

21 hotel reputation management tips

– you can start using today –



GuestRevu

Listen. Learn. Earn.



Compiled from an article on Hotel News Now
<http://www.hotelnewsnow.com/Articles/20199/21-hotel-reputation-management-tips>



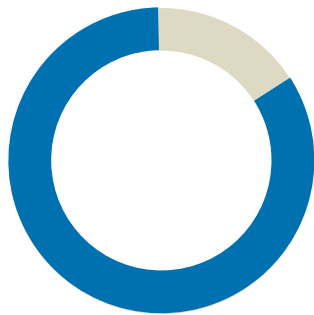
1. Don't create profiles on social spaces if you don't have the time and resources to maintain them.

Appearing inactive or uninteresting can damage your hotel's reputation, as can neglecting messages from other users.



2. Start slow

Start slow — and that could mean just listening to what people are saying and responding when appropriate.



87%

of respondents say an appropriate management response to a bad review improves my impression of the hotel



77%

of respondents say seeing a hotel management response to reviews makes them believe the hotel cares



3. Be where your guests are.

Just as a you can get valuable feedback by talking to guests in the lobby or breakfast room, so interacting with guests on social media sites can help you to gain important insights.

Find out which social media networks are important to your target market, and where the most influential reviews are posted, and be present in these spaces.

4. Be transparent.

If you have something to hide, then you probably shouldn't be using social media.

72%

of online consumers
trust online reviews
as much as personal
recommendations
from real people

68%

of consumers go to
social networking
sites to read product
reviews

90%

of consumers say that
positive online
reviews influence
their buying decisions

5. Tailor your online reputation management and marketing strategy to your hotel.

For example, airport properties need to have more up-to-the-minute information and responses available because of the ever-changing nature of their clients' travels (delayed, cancelled or missed flights).



Melonie Dodaro, author

“ Make sure you know your target audience inside and out. Tailor all your materials to speak directly to them



6. Embrace social media as a learning opportunity.

No one likes to receive a negative review, but if you use it to correct an issue, you will have a better property overall.

7. Responding to negative comments tells your guests that you know that problems do come up and that things can go wrong, but you are doing your best to fix those issues.



MarciaM
johannesburg

“Nice view, but bothered by smokers”



Hotel rooms have a beautiful view, but smoking was allowed in many of the public areas.

Visited August 2016

bighotels, owner at Big Hotels Joburg, responded

Dear Marcia

I apologise for your recent experience at our hotel. I will see to it that your concerns about public smoking areas are addressed as soon as possible.



8. Follow up your original responses to negative reviews to draw attention to recent accomplishments.

For example, if you received a complaint about the lobby being outdated, don't be shy about circling back at a later date and saying, "By the way, did you know we just had a \$6-million lobby renovation? We invite you to come back and check it out."

9. Know which social media platforms are delivering revenue to your property.

Find out which channels people are using to book reservations, and make sure your reputation on those channels is positive.



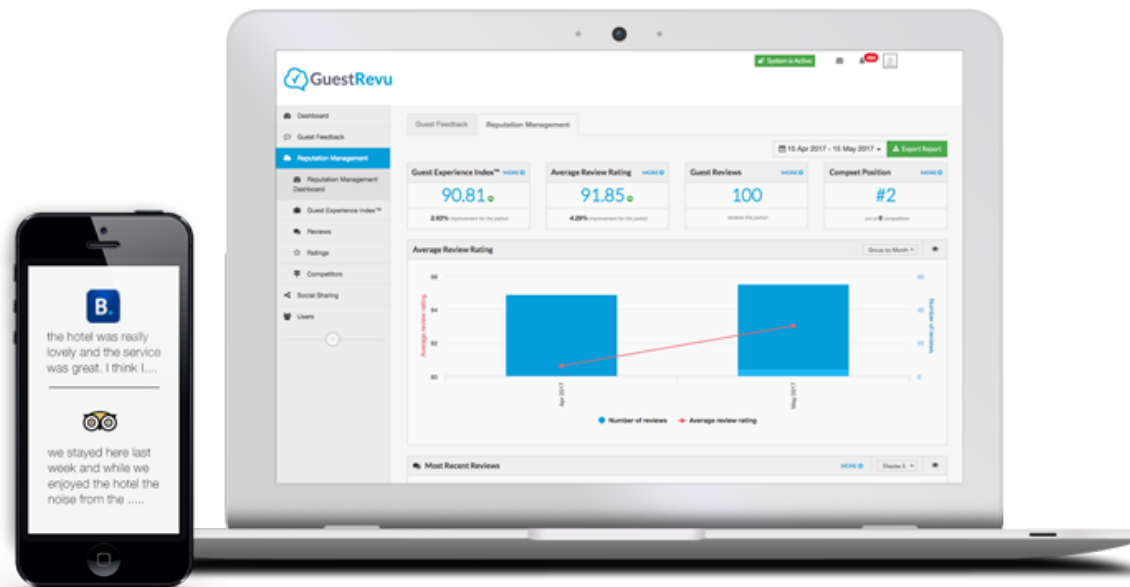


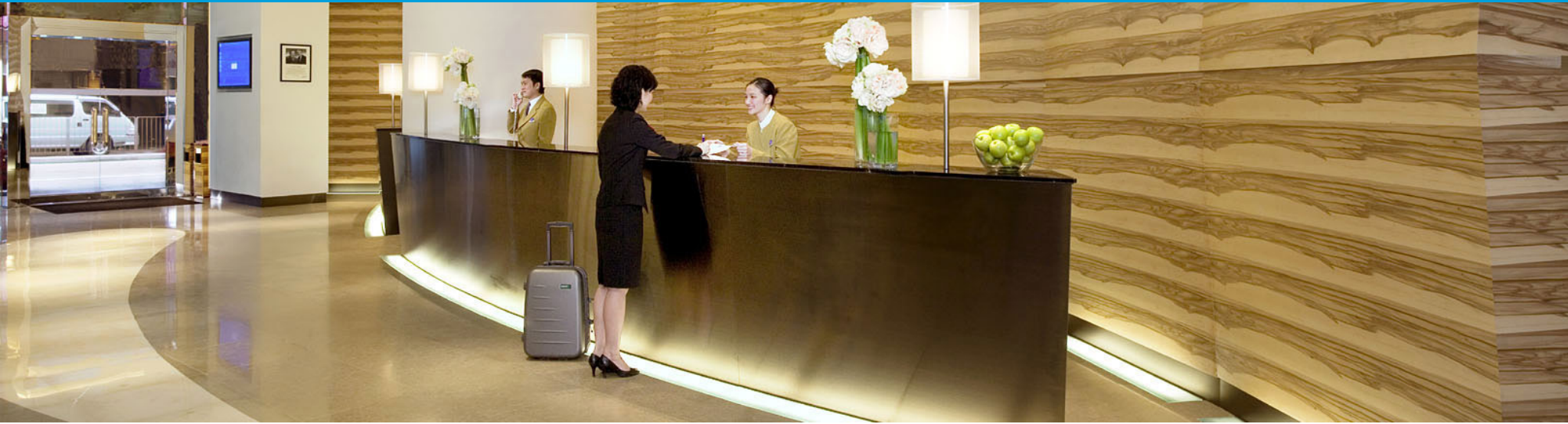
10. Think before posting a response, especially when the situation has the potential to become combative.

Take a short walk, stop and think before hitting “send” for a message that could be misconstrued or upsetting. However, responses should be sent within an hour or two of receiving the negative review.

11. There are many free or inexpensive tools to help you monitor review traffic.

A number of vendors in the industry provide effective online reputation management solutions. Shop around online for one that suits your needs and budget.





12. Encourage your guests to give you reviews — good or bad.

This can be done with a reminder at checkout, in-room collateral material, or an email after guests check out.

13. Don't get caught up in social media speak in your responses.

Lingo such as “U R” or “LOL” isn’t always appropriate, so it’s best to stay away from it altogether. Be professional and treat everyone in a respectful manner. Communicate with people on social media as if they’re guests in your lobby.





14. Remember that the nature of social media guarantees your response will never go away.

15. It's not about the basics anymore.

While you may have an internal reputation management system or your hotel group might provide one for you, these often have basic approaches and don't always provide the answers you need. Shop around for a tool that suits you.



16. Steer clear of using templates for responses.

If you are taking the time to be on social media, take the time to personalise your responses — especially to those who appear to be angry or highly complementary, or from users who have a lot influence on their platforms.





17. It's OK to apologise to a guest who had a bad experience.

Write a response that includes something about what the guest said so he or she knows it's genuine and you read what was written.

18. Offer specific solutions in a private environment — via email or even on the phone.

Don't get into a back-and-forth with disgruntled guests online. Invite them to call you at the hotel or send you mail so that you can make it up to them.



19. A public promise to make the situation right is completely fine.

However, never offer compensation, particularly free rooms, online. Always do that in a secure, private setting.

Making your guests

HAPPY





20. The best solution for hoteliers who are tight on time and/or resources is to take a team approach.

But it is important to have a leader who can set guidelines and make final decisions for the team.

21. Don't obsess over return on investment.

While there are tools and vendors that allow you to track ROI-related measures, there isn't always going to be a direct revenue opportunity. Sometimes the payoff only comes two years down the road when a guest satisfied with your response makes another reservation at your hotel or recommends you to a friend.





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