The Company

Good Hotel London uses feedback from GuestRevu to further its social causes

GOOD HOTEL

The floating Good Hotel London may have travelled from the Netherlands to London, but the team behind it hope that their message will reach far beyond that. As management and staff focus their attention on social issues, having their guests understand and support their aims, and understanding their guests needs in turn, is vital. To achieve this, **they needed an intuitive and simple system from the right feedback and reputation management partner**.

GuestRevu has provided them with the technology that they need to collate their feedback, **understand their guest experiences**, enhance communication with their guests, and boost their online brand identity.

> **The GuestRevu tool itself is extremely intuitive. It's very easy to use. It's very easy to navigate. It's very easy to understand.** So we were really able to understand what our customers are saying about us
> *– Liutauras "LV" Vaitkevicius, GM*

QUICK OVERVIEW

CHALLENGES	SOLUTION	RESULTS
› Getting guests to give honest feedback	› Improve communication strategy	› Recognising the right guests to target
› Getting the insights that they need	› Drill down into the crux of guest experience	› More motivated employees and improved service
› Spending too much time scanning review sites	› Quickly and easily collate feedback from online sources	› Getting all the analytics that they need
	› Foster brand awareness and guest loyalty	› More TripAdvisor reviews with higher ratings

The Challenges

Getting guests to give honest feedback, getting the insights that they need and spending too much time scanning review sites

Wanting to see guests coming back again

"The main measurement we use at Good Hotel is **how quickly the customers come back to stay with us again**," GM, Liutauras "LV" Vaitkevicius explains. "So it's very important for us to ensure that customers are both happy, and also understand what we do, and how, and why we do things here in Good Hotel."

Feedback only scratching the surface

"A lot of times we find that customers don't necessarily tell us things in person," says LV. Guests would often leave without providing feedback about their stay, **occasionally following up on a review site, but often without any details getting back to management**.

Manual processes taking too much time

In hospitality especially, time is a valuable resource, and **much of the staff's time at Good Hotel London was being spent scouring sites.** " We had to go onto different websites such as Booking.com, Expedia, TripAdvisor, Google reviews and read those reviews," LV explains.

> "
> The team lives and breathes GuestRevu. They check reviews each and every day, they analyse the tool each and every day, and they are actually measured each and every day by how successful we are online.
> – *Luitauras "LV" Vaitkevicius, GM*

The Solution

An **intuitive, cloud-based direct guest feedback and online reputation management solution** with a two-way Mews PMS integration

GuestRevu's direct guest feedback and online reputation management (ORM) solutions which integrate both with TripAdvisor and Mews PMS allow Good Hotel London's management to:

> Improve their communication strategy

> Drill down into the crux of their guest experience

> Quickly and easily collate feedback from online sources

> Foster brand awareness and guest loyalty

The Results

Enhanced communication, happier guests and a better product offering

With GuestRevu's help, Good Hotel London are now getting the feedback that they need to understand their guest experience, and educate their guests about their brand identity. "Customers are much happier," says LV. "They understand us better."

Getting all the analytics that they need

With a **consolidated dashboard which includes feedback from direct guest surveys and online reviews**, Good Hotel London's management are able to get all of the information that they need at a glance.

More TripAdvisor reviews and higher ratings

"In this day and age, TripAdvisor is probably the most important social website for travellers," says LV. Thanks to GuestRevu, Good Hotel London has not only received **over 150% more reviews**, but they have on average been **8% higher than reviews received organically**.

Recognising the right guests to target

"We're able to understand that customers who have stayed with us before are more likely to leave positive reviews because they understand our concept," explains LV. "So we're able to target people that are new to us, perhaps, and **improve our storytelling, improve our communication and explain things about our hotel concept and the product much better**."

More motivated employees and improved service

"The team lives and breathes GuestRevu. They check reviews each and every day, they analyse the tool each and every day, and they are actually measured each and every day by how successful we are online. It somehow landed with the teams — **they suddenly realised these are the customers that they saw yesterday, or two days ago**."

> **"**
>
> **Dealing with GuestRevu and Mews, it was such an easy, painless process.** I believe that comes from the ethos both have where the attitude is: 'Let's do this. We can do this, and we just get on with it…' Traditional older systems would… come up with a lot of reasons why *not* do something rather than *how* to do somethwing. *– Liutaurus "LV" Vaitkevicius, GM*