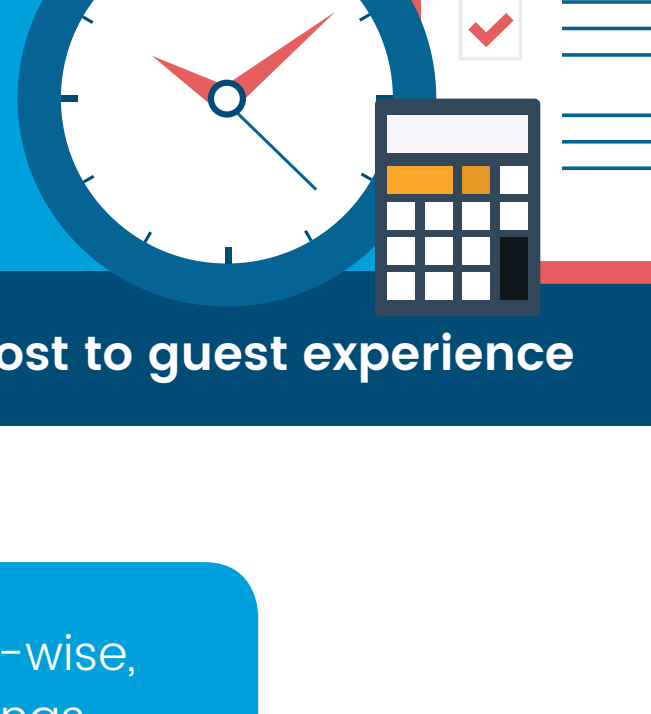


4 Ways that feedback can get your priorities straight



1. Assign budget where it will matter most to guest experience

We are in a situation now where, budget-wise, we only attend to the most important things affecting our guests.

I thought, for example, that the staff uniforms were not as presentable as they should be. When I got my report, however, I noticed that I was being rated consistently high on staff! Knowing that staff was currently my strongest asset meant that I could redirect the funds to a lower rated aspect to try improve that area instead.

You know where to spend your budgets, you know where to focus training, you know where to motivate staff or where to paint.



Bianca Grobbelaar, General Manager, Royal Guest House

We spent a six-figure sum refurbishing the bedrooms [at one of our properties] primarily because our guests were telling us the rooms were very dated and you could see that from their feedback.

That helped us make that decision, rather than the manager just saying 'I need some investment'. We have to listen to our guests. By listening to our guests telling us [what they want], it reinforces our decision to invest in that business.

Without information, you're hamstrung in terms of making intelligent decisions around your business. How do you know if investing in a part of your business is the right thing to do? It might just be your opinion rather than listening to your guests.

Without that [guest feedback] information, how can you make that decision? I would argue that you just can't.

David Campbell, Operations Director, Coaching Inn Group



2. Use guest feedback to identify weaknesses you may not otherwise be aware of

Guests experience your hotel in ways that you, as a manager, may not be able to experience, and therefore you are blindsided on certain things.

It truly allows you to build that open bridge between management and customers, and get on a more personal level with the guests and see things through their eyes rather than from a management standpoint.

These insights allow us to understand more of what the customer truly wants and appreciates in the resort. Even the smallest piece of feedback can sometimes make a huge difference in our customers' overall experience.



Tarek Aboudib, General Manager, Sandy Beach Hotel & Resort

You have the accessibility of real-time information giving you perspective of the guest experience. Without that critical information, you might have your head in the sand thinking you are doing a good job when, actually, you might not be.

David Campbell, Operations Director, Coaching Inn Group



Positive criticism helps us to improve in every department – makes us aware of issues we weren't aware of, and places our focus on it!



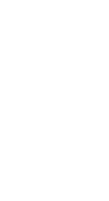
Jonel Ackermann, General Manager, Oakhurst Hotel

It helps to point out the smaller issues we need to address.

Marelize du Plooy, Hospitality Manager, Sanbona Wildlife Reserve



[It] assisted in identifying problem areas which we can address.



Nicci Lotriet, Operations Manager, San Lameer

3. Use guest feedback to promptly correct emerging problems

GuestRevu is a natural add-on to our site business meetings. We can also see repeating issues and therefore are able to deal with them faster.

Kevin Charity, CEO, Coaching Inn Group



It has definitely simplified that path for me as a manager, allowing me to act promptly to any unsatisfied customer and any problem that I may have missed out on.



Tarek Aboudib, General Manager, Sandy Beach Hotel & Resort

For organisation and prioritisation, it is the only way forward.

The automated invitations mean there is contact with each and every guest after checkout with no input from me, and, when dealing with responses, Hot Alerts ensure that unhappy guests are always prioritised, and at the click of a button a guest's response details and history can be accessed.

Bianca Grobbelaar, General Manager, Royal Guest House



It enables us to ensure our guests are having a good time and that there are no potential problems looming. If there are, we can address them.



Charlene Watson, Marketing Manager, Sibuya Game Reserve

When we're doing business reviews with the general managers, [the guest feedback] will give us proof to say if there are any issues on the horizon.

Service is a big one, and if we see any of the sites dip on the service it gives us a structured conversation with backup proof to say to the [general managers], 'Look, something has changed fundamentally. What is it? We need to get this sorted to make sure the feedback is better'.

Adam Charity, Group Operations Manager, Coaching Inn Group



4. Use guest feedback to help manage, motivate and train staff

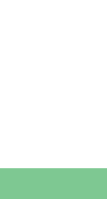
It's very helpful for internal control, as we use the private and detailed feedback that we get from our guests to highlight to staff the areas where they're doing well, and areas that they need to improve on.



Nick Fox, Owner, Sibuya Game Reserve

We can report weekly and monthly, and the GMs are trying harder than ever to impress, and going the extra mile, and the individual team members on site also strive to get positive mentions.

Adam Charity, Group Operations Manager, Coaching Inn Group



This [guest feedback] tool has been even more useful in the last few weeks as we took our annual holiday.

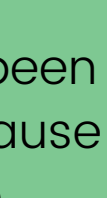
We were able to send out the questionnaire after we returned and get feedback on our temporary managers.



Jonathan Kaye, Operations Director, Cedar Manor Hotel

It helps to improve on things and when talking to staff, it's not coming from Management – the suggestions and feedback come from guests, which hits home.

Sarah Swanepoel, Owner, Dune Ridge



Reviews often mention the names of the staff who performed well, and have become an excellent tool for me to use to further motivate them. We use GuestRevu to remain aware of everything that happens at the Lodge – it is one of the best things we ever introduced.



Andries van Schalkwyk, Managing Director, Buffelsdrift Game Lodge

Recently, I received a complaint through our central office regarding one of our GMs and the way that he handled a certain situation at site.

I listened to this complaint and started looking into the problems and I was about to call the GM to find out why he spoke to the guest the way he did.

I pulled up the GuestRevu survey and the guest was extremely rude about one of [the GM's] team and used inappropriate language, so actually it added weight to why the GM was a little bit defensive in what he was saying.

In that instance, there would have normally been a bit of a tough conversation with a GM because he had an upset guest, but actually, it just so happened that this guest was really quite rude to one of their team members, and openly so on the GuestRevu survey. It gives a balanced view.

Adam Charity, Group Operations Manager, Coaching Inn Group

