

Syndication

PUBLISHING SETTINGS

REVINATE

DASHBOARDS

REPUTATION

SURVEYS

ALL SURVEYS

SENTIMENT ANALYSIS

REPORTS

ADMINISTRATION

GUESTS

Configure Publishing

Give your guests the opportunity to publicize their feedback for future guests to see on one of the leading online review sites. Choose the site you wish to boost your review volume on, and guests will be prompted to post reviews to this site once they have completed your survey.

[See your TripAdvisor Page](#)

Choose the setting for the property

- Do not prompt guests to post external review
- Prompt guests to post external review to:

TripAdvisor

TripAdvisor

Google

Survey Editor

Email Settings

Publishing Settings

Translation Settings

Property Settings

Department Settings

PUBLISHING



Rate & review

Jay Smith
Your review will be posted publicly on the web. [Learn more](#)

★★★★★

I visited this hotel last month and had a wonderful stay. The staff was warm and welcoming and I felt right at home.

Reviews powered by Google CANCEL POST

OR



Please share your feedback with our staff.

Powered by **tripadvisor**

Tripster Inn

Your overall rating of this property
○○○○○ Click to rate

Title your review

Your Review Tips & guidelines

(200 character minimum)

What sort of trip was this?

When did you travel?
Select one

Service ○○○○○

Cleanliness ○○○○○

Value ○○○○○

Location ○○○○○

Sleep Quality ○○○○○

Rooms ○○○○○

I certify that this review is my genuine opinion of this hotel, and that I have no personal or business affiliation with this establishment, and have not been offered any incentive or payment originating from the establishment to write this review.

WHAT WE SEE TODAY

Inspiration

Research

Booking

65%

93%

Google

tripadvisor®

GOOGLE PUBLISHING



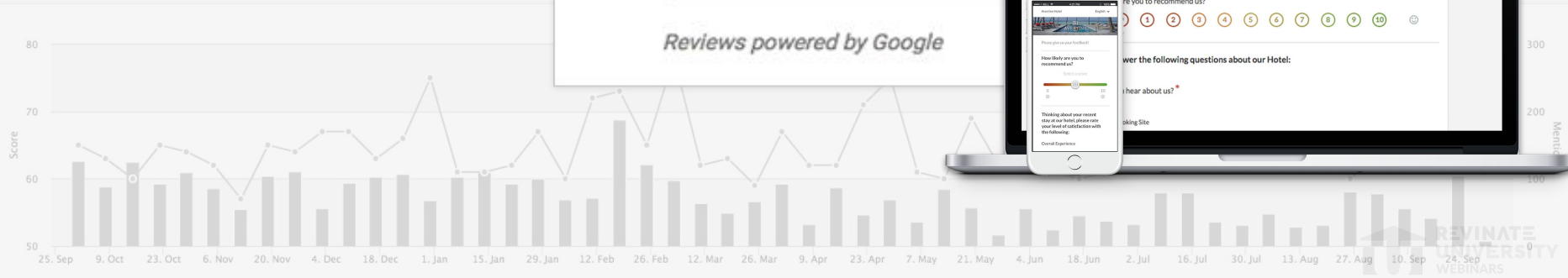
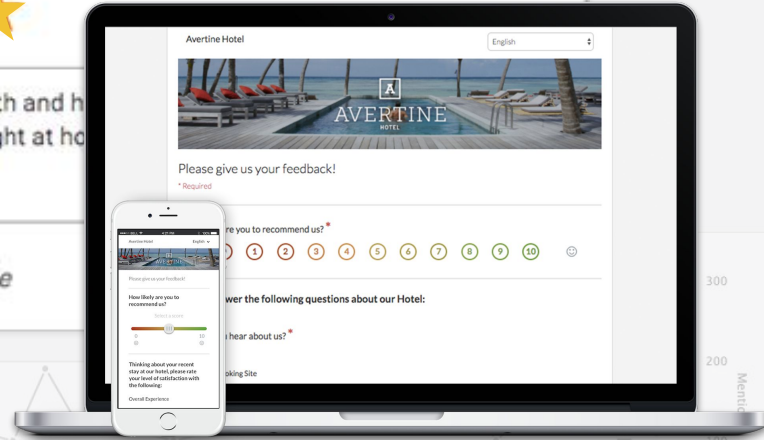
Rate & review

Jay Smith
Your review will be posted publicly on the web. [Learn more](#)

★★★★★

I visited this hotel last month and h
and welcoming and I felt right at ho

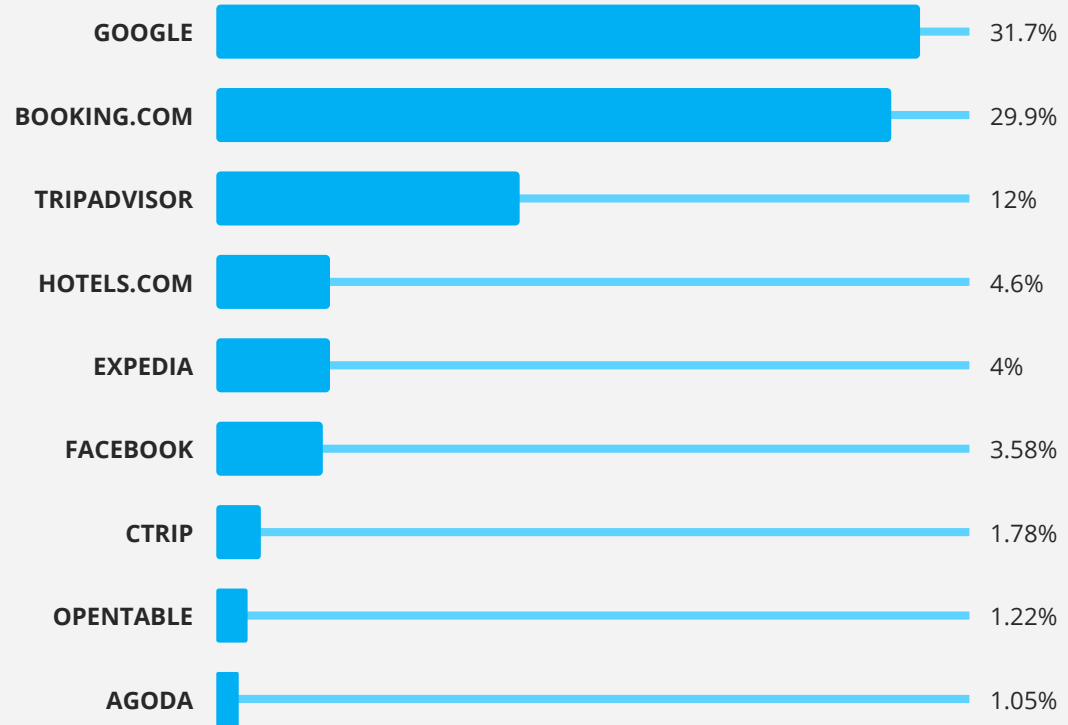
Reviews powered by Google

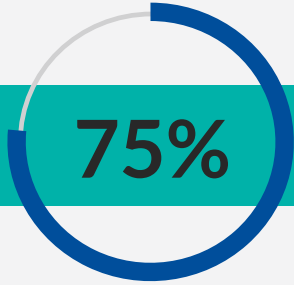


GLOBAL HOTEL REPUTATION: 2018 BENCHMARK REPORT



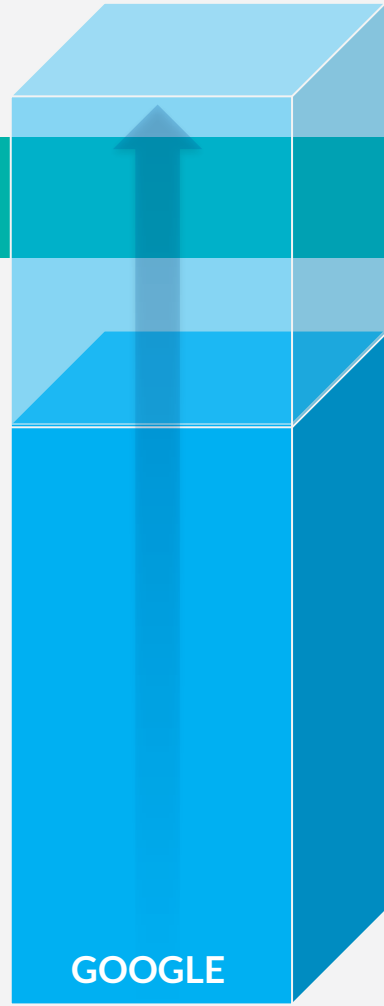
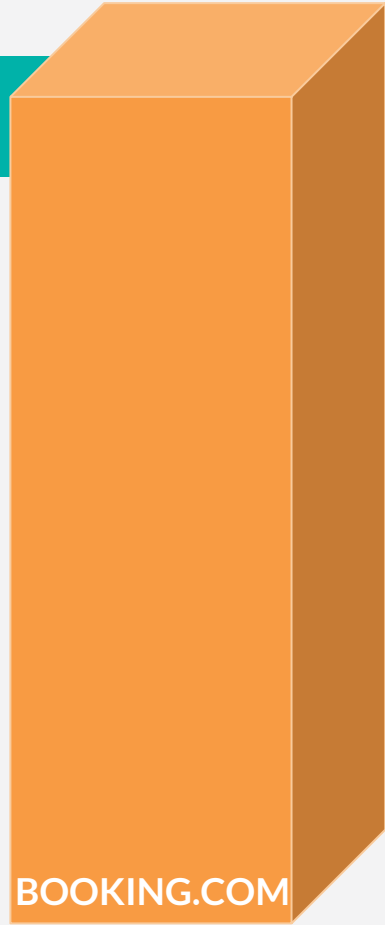
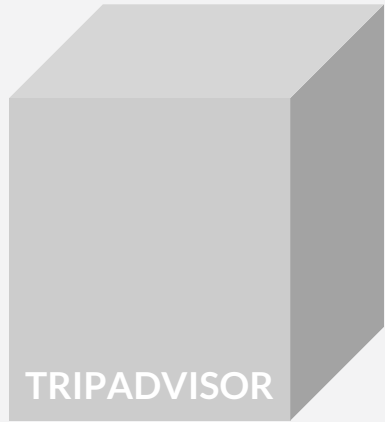
+8%
YEAR OVER YEAR





75%

of all Hotel Reviews



TRIPADVISOR PUBLISHING



Please share your feedback with our staff.

Powered by tripadvisor®

Tripster Inn

Your overall rating of this property

○○○○○ [Click to rate](#)

Title your review

Your Review

(200 character minimum)

What sort of trip was this?

Business Couples Family

When did you travel?

Select one

Service ○○○○○

Cleanliness ○○○○○

Value ○○○○○

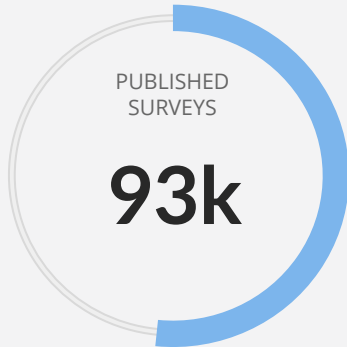
tripadvisor®

Platinum

Review Collection Partner

PUBLISHING STATS FOR REVINATE CUSTOMERS

JAN



DEC

51%

In 2018, Revinate Survey customers generated roughly 51% of their TripAdvisor volume from survey publishing.

CONSIDERATIONS FOR SYNDICATION



What is your current volume of unsolicited review content?



What is the size of your market?



What is your current standing?



Where are your customers located?



Do you already have broader channel strategies?

Department Scores



Reporting

Assign questions to departments so that you can report on them and track performance in your guest satisfaction reports

Goal Setting

You can set goals for departments or survey questions to be measured at the property or corporate level



- Facilities
- Housekeeping
- F&B
- Friendliness

TIP

To track goals and department metrics:
Create a custom widget for your dashboard

2-STEP DEPARTMENTS SCORES SET UP

REVINATE

DASHBOARDS

REPUTATION

SURVEYS

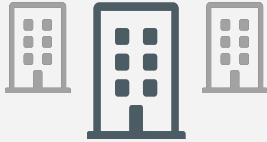
ALL SURVEYS

SENTIMENT ANALYSIS

REPORTS

ADMINISTRATION

GUESTS



Corporate administrative level users can set up department scores and assign survey questions to departments

Survey Editor

Email Settings

Publishing Settings

Translation Settings

Property Settings

Department Settings

STEP 1



Manage Departments

Define your survey departments (categories)

Add a Department

Goal (Optional)

Departments

Department Name	Goal	Action
Overall Score	Goal not set	Edit
Front Desk	80	Edit Delete
Housekeeping	80	Edit Delete
Pool	70	Edit Delete



STEP 2

REVINATE

DASHBOARDS

REPUTATION

SURVEYS

ALL SURVEYS

SENTIMENT ANALYSIS

REPORTS

ADMINISTRATION

GUESTS



Survey Editor

Email Settings

Publishing Settings

Translation Settings

Property Settings

Department Settings

STEP 2

Custom Questions

Add topics and customized questions to your survey. Click on topics or questions to drag and re-order them.

[TRANSLATE](#)

NAME	TYPE	DEPARTMENT	ACTIONS
Default Topic <i>You don't have any custom questions in this section. Drag the button below to get started!</i>			
Overall Stay			EDIT
Hear About Us SHARED	Multiple Choice	Department not set	EDIT
↳ Other Heard SHARED	Comment box	Department not set	EDIT
↳ Visit Times SHARED	Multiple Choice	Department not set	EDIT
Issue Experienced SHARED	Yes / No	Department not set	EDIT
↳ Where Issue Occurred SHARED	Multiple Choice	Department not set	EDIT
↳ Describe Issue SHARED	Comment box	Department not set	EDIT
↳ Action Satisfaction SHARED	Rating	Department not set	EDIT
↳ Stay Impact SHARED	Multiple Choice	Department not set	EDIT
Choose Property SHARED	Multiple Choice	Department not set	EDIT
General Manager Comments SHARED	Comment box	Department not set	EDIT
Revinate Bar SHARED	Range	Department not set	EDIT
↳ Revinate Bar Details SHARED	Comment box	Department not set	EDIT
Did We Meet Your Expectations?			EDIT
Friendliness of Staff SHARED	Rating	Front Desk	EDIT
Arrival Experience SHARED	Rating	Front Desk	EDIT
Food & Beverage SHARED	Rating	Department not set	EDIT
↳ How can we improve? SHARED	Comment box	Department not set	EDIT
Did you contact the hotel prior to arrival? SHARED	Yes / No	Overall Score	EDIT
↳ How was your experience? SHARED	Rating	Department not set	EDIT

Edit Question

Question
Did you contact the hotel prior to arrival?
This is the text that your guests will see.

Your default language is set to **English**. [Manage your Survey languages.](#)

Name
Did you contact the hotel prior to arrival?
This is the name that will identify the question in reports. Guests will not see this name. Tip: Make the name easily identifiable and clear.

Type
Yes / No

Include "Not Applicable" Option
 Make required

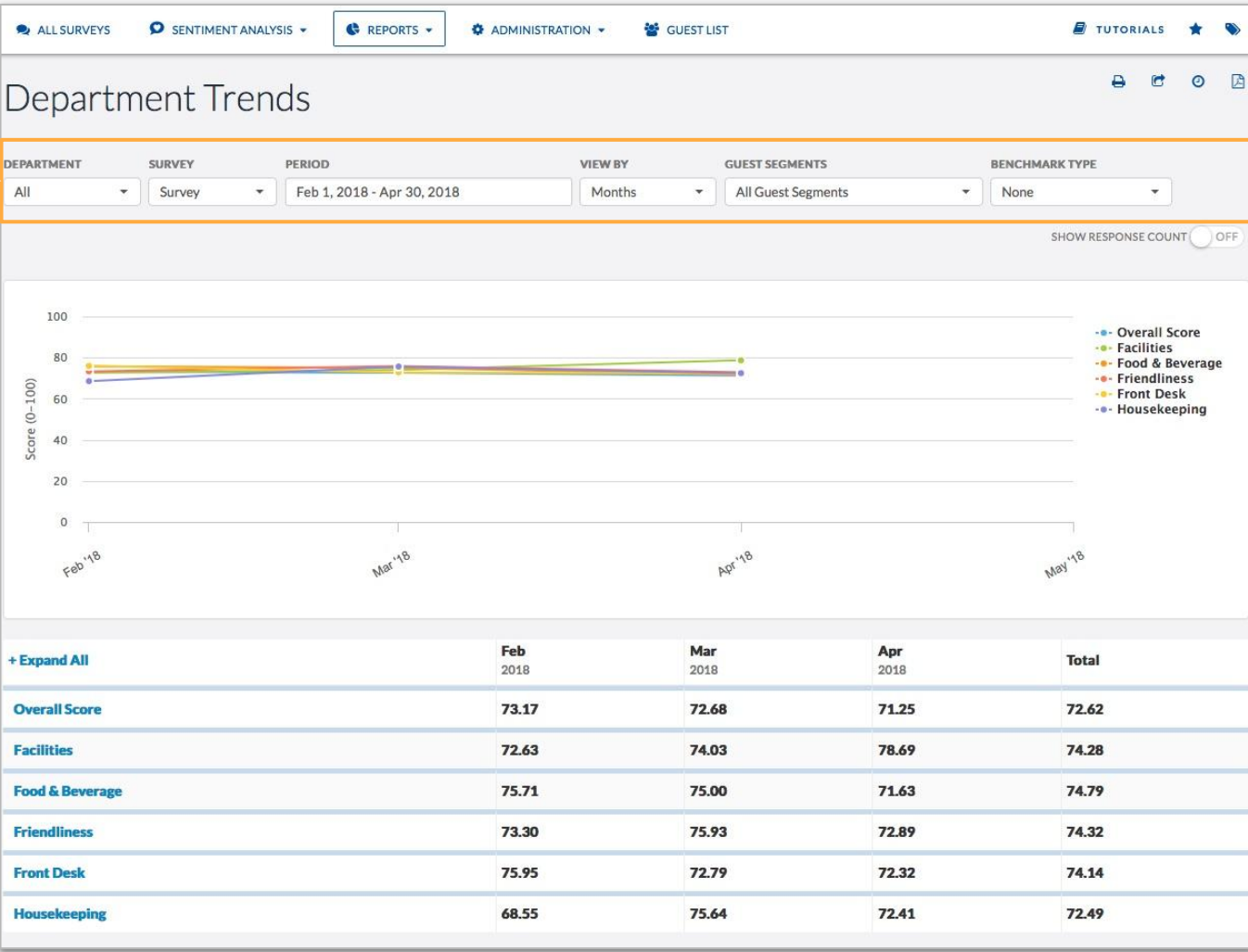
Question type

Regular question
 Conditional question
This question will only appear to the guest if he/she selects a certain answer (the "trigger").

Departments

Overall Score x Select Department

- Front Desk
- Housekeeping
- Overall Score
- Pool



Corporate users have the ability to compare department performance across properties.

My Dashboard

ADD A WIDGET ▾

NPS - Month To Date

-60.0

Last Month: -60.0

Average For Front Desk Servic...

2.94

(16 responses)

% Of No For Issue - Week To Da...

66.7%

(15 responses)

Survey Completion - Month To ...

15

Last Month Pace: 15

New Reviews - Last 7 Days

88

Goal: 30 Competitor Avg:175

Recommendations

- ★ Read 88 recent reviews.
- ★ Respond to 2 negative reviews.
- 📌 Manage 244 open tickets.
- ★ Read 35 new surveys.
- 📌 View trending topics.

Define Your Small Widget

Source:

Surveys

Metric:

Search...

- Department Score (0-100): Facilities
- Department Score (0-100): Front Desk
- Department Score (0-100): Gym
- Department Score (0-100): Housekeeping
- Department Score (0-100): Outdoors
- Department Score (0-100): Overall Score
- Department Score (0-100): Restaurants
- Likelihood to Recommend Rating
- Likelihood to Recommend Rating (0-100)
- NPS Score

FINISH



Track of all your key metrics on one page

Combine results from reviews and surveys

Customize the layout to see only the metrics that matter to you

Segmentation

SEND PERSONALIZED TARGETED SURVEYS FOR BETTER



VIP/Club
Member



Survey Type A



OTA
Guest



Survey Type B

Report on a more personalized level
and customize surveys to guest types.

Hotel Daniel Graz English

Tell us what you think
Let us know how we're doing

Please give us your feedback!
* Required

How likely are you to recommend us?
☹️ 0 1 2 3 4 5 6 7 8 9 10 ☺️

Please rate your Overall Experience with our Hotel:

Arrival Experience
☹️ 1 2 3 4 5 ☺️

Guest Room
☹️ 1 2 3 4 5 ☺️

Food & Beverage
☹️ 1 2 3 4 5 ☺️

Avertine Hotel English

AVERTINE HOTEL

Please give us your feedback!
* Required

How likely are you to recommend us?
☹️ 0 1 2 3 4 5 6 7 8 9 10 ☺️

Please rate your Overall Experience:

Gym Facilities
☹️ 1 2 3 4 5 ☺️

Would you be interested in joining our VIP club?

What was the best experience you had at Avertine?

- Guest List
- Guest List Upload History
- Guest Segments

Administrative level users with permissions to edit Surveys



User Management

Guest Segments



Segment by PMS
fields in the
Revinate system

CREATE GUEST SEGMENT

NAME	FILTERS	LAST UPDATED	LAST UPDATED BY	ACTIONS
VIP Segment	Any Rate Plan Code is VIP, VIP2	2018-11-08	Daniel Lewis	Actions ▾
New Survey Exclusion Segment	Any Rate Plan Code contains Employee	2018-11-08	Janet Martin	Actions ▾
Gmail	Any Email contains gmail	2018-11-15	Stella Dacy	Actions ▾
Suite	Any Room Type contains suite	2018-11-21	Dylan Cole	Actions ▾

**Additional fields request beyond what is provided in the platform will require re-integration at a fee

Create Guest Segment



Name this Segment

Include guests that meet Any of the following conditions:

Any ✓

All

[+ ADD CONDITION](#)

CANCEL

SAVE

Create Guest Segment



Name this Segment

Include guests that meet Any of the following conditions:

Guest Stay Field

Criteria

Values (use comma to separate different values)

Actions

- Email
- Channel
- Loyalty Number
- Room Number
- Room Type
- Rate Plan Code
- Group Name
- Country
- State

- Contains
- Exact Match
- Does not exist
- Exists

- DELETE

CANCEL

SAVE

Guest Segments

[CREATE GUEST SEGMENT](#)

NAME	FILTERS	LAST UPDATED	LAST UPDATED BY	ACTIONS
VIP Segment	Any Rate Plan Code is VIP, VIP2	2018-11-08	Daniel Lewis	Actions ▾
New Survey Exclusion Segment	Any Rate Plan Code contains Employee	2018-11-08	Janet Martin	Actions ▾
Gmail	Any Email contains gmail	2018-11-15	Stella Dacy	Actions ▾
Suite	Any Room Type contains suite	2018-11-21	Dylan Cole	Actions ▾
VIP Pentouse	Any Room Type is Penthouse	2019-02-10	Stella Dacy	Actions ▾

[View Details](#)[Edit](#)[Duplicate](#)[Delete](#)

ASSIGN SURVEYS TO SEGMENTS

REVINATE

DASHBOARDS

REPUTATION

SURVEYS

ALL SURVEYS

SENTIMENT ANALYSIS

REPORTS

ADMINISTRATION

GUESTS

Survey Editor

Email Settings

Publishing Settings

Translation Settings

Property Settings

Department Settings

Administrative level users with permissions to edit Surveys



User Management

Assign Surveys

[Edit Survey](#)[Assign Survey](#)

Configure Segmented Surveys (Exceptions)

Select a survey and segment below to send the survey **only** to that segment. Guests in this segment will **not** receive the default survey. Guests who appear in multiple segments will only receive the survey with the highest priority. No guests will receive more than one survey.

Select a Survey:

Nothing selected ▾

Select a Segment:

VIP Segment ▾

Gmail

Suite

SAVE EXCEPTION

Current Exceptions

Survey	Segment	Actions	Priority
Avertine VIP	Suite	Delete Exception Preview Survey	1
Avertine Survey	New Survey Exclusion Segment	Delete Exception Preview Survey	2
Avertine VIP Survey	VIP Segment	Delete Exception Preview Survey	3

Survey email exclusion rules

EXCLUDING GUESTS USING SEGMENTS

REVINATE

DASHBOARDS

REPUTATION

SURVEYS

ALL SURVEYS

SENTIMENT ANALYSIS

REPORTS

ADMINISTRATION

GUESTS

Email Center

Choose a time zone to send emails

(GMT -07:00) America/Los Angeles

Survey email exclusion rules

Guest Segment

Survey Exclusion Segment

+ ADD CONDITION

SAVE

CANCEL

Survey Editor

Email Settings

Publishing Settings

Translation Settings

Property Settings

Department Settings

POLL QUESTION

WHICH AREAS WILL YOU LOOK TO IMPROVE OR CHANGE FOR YOUR POST-STAY SURVEY?

- Survey length
- Sending time post check-out
- Question quality
- Syndication channel

SENDING SURVEYS IS JUST THE FIRST STEP



Start a conversation

Surveys are lead-ins to engagement and an invitation to ongoing dialogue.



Balance responses

Determine response based on NPS score.
Be mindful of promoters and detractors.



Get personal

Responding to survey feedback allows you to be more personal and specific about a guest's stay, unlike a public review.



Close the loop

Take the opportunity to better understand your weaknesses and improve.

Goals

PROPERTY LEVEL GOALS

Update Goals

New Property Goal						
Review Rating	<input type="text" value="4.00"/>	Overall review star rating (0-5 scale). Example: <u>4.25</u>				
Positive Reviews (%)	<input type="text" value="85%"/>	The percentage of 4+ star reviews. Example: <u>85%</u>				
Recommended (%)	<input type="text" value="85%"/>	The percentage of reviews recommending the property. Example: <u>85%</u>				
NPS Score <small>The NPS score is calculated by $(\text{Passives} - \text{Detractors}) / (\text{Number of Responders}) * 100$</small>	<input type="text"/>	Overall NPS score (-100-100 scale). Example <u>40</u>				
Reviews/week/property	<input type="text" value="4"/>	The number of reviews per week per property. Example: <u>4</u>				
Surveys/week/property	<input type="text"/>	The number of surveys per week per property. Example: <u>4</u>				
TripAdvisor Popularity Index (%)	<input type="text" value="85%"/>	Percentile of TripAdvisor Property Index. Example: <u>85%</u> (top 15%)				
Review Response Coverage <small>% of reviews receiving management responses.</small>	<input type="text" value="60%"/> Overall	<input type="text" value="25%"/> 5 Star Reviews	<input type="text" value="25%"/> 4 Star Reviews	<input type="text" value="50%"/> 3 Star Reviews	<input type="text" value="100%"/> 2 Star Reviews	<input type="text" value="100%"/> 1 Star Reviews
Survey Response Coverage <small>% of surveys receiving management responses.</small>	<input type="text" value="%"/> Overall	<input type="text" value="%"/> Promoter (9 or 10 NPS response)	<input type="text" value="%"/> Passive (7 or 8 NPS response)	<input type="text" value="%"/> Detractor (1 - 6 NPS response)		
	<input type="button" value="UPDATE GOALS"/>	<input type="button" value="CANCEL"/>				

- USER SETTINGS
 - Personal Information
 - Email Digests
 - Alerts
 - Logout
- ACCOUNT
 - Social Settings
 - User Management
 - Competitor Set
 - Goals**
 - Response Settings
 - Saved Views
 - Ticket Settings
 - Surveys Not Sending Alert

CORPORATE LEVEL GOALS

Manage Goals



Manage the Goals by which your properties performance is tracked. Goals set at the Property Group level are inherited by all properties in the group. You may also set property-specific goals which will override any group-level goals.

Group Goals

Group Goals are used to measure overall group performance, and are inherited by all properties in the group that do not have Property Goals set below.

Property Group	Goals
1) All Properties - 18 properties	Update
2) Debbie's Group - 4 properties	Update
3) Dorset only - 10 properties	Update
4) Dorsett - 8 properties	Update
5) Northeast hotel group - 4 properties	Update
6) Silka group - 5 properties	Update
7) Stellar hotel group - 4 properties	Update
8) Tree Hotels - 3 properties	Update

Property Goals

Property Goals can optionally be used to override all Group Goals for any property that requires specific goals.

[ADD GOALS FOR A PROPERTY](#)

Property	Goals
1) Dorsett Regency Wuhan	Update Delete

Questions?

Help Desk & Support 24/7

support@revinate.com

Training and Bootcamps

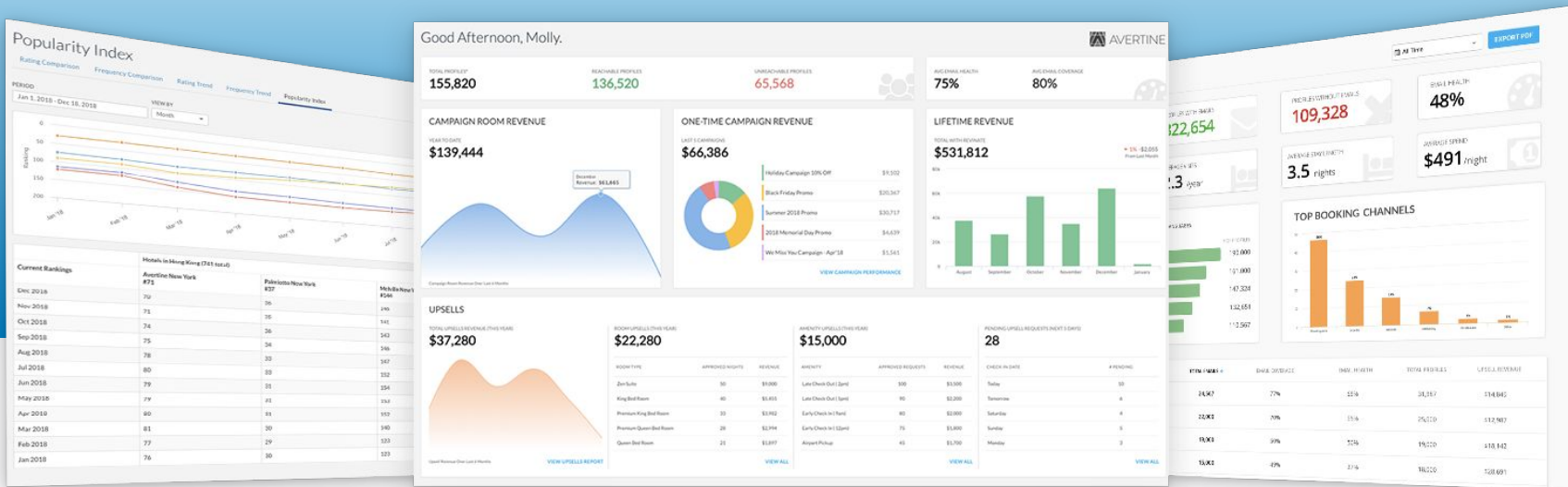
training@revinate.com

Revinate Community Blog

revinate.com/blog

Thank You

The Guest Data Platform for Hoteliers



GUEST FEEDBACK

95M+ Reviews

GUEST RELATIONSHIP MANAGEMENT

56M+ Rich Guest Profiles

MARKETING

77M+ Emails