

Review websites The do's and don'ts

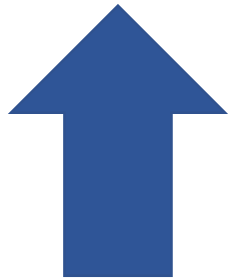
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Review websites - why?

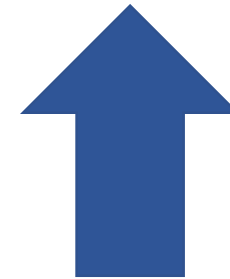
A 1 point increase in a hotel's Global Review Index™ equals up to



+0.89%
ADR



+0.54%
occupancy



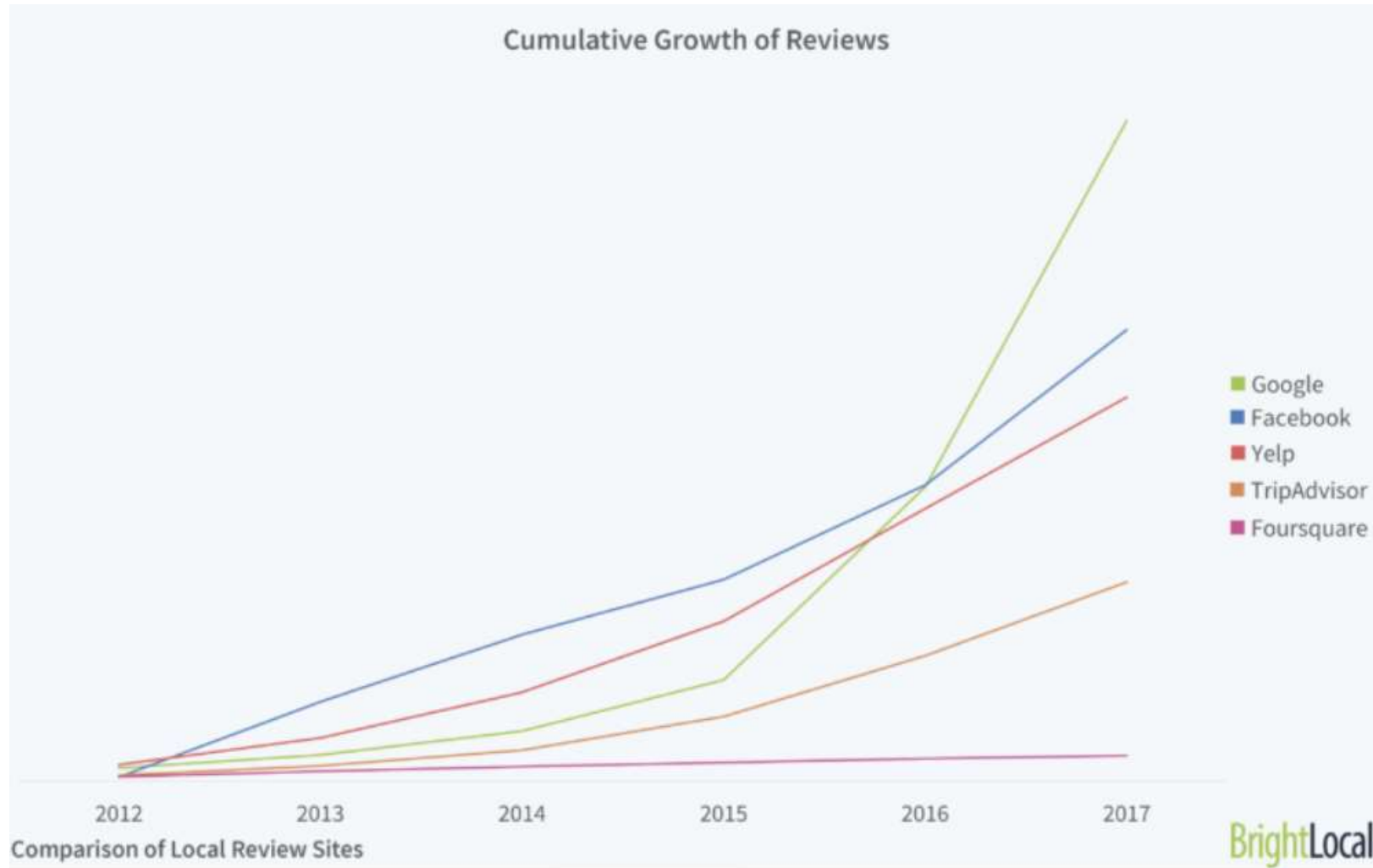
+1.42%
RevPAR



A close-up photograph of a person in a white dress shirt and a striped tie, leaning over a desk. Their right hand is on a laptop keyboard, and their left hand holds a black pen. A tablet is lying on the desk in front of the laptop. The background is a blurred office window with a view of buildings. A dark grey semi-transparent box is overlaid on the left side of the image, containing white text.

To respond or
not to respond?

Google's silent domination



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Personalise



Empathise and
be authentic



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise

Views

Negative Responses Filters Actions

Summary



Distribution	Responded	Response Ratio	Avg. Time
All	1,404 / 4,885	28.7% +3.7	7 d
Positive	0 / 0	0.0%	-
Neutral	0 / 0	0.0%	-
Negative	1,404 / 4,885	28.7% +3.7	7 d
Not Rated	0 / 0	0.0%	-

Management Response

Sources	Responded	Responsible	Management Response	Avg. Time
Booking	379	2,707	14.0% +4.5	-
TripAdvisor	927	1,107	83.7% +4.5	6.5 d
Google	6	618	1.0% -0.6	-
Expedia	50	206	24.3% +19.8	18.5 d
Hotels.com	29	174	16.7% +10.0	-

Take action



Just a final
note about
resolver



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THANK YOU FOR YOUR TIME TODAY– IN SUMMARY

Do:

- Give more time to Google and booking.com reviews.
- Respond to every 1 or 2 star review and thank most 5 star reviews.
- Respond as the GM, particularly to negative reviews.
- Turn responses around as quickly as possible, 1 star reviews immediately, most responses within 48 hours.
- Address the reviewer personally.
- Personalise responses in tone of voice.
- Write as you would speak.
- Use your response to encourage future guests to resolve their issues during their stay and attempt to pick up the phone to the complaint rather than email.
- Apologise and be authentic.
- Invest in an online guest satisfaction platform that aggregates all feedback into one place.
- Act upon feedback, either by using it to set departmental objectives, reward your team, highlight guest scores on their PMS profile, to make operational changes to reverse poor feedback or convince owners to invest in your product.

Don't:

- Spend all of your time just on TripAdvisor.
- Respond to every review. There aren't enough hours in the day.
- Write responses that are longer than the initial review.
- Refer to the reviewer as "Dear Guest" use their handle.
- Write 13 words to say what you mean when two is enough. I'm sorry goes a very long way.
- Feel you have to address every issue. The shorter the response, the more likely people are to read it.
- Write reviews with spelling mistakes or grammatical errors, nor offer compensation to poor reviews in your response.
- Invest in an online guest satisfaction platform without first setting your objectives as to how you are going to use the tool. There are plenty of tools to choose from but many add no value to your business.
- Feel you have to collect your own post-stay questionnaires. There are so many review websites and social media channels for guests to use that adding your own post-stay questionnaire will cause more work and take time that could be better spent talking to guests during their stay.
- Give guests who take to Resolver any more compensation, stick to your guns.

