# 8 Ways Guest Feedback Tech Can Make Your Life Easier As A General Manager

# Thanks for downloading!

**General managers in the hospitality industry have so much on their plates already, from dealing with guest queries and complaints to putting out fires in different departments – sometimes literally!**

**Technology can help ease that pressure.**

Technological tools can help simplify, streamline, automate and generally facilitate the job of a GM. One such tool that can make reputation management, marketing, operational and budgeting decisions, and staff training easier is **guest intelligence technology**.

**Problem #1**

# Inspiring trust in your accomodation brand online

Reputation Management

Businesses of all kinds rely upon a positive reputation to attract customers. This is especially true of hospitality businesses, whose guests have no way of testing the product before arriving, and are often from thousands of miles away.

## Solution

## Guest intelligence technology can help you use positive feedback from past guests to inspire trust in your property.

1. Proactively gathering feedback will help you generate more reviews online, increasing prospective guests' trust in your hotel

2. Knowing your hotel's strengths and weaknesses based on your guest insights will help you decide which aspects of your hotel you should make the most of in your marketing materials

3. Having all your guest feedback insights in one place means that you will be able to perform better on OTA and review sites and handle negative reviews quickly and effectively

Reputation Management

**Problem #2**

# Guests posting negative reviews in the public eye

Reputation
Management

"Before, if you upset a customer, they would just tell a friend. Now, if you upset a customer, they will put it up on Facebook and put it up on TripAdvisor."

Mat Charity, Commercial Manager, Coaching Inn Group

Reputation Management

## Solution

### Guest intelligence technology gives guests the chance to tell you directly why they weren't happy.

1. Opening a private, direct channel of communication with your guests using online surveys gives guests the opportunity to voice their complaints in an effective way

2. Keeping track of direct guest feedback makes managing your online reputation that much easier by highlighting potential issues before they result in negative reviews

3. Online surveys provide a more in-depth view into your guest's issues making resolving them quicker and easier

4. Knowing average guest sentiment at any particular time means that it becomes possible to put negative reviews in context of other guest experiences

**Problem #3**

# Monitoring online reviews takes forever

There are so many review sites that manually looking for mentions of your hotel online and collating comments and ratings is a painfully time-consuming process.

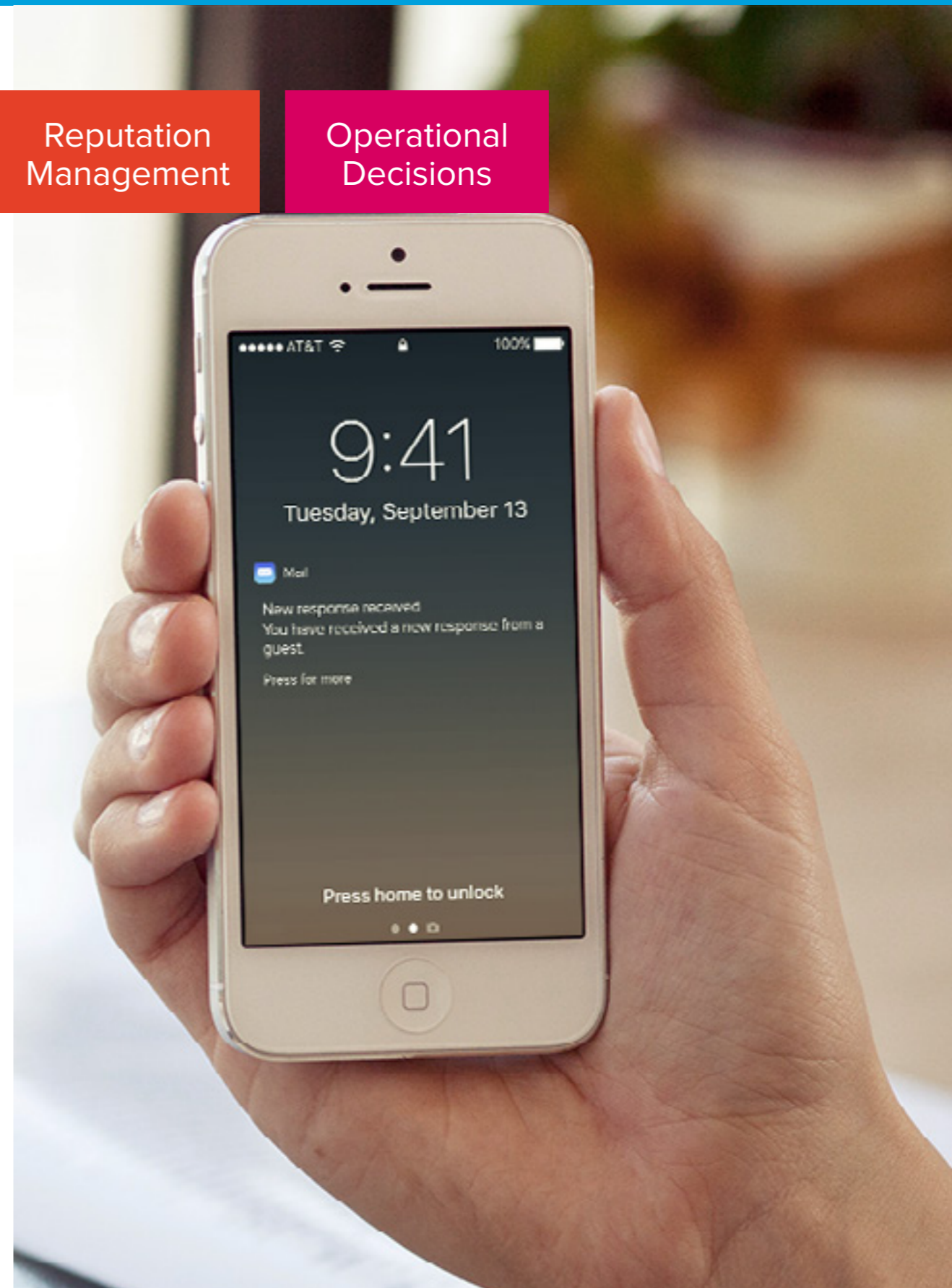Reputation Management

Operational Decisions

## Solution

### Guest intelligence technology can do the trawling, collecting and collating for you.

1. With an online reputation management solution, you can view and respond to collected reviews from one dashboard

2. Instant alerts and notifications keep you up-to-date with new direct and online reviews so that operational issues can be dealt with immediately

3. Guest insights can be reviewed online, downloaded as a report or delivered to your inbox whenever you want

4. Sentiment analysis allows you to quickly gauge the average sentiment of your guests over a period of time

Reputation Management

Operational Decisions

**Problem #4**

# Encouraging direct and new bookings

Reputation Management

Marketing

You depend upon OTAs to bring in new guests and keep your rooms full, but at the expense of commission that can sometimes be as high as 20%, as well as a loss of brand identity. It's better for your brand, and your bottom line, to use your own marketing campaigns to drive direct bookings.

Reputation Management

Marketing

JOHN SMITH

## Solution

**Guest intelligence technology helps you target the right audience for your marketing materials, and learn which features of your hotel you should emphasise.**

1. Inviting guests to leave direct reviews will help them feel that their concerns have been heard, and may prompt them to write more favourable online reviews

2. Knowing exactly what a guest's experience with you was enables you to ensure that future marketing to that guest is more targeted and more personalised, increasing it's value

3. Knowing what certain types of guests enjoy the most will help you understand what you should be marketing to similar travellers

4. You can collect a 'library' of guest feedback to use as social proof to inspire even more trust in your brand online
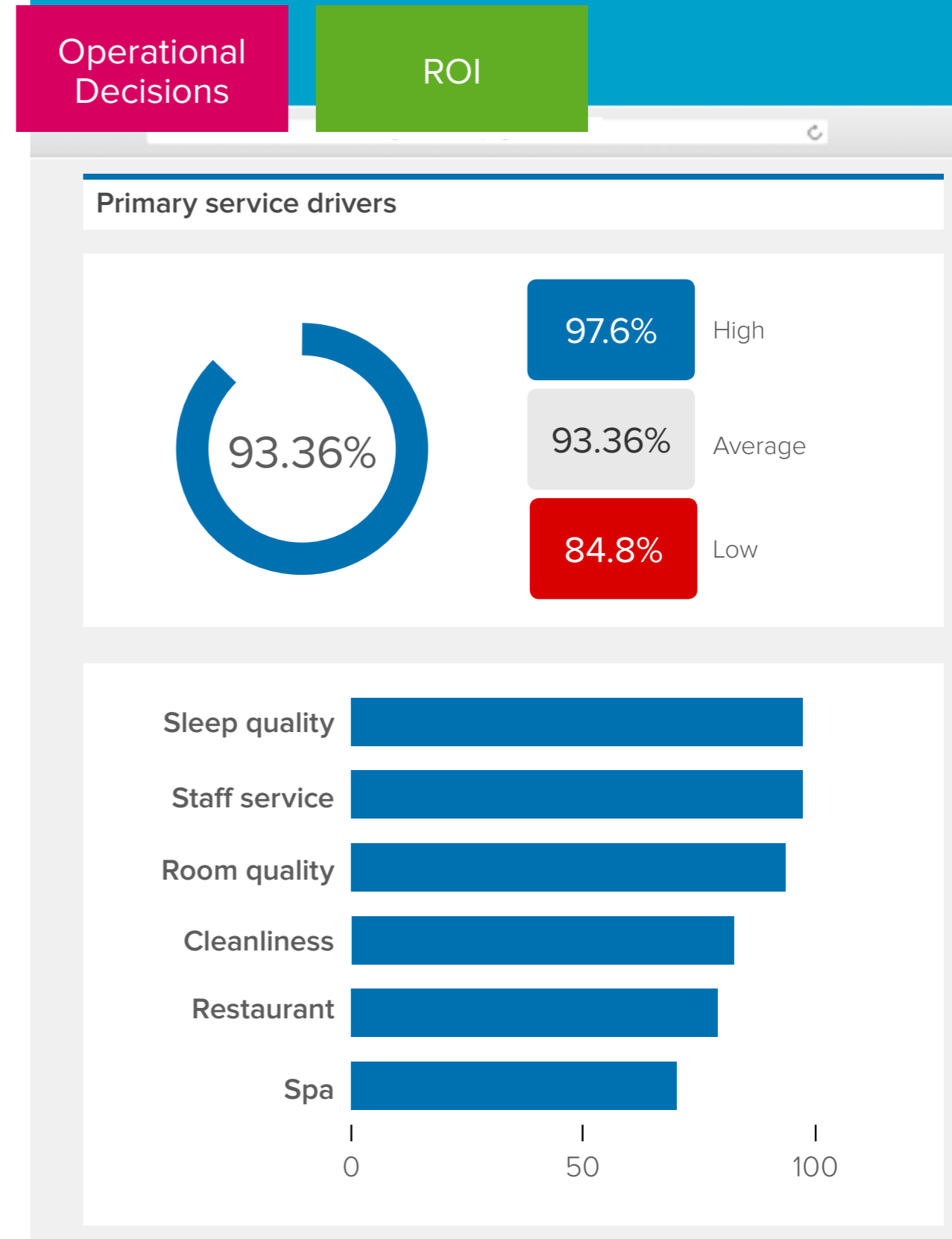
**Problem #5**

# Enhancing operational decision-making

It can be difficult for hoteliers to see their establishments from their guests' point of view, meaning that operational decision-making often happens in a vacuum, without input from guests, or with input that's gathered hastily and haphazardly as the need arises.

Operational Decisions

ROI

## Solution

### Guest intelligence technology collects feedback over time, which can be accessed and analysed as and when it is needed.

1. Having guest feedback technology in place can bridge the gap between guest and management perspective, making operational decision-making more effective

2. Proactively monitoring guest feedback can give you insights into potential issues before they arise or blemish your reputation

3. Do you know if your new TVs are providing return on investment? Let your guests tell you though their feedback

4. Understand the strengths and weaknesses of staff and service so you know where improvements need to be made

Operational Decisions

ROI

**Primary service drivers**

93.36%

| 97.6% | High |
| 93.36% | Average |
| 84.8% | Low |

Sleep quality
Staff service
Room quality
Cleanliness
Restaurant
Spa

0    50    100

**Problem #6**

# Keeping competitive in the market

Competition in the hospitality industry is fierce, and opportunities to differentiate yourself from your competition can be scarce – you are, after all, both selling a place to sleep.

Reputation Management

Reputation Management

## Solution

### Guest intelligence technology monitors your competitors' key performance areas so you can compare guest experiences.

1. An online reputation management system can show you exactly where you stand against your competitors based on online reviews

2. Knowing your strengths and weaknesses can help you know exactly what areas you need to address and which you should promote, keeping you ahead of the game

**Problem #7**

# Knowing how your staff members deal with guests

As with any service industry, your guest's experience with your hotel can be marred, or made, by a single interaction with a single member of your team, which is why effective staff training in the hospitality industry is crucial.

Staff

## Solution

### Guest intelligence technology can guide your staff training and provide motivation for rewards.

1. Give guests the opportunity directly after they stay to mention staff who made their experiences more memorable

2. Collecting guest feedback also gives management the opportunity to get to the bottom of staff-related complaints by having a detailed summary of the guest's stay and their complaint

3. Rewarding staff contributes to a great hotel culture and often improves service all round as team members are motivated to work for recognition

Staff

**Problem #8**

# Keeping track of individual hotels in a group

Keeping track of a group of hotels presents additional challenges – not only does each hotel need to run smoothly and garner a positive reputation of its own, but guest experiences at individual hotels can affect the reputation of the group as a whole.

Group Reporting

Reputation Management

Group
Reporting

Reputation
Management

## Solution

### Guest intelligence technology collects performance data for individual hotels and benchmarks their success against the group's.

1. Monitor the performance of each hotel in the group based on guest experience at the click of a button

2. Keep track of your performance of a brand as a whole in the public space

3. Understand which hotels are contributing positively and negatively to the group's overall reputation

4. Unlock insights on a broader level – looking at regional stats and performance, for example

5. Monitor the impact macro-level decisions have on the brand as a whole based on guest feedback and public perception gained from online reviews and feedback

## Your guests take the time to tell you about their experiences, you should take the time to listen.

Everyone walks out of your door with an opinion on their experience, but not everyone will go online to write about it.

With a guest feedback solution like **GuestRevu**, you can easily gather these guest insights and give your business a competitive edge.

# GuestRevu
## Listen. Learn. Earn.

**tripadvisor®**
**Platinum**
Review Collection Partner

## Request my free demo

## www.guestrevu.com