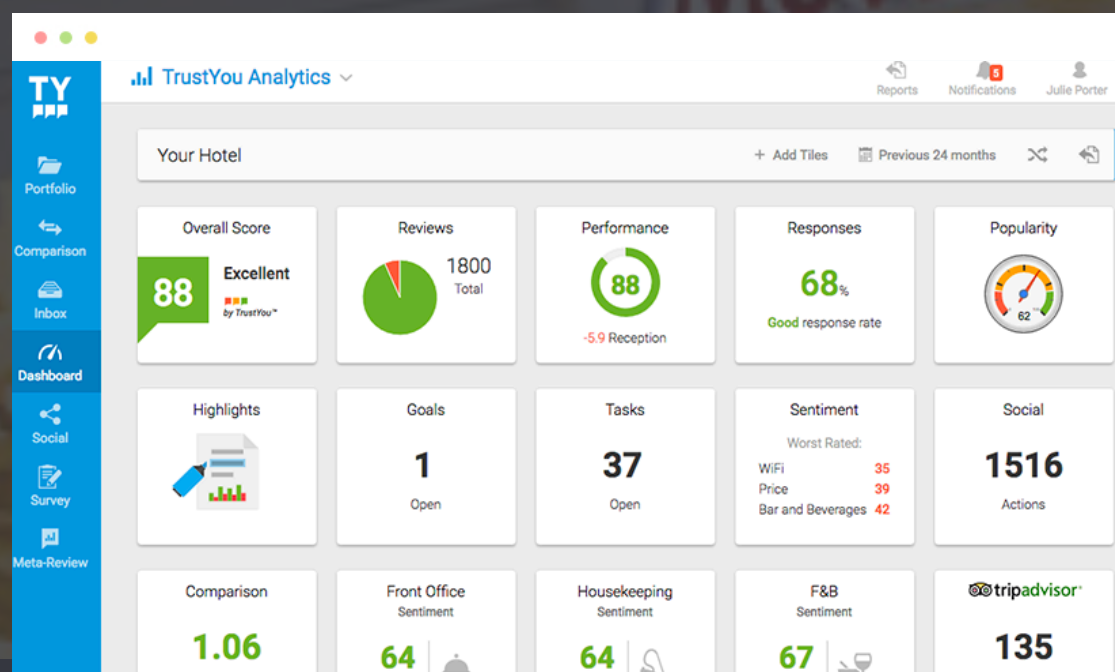HotelTechReport

REVIEW & REPUTATION MANAGEMENT
PLATFORMS BUYER'S GUIDE

2019 Edition

Underwritten, in part by:

TRUSTYOU

Buyers guide created in collaboration with TrustYou

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WHAT IS REPUTATION MANAGEMENT SOFTWARE?

Reputation and review management solutions aggregate all forms of guest feedback from across the web to help hoteliers read, respond, and analyze the feedback in an efficient manner. 95% of guests read reviews prior to making a booking decision, and after price, reviews are the most important decision variable when booking a hotel. With reputation and review management solutions, hotels can positively impact the reviews and ratings that travelers are seeing when making a booking decision.

WHAT ARE THE KEY BENEFITS OF REPUTATION MANAGEMENT SOFTWARE?

1

DRIVE DIRECT BOOKINGS

Online reviews influences millions of booking decisions on hundreds of OTAs and meta-search sites, while encouraging travelers to book directly on your hotel website.

2

IMPROVE GUEST SATISFACTION

Review collection allows hotels to boost their online review scores and gather valuable customer insights in order to continuously improve the guest experience.

3

INCREASE REVENUE

Reputation management creates insights from your reviews that benchmark your hotel versus competitors and evaluates what most impacts your hotel rating, effectively increasing your hotel ADR.

THE INSIDE SCOOP

Cut through the noise and find out what real hoteliers are saying by reading in-depth reviews.

VERIFIED USER REVIEWS

Read reviews →

★★★★☆

Front Office Manager from **United Kingdom**

"I love that TrustYou has all reviews from all different platforms in one place. It is easy to use the dash board and navigate through the reviews. It also sends you an email every time you get a new review which means you can reply to it ASAP."

Read the full review on HotelTechReport

★★★★★

Front Desk Manager from **San Francisco**

"Great easy to use app with live updated information that shows you your real time reputation data and makes it possible to track and identify KPIs for your online reputation."

Read the full review on HotelTechReport

★★★★★

Director of Sales & Marketing from **New Zealand**

"The ability to aggregate reviews using the Reputation Management module from all platforms and see feedback by timeline, by subject or my type (positive or negative) as well as compare against competitor set is great."

Read the full review on HotelTechReport

★★★★★

Director of Front Office from **Denver**

"TrustYou responds well to the speed of having to be on top of client feedback in today's competitive hospitality industry. Their team is very engaged and friendly, accommodating and up to date"

Read the full review on HotelTechReport

TREND WATCH

Read predictions from domain experts and learn about the state of the category.

WHAT'S NEW AND INTERESTING IN THE SPACE?

AI AS AN ASSISTANT

A variety of developments are on the rise to make the most out of guest feedback data. With artificial intelligence (AI), review data can be transformed into actionable intelligence to support strategic and tactical business decisions.

TrustYou Prediction: Hotels will no longer need an expert to understand what to focus on - their AI assistant will tell them what needs to be done to improve their reputation (Further reading: How AI is disrupting hospitality and OTAs).

SOCIAL INFLUENCE

Social media and its sharing culture has become one of the main review and feedback channels for hospitality and the importance will continue to increase. By monitoring what the guests and travelers are saying about the brand, hotel, and competitors.

TrustYou Prediction: Facebook and similar sites will continue to be important review channels for hoteliers, and become a booking option for travelers (Further reading: How to make your hotel's social media a source for travel inspiration)

ORM & SEO IMPACTS

The combination of online reputation management (ORM) and search engine optimization (SEO) came about as a result of travelers' dependency on Google. Displaying reviews where the traveler searches for hotels helps immensely to increase bookings.

TrustYou Prediction: Brand.com and independent hotel websites will include aggregated review content to influence search rankings (Further reading: The ABCs of SEO).

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top rated providers
& comparisons

Key
integrations

Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

Review Aggregation

For many hotels, the most important review channels include their own guest satisfaction survey, Booking.com, TripAdvisor, and Google. If these review sites are not included as part of the solution, the hotel will have to duplicate their review management efforts.

Competitor Benchmarking

When hoteliers are searching for a hotel, they are comparing the scores of a hotel's competitive set. Understanding and tracking how your hotel is performing in comparison to the competition is a key component to driving bookings.

Text Messaging

Simply reading through or scanning reviews will not provide a hotelier any insight into how to improve, but with aggregated review summaries provided by semantic text analysis, hoteliers can start to see what's most positively and negatively impacting their rating.

Enterprise Visibility

For hoteliers who oversee multiple hotels, or sit at a corporate level, the option to view and report on behalf of all managed properties is a definite requirement for usability and effectiveness.

KPI Reporting

Hoteliers often need to provide reports on their KPIs, i.e. response rate, in order to meet the required status quo. To make them easier to track, they can be downloaded directly from the hotelier's account or automatically scheduled via email.
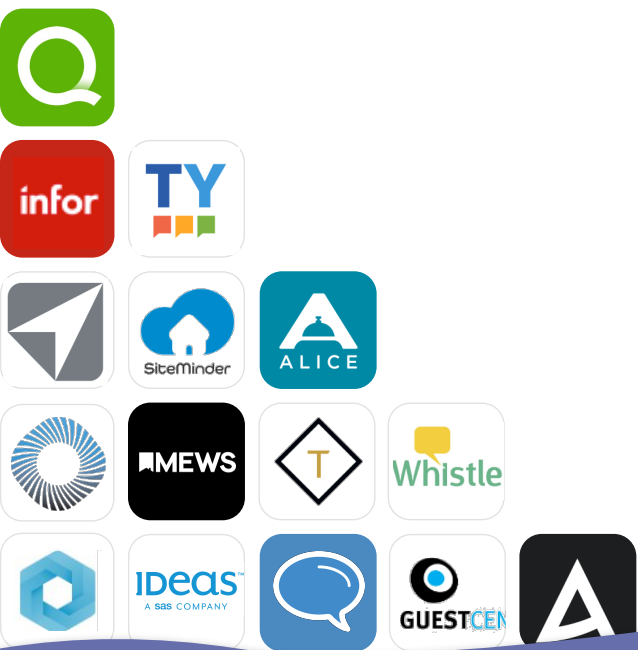
WHO'S WHO...

See which players are trending in the market and launch
Hotel Tech Report compare to compare them side-by-side.

⭐ Most recommended by hoteliers

TY TrustYou
View profile >

With TrustYou's Reputation Management solution, hoteliers can positively impact their hotel's online reviews and ratings by better understanding their guests.

RE Revinate
View profile >

Revinate helps hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers.

ReviewPro
View profile >
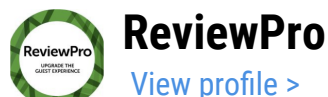
Review data is collected from 200+ OTAs and review sites in 75+ languages. ReviewPro'S Guest Experience Improvement Suite is built on three pillars that enable clients to improve the guest experience.

Guest RevU
View profile >

We help hotels, groups, tour operators and activities across the world get a better understanding of their guests through the data and insights gained from their guest feedback and online reviews, improve guest satisfaction and drive direct bookings.

RepUp
View profile >

At RepUp we make life easier by compiling reviews into one single dashboard.We use semantic technology to create reports based on big review data to help you make insightful business decisions at a glance.

eReputation
View profile >

FASTBOOKING provides leading-edge products and solutions to the hospitality industry to increase profits by maximizing direct bookings and brand visibility in the digital distribution environment.

— 2018 TOP RATED —
Reputation Management Software
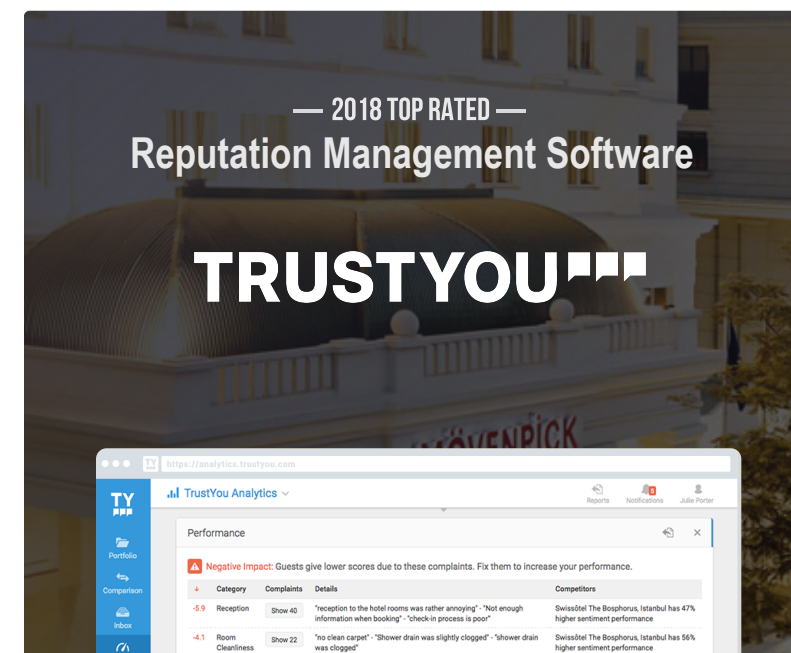
TRUSTYOU

Want to compare products side-by-side with screenshots, reviews, features and more?

Launch comparison tool

★★★★★

TrustYou review verified by Hotel Tech Report

"TrustYou responds well to the speed of having to be on top of client feedback in today's competitive hospitality industry. Their team is very engaged and friendly, accommodating and up to date"

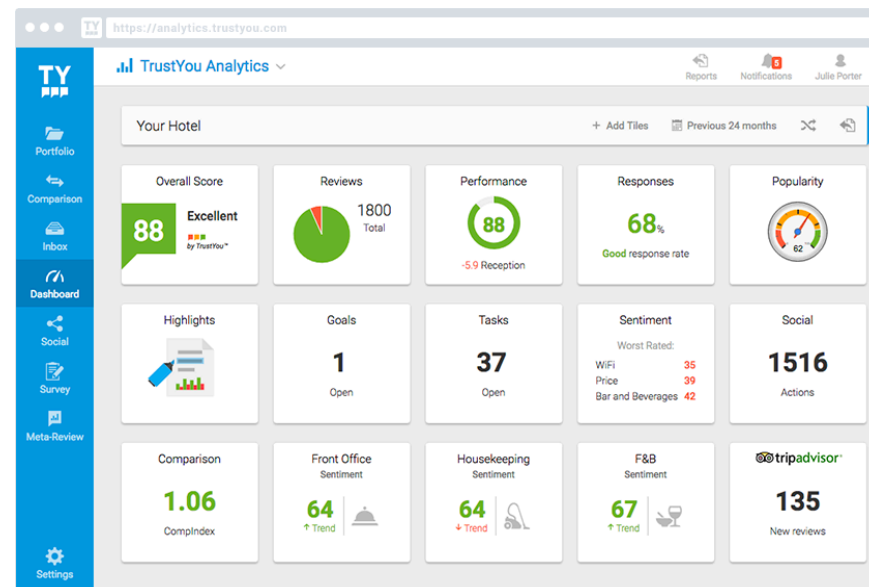**VP of Brand Compliance**

Egypt
Branded hotel

READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about TrustYou ❯

TrustYou analyzes hundreds of millions of travel reviews scattered across a vast, fragmented market and transforms this content into actionable insights.

STAY CONNECTED

- **PMS** — A PMS integration will allow your hotel to automatically send out post-stay surveys to your guests and collect more reviews that will impact your reputation

- **CRM** — Similar to the PMS integration, a CRM integration can also help streamline the process of collecting and responding to reviews.

- **Revenue Management Software** — Viewing Revenue and Reputation Management data side by side can help hotels better understand how their online reputation impacts their ADR.
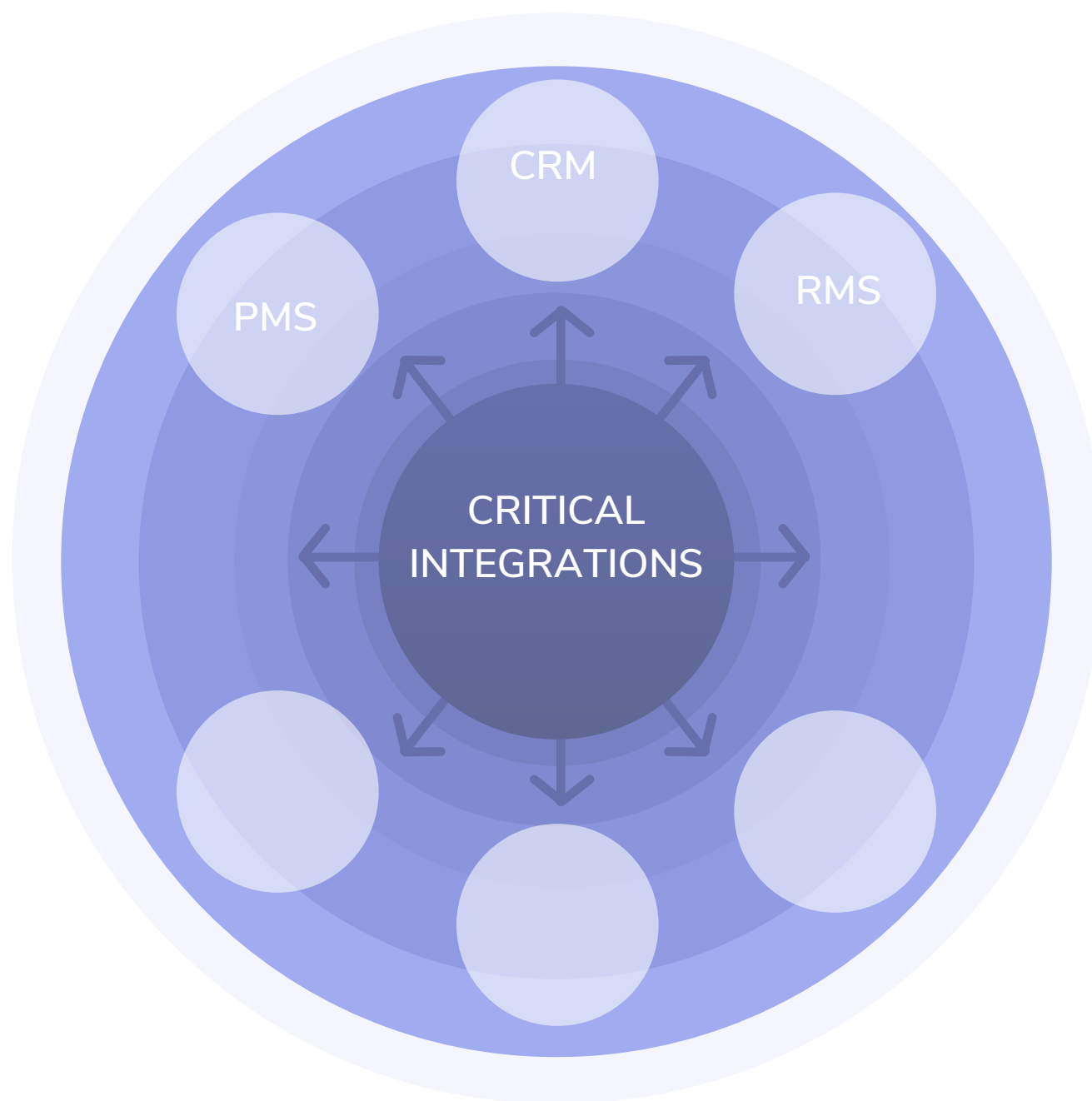
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ❯

Need an integration built for your hotel?

hapi

Connect with Hapi

CRM

RMS

PMS

CRITICAL INTEGRATIONS

WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS

WHAT REVIEW SOURCES DO YOU PROVIDE?

Consider what review sources are most popular for your hotel(s) and make sure that you will be able to view and respond to these reviews within the vendor's solution.

HOW DO YOU ENSURE DATA ACCURACY?

Be sure that the hotel rating provided by the vendor is as accurate as possible, otherwise, your bookings could suffer if the score drops too low. Sophisticated formulas will automatically remove any biased reviews that could skew your rating.

WHAT LANGUAGES DOES YOUR TEXT ANALYSIS INCLUDE?

If most of your guests do not speak English, consider the fact that automated translation of certain foreign languages will be required in order to understand and respond to reviews.

ARE THE REVIEWS THAT IMPACT MY HOTEL RATING VERIFIED?

Not all review channels require that a guest actually stayed at the hotel in order to leave a review. Request that the reviews impacting your rating are verified and provide an accurate depiction of your hotel's reputation.

WHAT IMPACT DOES REPUTATION MANAGEMENT HAVE ON MY BOTTOM LINE?

Review management alone does not make a large impact on your hotel's revenues. Ensure that the vendor offers solutions that have been proven to improve direct bookings and increase ADRs for their customers.

WHAT TO EXPECT

Pricing & budgeting

Implementation timeline

Success metrics

Success stories and additional resources

PRICING GUIDANCE

What are the typical pricing models and ranges that I should budget for?

IMPLEMENTATION EXPENSE

Implementation fees are rarely necessary for reputation management solutions, even with a large portfolio of hotels. There could be costs related to integrations on a case-by-case basis.

Price range
$0-$100/property

MONTHLY SAAS FEE

This cost will typically vary based on a variety of factors, i.e. number of properties in a hotel group, quantity of rooms per property, and market segment of the properties. All licenses are purchased with an annual contract.

Price range
$30-$50/property/mo

CONSULTING SERVICES

Similar to implementation fees, these are typically not required, but are offered based on the customer's needs. These are typically quoted per hour and price can vary based on amount of hours required.

Price range
$125-$160/hour

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?

Approximate implementation timeline: **2-8 weeks**

The implementation time varies from two weeks to a few months, depending on the portfolio size and competitors that need to be added and checked.The best thing about reputation management is that it does not require an integration with your PMS, CRM, or CRS to get it up and running. However, it can be provided to guarantee seamless connections with your guest data. This will be the longest phase of your setup, so if an integration is not required, implementation can be done in the minimum time frame of 2 weeks.

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1

RESPONSE RATE

Many hoteliers are required by management or ownership to respond to a certain percentage of reviews, as responding to reviews is considered a best practice in hotel management. Most hotels can achieve over 70% by adopting an ORM platform and assigning resources to manage it.
(# of reviews responded to/# of total reviews)

2

HOTEL RATING

A hotel rating will automatically be generated based on the number of reviews and average review score. Increases in hotel rating can help hotels drive more bookings. Increases in hotel ratings average at 4 percentage points after implementing reputation management solutions. In a recent study, 88% of travelers sorted out hotels with a rating under three stars, and 32% eliminated those with a rating under four stars.

3

GUEST SATISFACTION INDICATOR

Increased productivity from streamlined operations (e.g. decreased call volume, multitasking conversations, quicker task dispatching, and more). Save time and money by ditching radios. Lower call volume during peak hours. Answer multiple inquiries at once.

SUCCESS STORIES AND FURTHER READING

CASE STUDY: FRASERS HOSPITALITY

| APAC | Chain Hotel | Increased |

CASE STUDY: ELITE HOSPITALITY GROUP

| EMEA | Chain Hotel | Improved Rankings |

CASE STUDY: NAMBA ORIENTAL HOTEL

| Japan | TrustYou | Indpendent |

CASE STUDY: FATTAL HOTELS

| Chain hotel | EMEA | Improved Response Rate |

WANT TO LEARN MORE ABOUT REPUTATION MANAGEMENT SOFTWARE?

The post-stay phase of the guest journey can benefit from an Analytics feature and from the proper management of a hotel's reputation.

10 KEY REASONS TO IMPLEMENT REPUTATION MANAGEMENT STRATEGY FOR YOUR HOTEL

This infographic presents the key reasons why hoteliers should implement a feedback management strategy

HOW TO MANAGE YOUR HOTEL'S ONLINE REVIEWS (AND IMPROVE YOUR REPUTATION MANAGEMENT SKILLS)

Standard ways in which hoteliers can deal with online reviews and how to perfect their feedback management skills
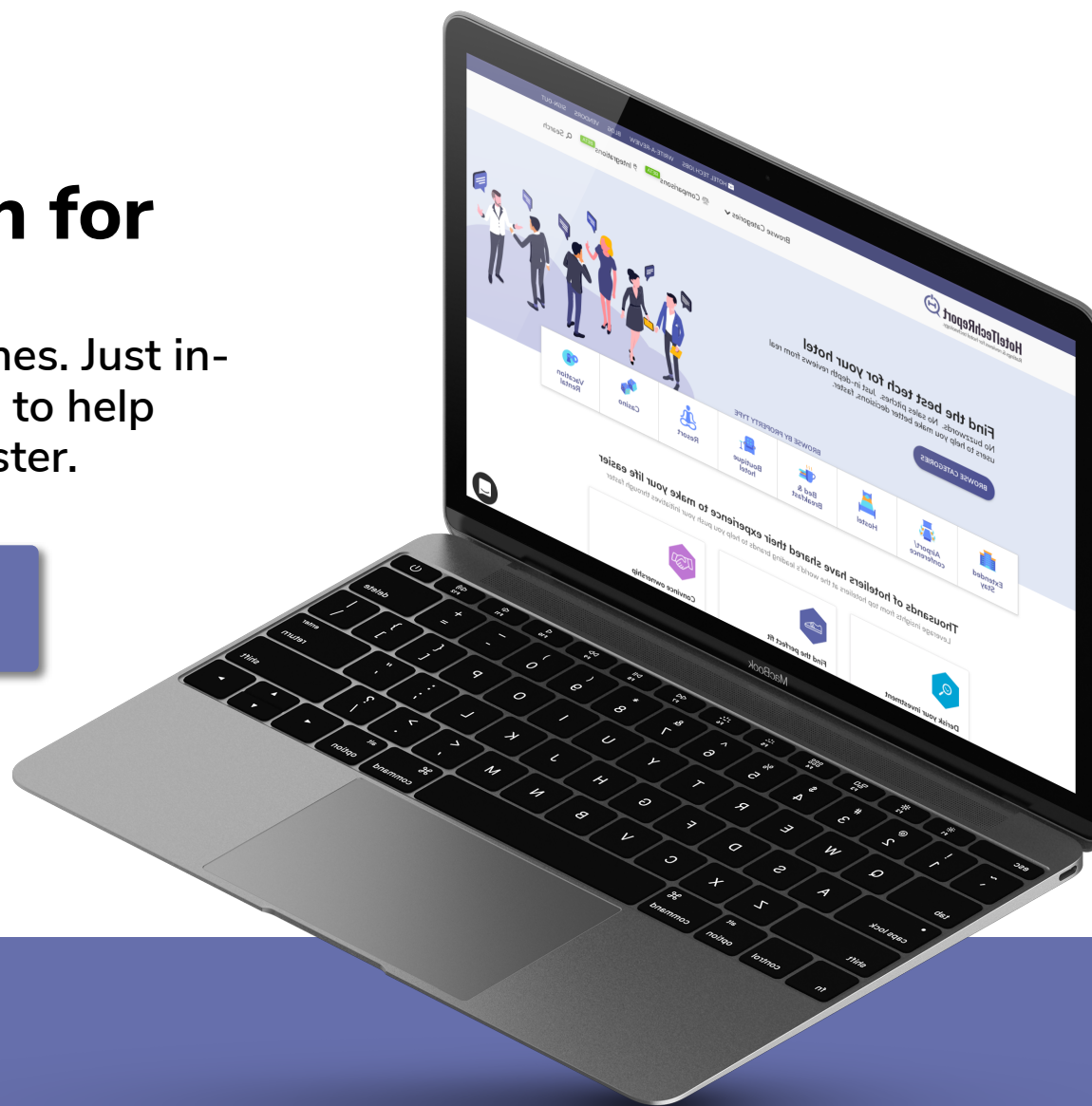
ONLINE REPUTATION MANAGEMENT FOR HOTELS

An in-depth analysis of the importance of online feedback and the best ways to manage and market it

Find the best tech for your hotel

No buzzwords. No sales pitches. Just in-depth reviews from real users to help you make better decisions, faster.

Go to HotelTechReport.com

HotelTechReport

www.hoteltechreport.com