The Company

providence
HOSPITALITY

Providence Hospitality's GuestRevu reports inspire confidence when engaging with their guests

With a portfolio that covers 16 properties across the United Kingdom and South Africa, Providence Hospitality's management believe that it shouldn't matter which of their locations their guests choose to stay at. "Whether it's a two- or three-star in Newquay, or a four- or five- star in the Lake District of Keswick," explains UK Operations Manager, Anja Bosken, "I think it's value for money and exceeding expectations that our guests come to us for." It was this need to understand their guests' expectations that led the group to GuestRevu.

GuestRevu helps Providence Hospitality's management to collect the guest feedback that the group needs so that they can understand guest expectations, and maintain their high standard of guest experience across their range of properties.

> **The support has been phenomenal.** I was pleasantly surprised at the product, and the absolute enthusiasm with which the portfolio was handled, and also the back up from people. So it's been a phenomenal experience. – *Anja Bosken, UK Operations Manager*

QUICK OVERVIEW

CHALLENGES

> Looking after their people

> Not getting consistent feedback from guests

> Online feedback as a manual and time-consuming process

SOLUTION

> Identify trends in direct feedback and online reviews

> Fast-track maintenance across properties

> Monitor and motivate staff

> Understand, and continually improve on, their guest experience

RESULTS

> Seeing more, and more detailed, feedback

> Getting insights from online reviews automatically

> Using feedback to engage with staff

> Tracking trends in feedback and guest experience

![GuestRevu logo - Listen. Learn. Earn.]

The Challenges

Sporadic feedback, acting on online review insights, **motivating employees**, and keeping track of trends in experience

Looking after their people

"Providence stands for integrity," says Anja, "looking after its people, and service excellence." But with intermittent feedback across multiple properties, management was finding it difficult to highlight staff performance, or pinpoint areas where training may be needed.

Not getting consistent feedback from guests

"We were gathering feedback sporadically to say the least," explains Anja. "We'd try to speak to guests as much as possible, but there was never anything documented. We couldn't identify any real trends... We relied on what people were putting on TripAdvisor or on the other online platforms."

Online feedback as a manual process

When it came to online feedback, each GM was responsible for monitoring and responding to their own property's reviews. This manual process sometimes caused delays before small, recurring inconveniences or maintenance issues could be resolved by management.

> ❝
> The competitors set is invaluable, since it gives us feedback, where normally would have just gone, "Well, we think this is what the competitors are doing." *– Anja Bosken, UK Operations Manager*

The Solution

An easy-to-use **direct guest feedback and online reputation management** solution which provides instant alerts, valuable insights and group reporting

Thanks to GuestRevu's intuitive, easy-to-use software, Providence Hospitality have access to group-wide reporting and insights that let them:

ö   Identify trends in direct feedback and online reviews

ö   Fast-track maintenance across their properties

ö   Monitor and motivate staff

ö   Understand, and continually improve on, their guest experience

The Results

More insights, **faster reactions**, employees who embrace feedback and tracking review trends

"GuestRevu helps us continuously," says Anja. "It's about looking at our guest experience actively, and constantly improving what we're doing, and bettering ourselves… I couldn't imagine now going back into a hotel that doesn't have GuestRevu."

Seeing more, and more detailed, feedback

"The one thing that you want to do is engage with your guests," explains Anja, and since implementing GuestRevu, that kind of engagement has become part of Providence Hospitality's routine. Feedback surveys can be sent to guests days after they leave with ease, and they encourage guests to not only engage with the group directly, but leave online reviews as well.

Getting insights from online reviews automatically

With reviews from online platforms being pulled into one dashboard, no extra effort is needed to keep track of online feedback. Better still, says Anja, "if a guest points out there's something in the room that isn't up to standard, we can go in there immediately and sort it out… It's obviously a huge advantage, because then the next person coming in, he doesn't have the same experience."

Using feedback to engage with staff

"I think that the team has embraced the technology," says Anja. "I think they see the value in it… it also gives us views on staff that are performing really well, or staff that are maybe not performing as well, and training needs that come up through guests' comments."

Tracking trends in feedback and guest experience

With detailed insights from regular feedback, Providence Hospitality has a better understanding of their guest experience. "I read the month-end reports religiously," Anja explains, "and you can really identify some of the trends and what the issues are… This gives us a little bit more clout, because now we've got reporting and statistics obviously as well."

> ❝
> **It's really not complicated, so even if you're a technophobe [when] you go with GuestRevu, there's nothing that you would shy away from,** and the valuable and almost instant feedback that we're getting from our guests – I think that would have convinced [anyone].
>
> *– Anja Bosken, UK Operations Manager*