



## The Company

# Shannon Springs Hotel's management reach their goals with feedback from GuestRevu

Situated only five minutes' drive from Shannon International Airport is **Shannon Springs Hotel**. To locals, it's known as the site of the award-winning Old Lodge Gastro Pub, but Sales & Marketing Manager, Lisa Glynn, sees a new prospect for business clientele on the horizon. Without feedback from their guests, however, it was proving difficult for the management team to **pinpoint areas for improvement**, and find the best way to help this three-star property reach its full four-star potential.

GuestRevu helps the staff at Shannon Springs Hotel to collect the feedback that they need to reach their goals, and **see their online reputation reflecting their high standards**.



**One of the key features of GuestRevu is the honest feedback from guests' stays with us.** I think that's important for any business to make sure that what we're doing is right, and that we're doing those things right. If we're not, then what's wrong and how can we fix it and grow?

– Lisa Glynn, Sales & Marketing Manager



### QUICK OVERVIEW



#### CHALLENGES

- > Manual processes taking too much time
- > Enticing more corporate clientele
- > Keeping up with competitors



#### SOLUTION

- > Identify trends in direct feedback and online reviews
- > Engage with each of their guests
- > Make informed operational decisions
- > Continually improve on the experience offered to guests



#### RESULTS

- > Seeing the wider picture of their guest experience
- > Saving time with automated surveys
- > Becoming more competitive
- > More TripAdvisor reviews with higher scores

## The Challenges

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



### Time spent rifling through online reviews

"Before GuestRevu, we were just going in and out of the sites ourselves," says Lisa. As Shannon Springs Hotel weren't using comment cards outside of their food and beverage area, they needed the insights from online reviews, but knew that they were spending too much time trawling OTAs.



### Battling to get business bookings

Despite the hotel being located near Shannon's international airport, and having invested in the hotel's facilities, management were **finding it difficult to encourage business travellers to book with them**, rather than travelling further afield to neighbouring Bunratty or Limerick City.



### Chasing their competitors

With only three hotels in the area, keeping up with the competition was important, but it was a manual process. Lisa knew that they would require an influx of online reviews – the hotel's two competitors had been operating for longer and had more reviews to their names – and **it was hard to understand where their differentiators lay**.



I found the support to be extremely helpful. I'm sure we're not the only property you have, but with each call, and no matter what I asked, the response was: "Okay, let's try something different."

– Lisa Glynn, Sales & Marketing Manager

## The Solution

An automated **direct guest feedback and online reputation management solution** with excellent support and **Guestline's Rezlynx PMS integration**

With a dedicated support team that were on hand at a moment's notice, GuestRevu's guest feedback and reputation management solutions allow the management of Shannon Springs Hotel to:

- > Identify trends in direct feedback and online reviews
- > Engage with each of their guests
- > Make informed operational decisions
- > Continually improve on the experience offered to guests

## The Results

Seeing the wider picture, saving time, and **becoming more competitive.**

Thanks to **integration with both TripAdvisor and Guestline's Rezlynx PMS**, Shannon Springs are able to make feedback a priority, without adding to their workload. They've been getting the feedback that they need from their guests, and the insights that they need to stay ahead of the competition.



### Automatic survey invites save time

Getting feedback from guests is no longer an effort for Shannon Springs Hotel. Thanks to GuestRevu's integration with Guestline's Rezlynx system, **guests automatically receive an email asking for feedback** two days after they've checked out. "We don't have to think about it anymore," says Lisa. "It's just something that happens daily."



### Monitoring the competition

By adding other local establishments to their competitor set, Lisa is able to see competitors latest review scores at a glance. "It's great to see what's happening with the competitors in our area. Are we falling behind them? What have they got that we haven't? How can we build ourselves into what people are looking for?"



### Feedback providing a better understanding of travellers

Accessing both direct and online feedback from one dashboard makes it easy for management to monitor guest experience, and see how they can attract business travellers. "We go through all reviews now," Lisa explains, "the good ones as well as the bad ones. Wherever we fall down, we highlight it, and it reports straight to the relevant department so we can look at how we can make it better going forward."



### Getting more TripAdvisor reviews with better scores

While before, the staff at Shannon Springs Hotel were asking guests to review them on TripAdvisor, with the TripAdvisor integration that GuestRevu offers on guest surveys, the hotel is now getting **253% more reviews** which have **12% higher ratings** on average than the feedback that they receive organically through the review giant's website.



**It's very hard to understand what the guest is experiencing.** Is what we're doing right? How can we grow from it? You need to see the basic side first. Before you can go extending and refurbishing, the basics have to be right. GuestRevu helped me to identify those basic problem areas.

– Lisa Glynn, Sales & Marketing Manager

