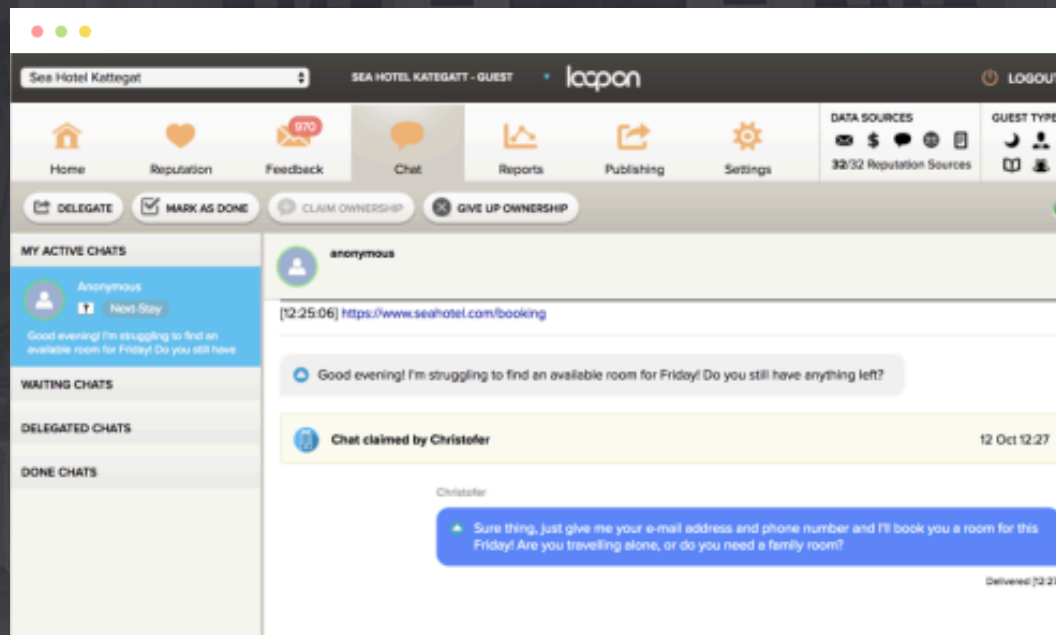HotelTechReport

GUEST FEEDBACK SOFTWARE
BUYER'S GUIDE

2019 Edition

Underwritten, in part by:

loopon

Buyers guide created in collaboration with Loopon

CONCEPTUALIZATION, DESIGN, DATA AND COPY EDITING:

Hotel Tech Report

CONTENT & RESEARCH

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HotelTechReport

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WHAT IS
GUEST FEEDBACK
SOFTWARE?

If you are running a hotel today, there is only one thing that truly matters at the end of the day - that your guests are happy and would recommend you to their friends. Accepting that, you have a choice, either: (a) guess how you should operate using your gut feeling and manually figure out how every change affects your guest satisfaction or (b) automate asking your guests for feedback and let the data tell you how you're doing and what you should improve. The latter, is what Guest Feedback Software is all about; asking for, responding to, sharing and analyzing feedback from your guests in order to improve and achieve higher guest satisfaction.

WHAT ARE THE KEY BENEFITS OF GUEST FEEDBACK SOFTWARE?

1

EMPLOYEE ACCOUNTABILITY

No matter to what extent your operation is automated, at the end of the day your guest experience is the sum of all the individual contributions of everyone working for your property.

By automating the collection of feedback from real guests you get fair, reliable and constructive feedback to share and learn from. Using quantitative feedback you can set clear measurable goals for your employees to strive towards.

2

IMPROVE EVERYTHING

A modern guest feedback platform lets you improve your hotel operation in two distinct
ways:
1) Systematic collection of qualitative feedback help you collect and prioritize ideas straight from your guests.
2) Intelligent use of meta-data such as room number allow you to do A/B-tests, for example performing experiments in a specific room and see how that affects satisfaction for guests in that specific room.

3

PROTECT YOUR REPUTATION

Feedback is everywhere no matter if you ask for it or not. When a guest is unsatisfied for some reason, actively and automatically asking for feedback gives you a chance to listen to the guest and solve the issue before the experience results in a bad public review, visible online for the world to read. Actively listening to your guests and showing a will to solve issues is the best possible way to turn a detractor into a promoter.

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 →

★★★★★

Hotel Manager from Gardena

"Loopon is a very professional company that always puts the customer in focus. Loopon is incredibly user-friendly, easy to understand and use."

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

★★★★★

Hotel Manager from Oslo

"The product has a very easy dashboard that gives you good overview. It is quick and easy to follow up feedback from the guests in one system."

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?

BROADENING OF SCOPE

With ever-more digitalization of the guest journey hotels need a holistic approach to guest communication where asking for feedback after the stay is but one part which needs to be integrated into the personalized experience delivered.

Loopon Prediction: Hotels will struggle to get value for money from "One-trick pony"-solutions, as they incur massive integration costs. (In all hospitality tech spaces, not just feedback.)

PEOPLE AND CULTURE

There is a growing understanding and appreciation of the fact that happy employees create great customer experiences. Measuring guest satisfaction is a clear proxy of your own culture.

Loopon Prediction: Hotels with low guest satisfaction will enter a negative spiral with low employee retention worsening the guest satisfaction, and so on.

BATTLE FOR DATA OWNERSHIP

Although ultimately it's the hotel that provides the guest with a place to sleep and delivers the service purchased by the guest, OTAs are expanding their claims to the hotel's vital data - including both guest contact details as well as feedback on the experience.

Loopon Prediction: If hotels fail to protect their ability to maintain communication with their own guests, hotels will be reduced to commodities sold by a few online distribution channels.

BUYING ADVICE AND RECOMMENDATIONS

Critical
Features

Top rated providers
& comparisons

Key
integrations

Questions to
ask vendors

WHAT ARE THE MOST IMPORTANT FEATURES TO CONSIDER?

Benchmarking

Benchmarking of your guest satisfaction using standardized key values will ensure you truly know how you are standing vs. your competitors. Providing a reference ensures you actually focus on the right issues.

Responsive Survey Design

The importance of mobile devices should be obvious and old news in the year 2018. Surveys that look and feel great on your guests mobile devices is simply a necessity to receive feedback today.

Import Meta-data from PMS

If a guest for example mentions that the shower head is broken, by knowing the room number the guest stayed in you can immediately fix the problem.

Guest Feedback Thread

If this is the 3rd time the guest stays at your hotel and 2nd time they provide feedback, a system that maintains this history about the guest will facilitate a lot more personal communication with the guest. (Beware to do this in compliance with the GDPR though!).

Response Management

Often guests will simply hit "reply" on the mail asking for feedback, rather than clicking the link and filling in a survey. Any vendor that sends surveys from a "dont-reply@vendor.com" will miss a lot of important feedback and booking requests.
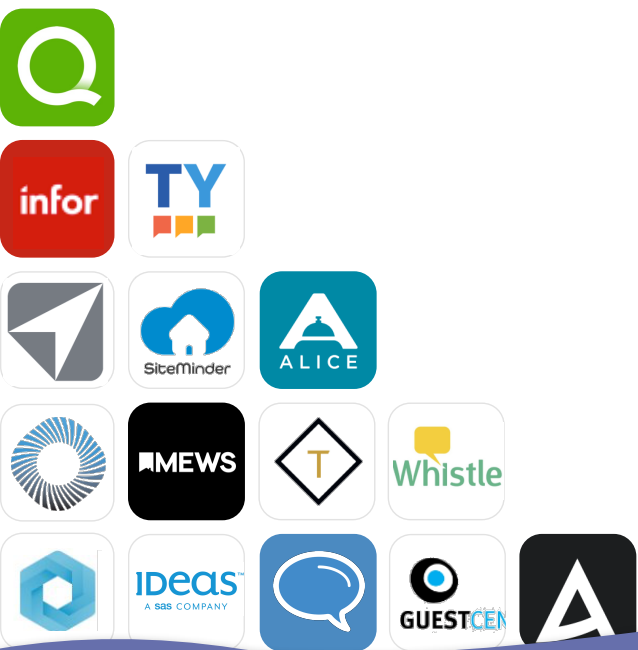
WHO'S WHO...

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

⭐ Most recommended by hoteliers

Loopon
View profile >

We are on a mission to provide hotels with the best holistic approach to digital guest communication by unifying all tools hotels need to communicate with their guests in one beautiful and easy-to-use system.

Revinate
View profile >

Improve online ratings and rankings by boosting review volume. Solicit guest surveys and collect reviews for TripAdvisor or Google to make the most impact with your guest feedback.

Helix
View profile >

Helix's customizable and easily deployable engagement platform has empowered top hotel brands around the world to drive positive online reputation, offer high guest satisfaction services and improve their bottom line.

TrustYou
View profile >

Through guest surveys, hotels can proactively solicit guest feedback to gain more valuable insights into the opinions of their guests, allowing you to make the right staff and procedural adjustments, and attain operational excellence.

Service Metrix Group
View profile >

Service Metrics Group is a leading global provider of customer experience measurement solutions serving a variety of organizations and industries including hospitality, gaming, travel, tourism, retail, and entertainment.

Medallia
View profile >

Medallia enables companies to capture customer feedback across a multitude of channels and touchpoints (such as online, social media, mobile, and contact centers), understand it in real-time, and drive action everywhere " from the C-suite to the frontline.

— 2018 TOP RATED —
Reputation Management Software

loopon

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

Launch comparison tool

★★★★★

"The product has a very easy dashboard that gives you good overview. It is quick and easy to follow up feedback from the guests in one system."
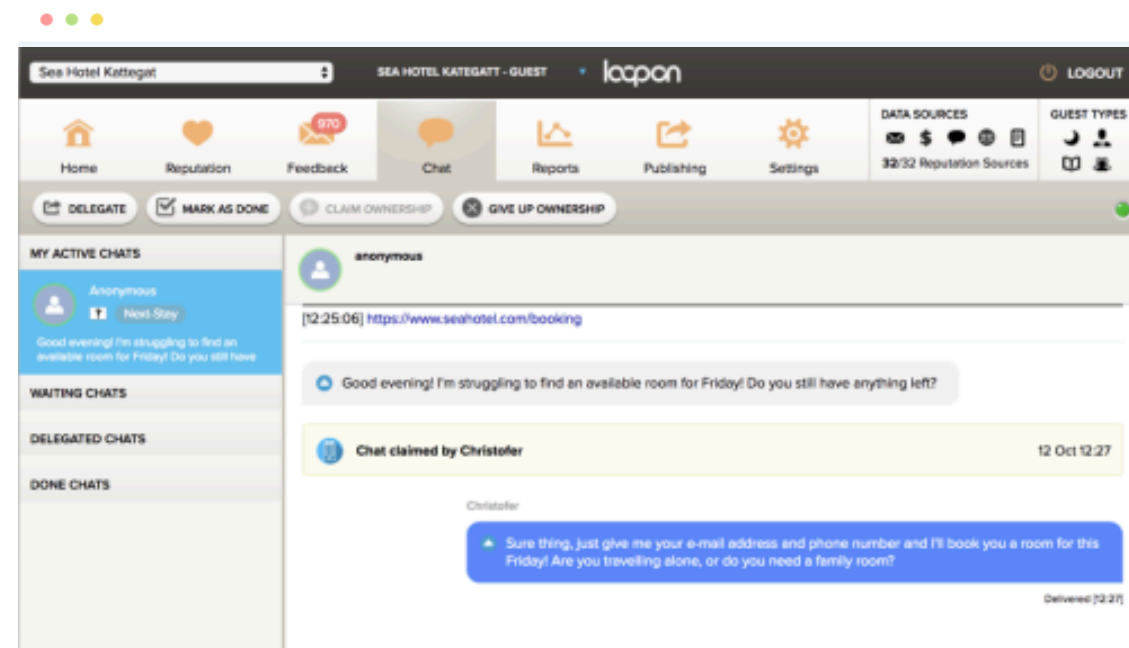
Hotel Manager

Oslo, Norweigh
Boutique hotel

READY TO CONNECT WITH A TOP RATED PROVIDER?

Learn more about Loopon ❯

Loopon provides the hospitality sector with a holistic approach to digital guest communication by unifying all tools a hotel needs to communicate with their guests in one beautiful and easy-to-use system.

STAY CONNECTED

- **PMS** — Integration with your PMS is fundamental, as that is the main source of input data to the guest feedback software. Number of integrations do not matter, your PMS matters.

- **Business Intelligence** — Guest Satisfaction is one of the most important data points for your strategy work.

- **Email Marketing & CRM**—Guest Surveys are the perfect place to collect GDPR-compliant opt-in to marketing. Legal guest intelligence will help you market better.
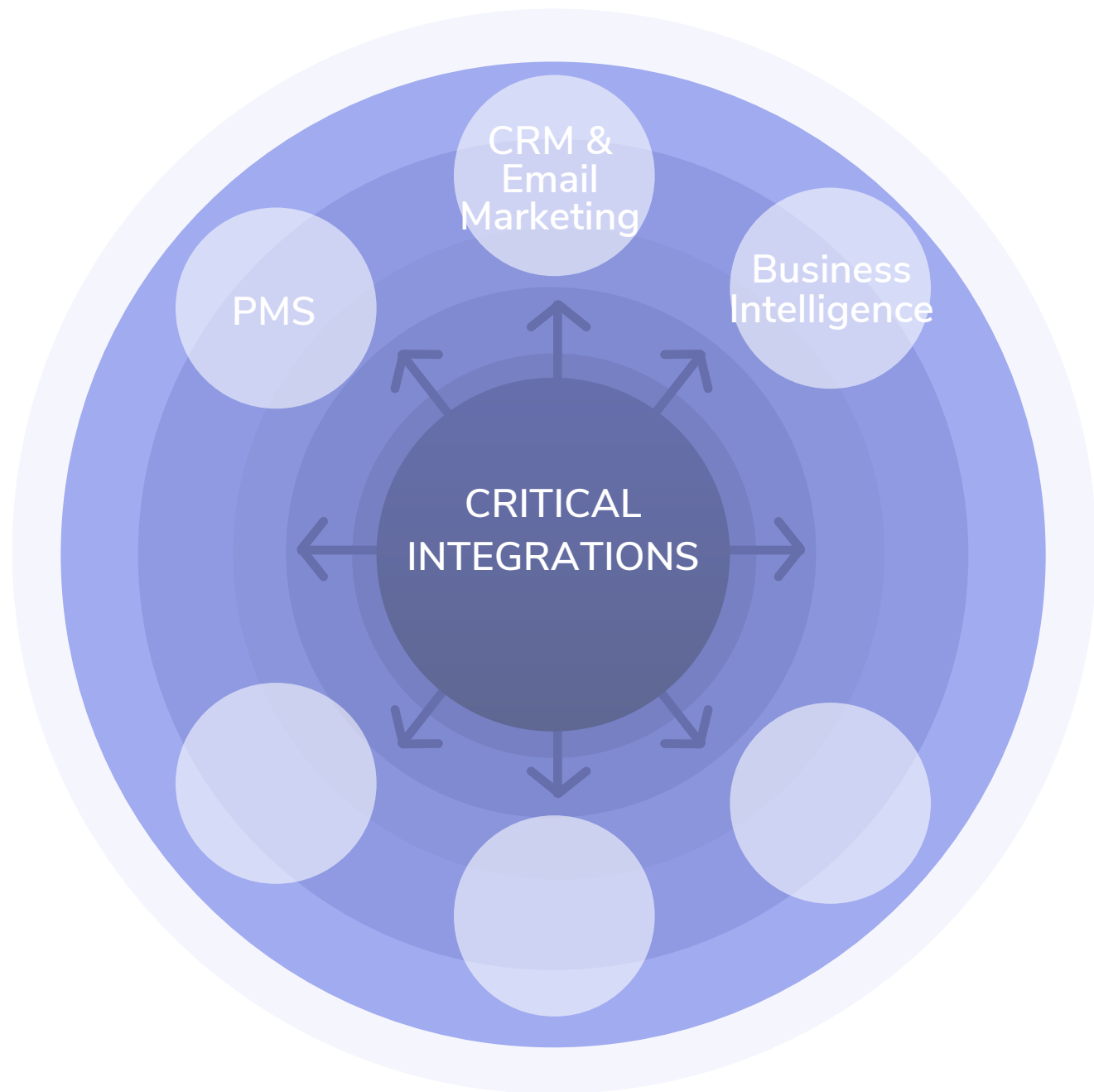
Without the right integrations even the best product can add complexity and cost. Make sure any vendor you consider has the integrations you need to set your team up for success.

View integrations ❯

hapi

Need an integration built for your hotel?

Connect with Hapi

CRM & Email Marketing

Business Intelligence

PMS

CRITICAL INTEGRATIONS

WHAT QUESTIONS SHOULD A SMART BUYER ASK VENDORS

WHAT'S THE AVERAGE NPS CHANGE FOR YOUR CUSTOMERS BETWEEN WHEN THEY STARTED USING YOU AND 3 YEARS LATER?

The point is to figure out two things:
1) Does the vendor care about how their customers are performing? (Worst answer is: "I don't know")
2) Are customers actually performing better?

WHAT IS YOUR OWN NPS MEASURED AMONG ALL USERS OF YOUR PLATFORM?

A bad answer is anything that tries to avoid the question/talking about specific segments ("management says…"). The actual day-to-day users of the software need to be happy. Avoid any provider with NPS less than 50. Don't be shy to ask for proof.

WHAT IS YOUR STANDARDISED SET OF BENCHMARKABLE QUESTIONS?

Benchmarking is fundamental in such a competitive industry as the hospitality industry. A provider who gives you a "build your own survey"-style solution will not be able to provide comparison data.

HOW DO YOU ENSURE GUESTS ONLY RECEIVE A SIMPLE ONE-PAGE SURVEY?

This question can act as a proxy for innovation. If the solution consists of multi-page surveys, they are stuck in the 90s. There are intelligent technical ways today to ensure the survey is short while you get all imaginable data you need.

WHAT DOES YOUR ISSUE MANAGEMENT ESCALATION PROCESS LOOK LIKE, HOW DO YOU ENSURE FEEDBACK IS NOT FORGOTTEN?

Collecting feedback is one thing; anyone can setup a web form that writes data to a Google Sheet. What sets a good guest feedback platform apart is if it ensures feedback actually get acted upon.

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

For a standard implementation with no special requirements or integrations to proprietary/in-house/legacy-systems there should be no implementation costs at all. Otherwise except IT-consultant hourly charges for custom integrations.

Price range
$0-$3,000

MONTHLY SAAS FEE

With the broadening of scope of products in the category the pricing is getting more complex. However, for a pure Guest Feedback & Reputation Management system for a single hotel, expect around $100/month.

Price range
$50-$350
/property/mo

IMPLEMENTATION GUIDANCE

What does the typical implementation timeline and process look like to go live?   Approximate implementation timeline: Less than a week

Implementation usually done in phases:
1) Start asking your guests for feedback by enabling PMS-integration (list of checked out guests + meta data transferred to feedback platform)
2) Initial staff training on how to actually respond to feedback
3) Management training on how to analyze feedback and set strategic goals
A good feedback platform should be easy enough to use that staff training is not required to get started, but rather for learning/discovering "advanced features".

SUCCESS METRICS

HOW DO I MEASURE SUCCESS?

1

NET PROMOTER

Net Promoter Score is the gold standard for measuring customer loyalty/satisfaction. Commitment to an NPS-based system is guaranteed to increase your NPS.

When asked for likelihood to recommend on scale 0-10:
NPS = (% promoters) - (% detractors),
Where promoter is anyone who have answered 10 or 9, detractor 6-0.

2

ONLINE RATING

Your online reviews go hand-in-hand with how satisfied your guests actually are. Commitment to guest satisfaction and an NPS-based system will improve your online rating.

3

REVPAR

Hotels with more satisfied guests will see a higher rate of returning guests, more guests arriving thanks to recommendations and more new guests thanks to good online reviews - all together improving your RevPAR.

SUCCESS STORIES AND FURTHER READING

CASE STUDY: HOTEL GOTHIA TOWERS

Norweigh Independent

CASE STUDY: HOTEL CORT

Mediterranean Independent

CASE STUDY: FIRST HOTELS

Norweigh Brand

CASE STUDY: ELITE HOSPITALITY GROUP

Bahrain All Suites

SAY GOODBYE TO PAYOLA: THE BEST "CURATORS" IN MARKETING ARE FREE

Why automatically sharing feedback from your guests with your employees is the best way to improve your hotel.

CUSTOMER FEEDBACK ISN'T USEFUL UNTIL YOU MAKE IT ACTIONABLE

Explains the fundamental reasons and methods on why and how to ask for customer feedback.

SOME PEOPLE SAY THAT CUSTOMER SURVEYS ARE DEAD, THEY'RE WRONG AND HERE'S WHY

There's a misunderstanding that customers are tired of surveys. Actually people are just tired of bad surveys. This article explains the difference.
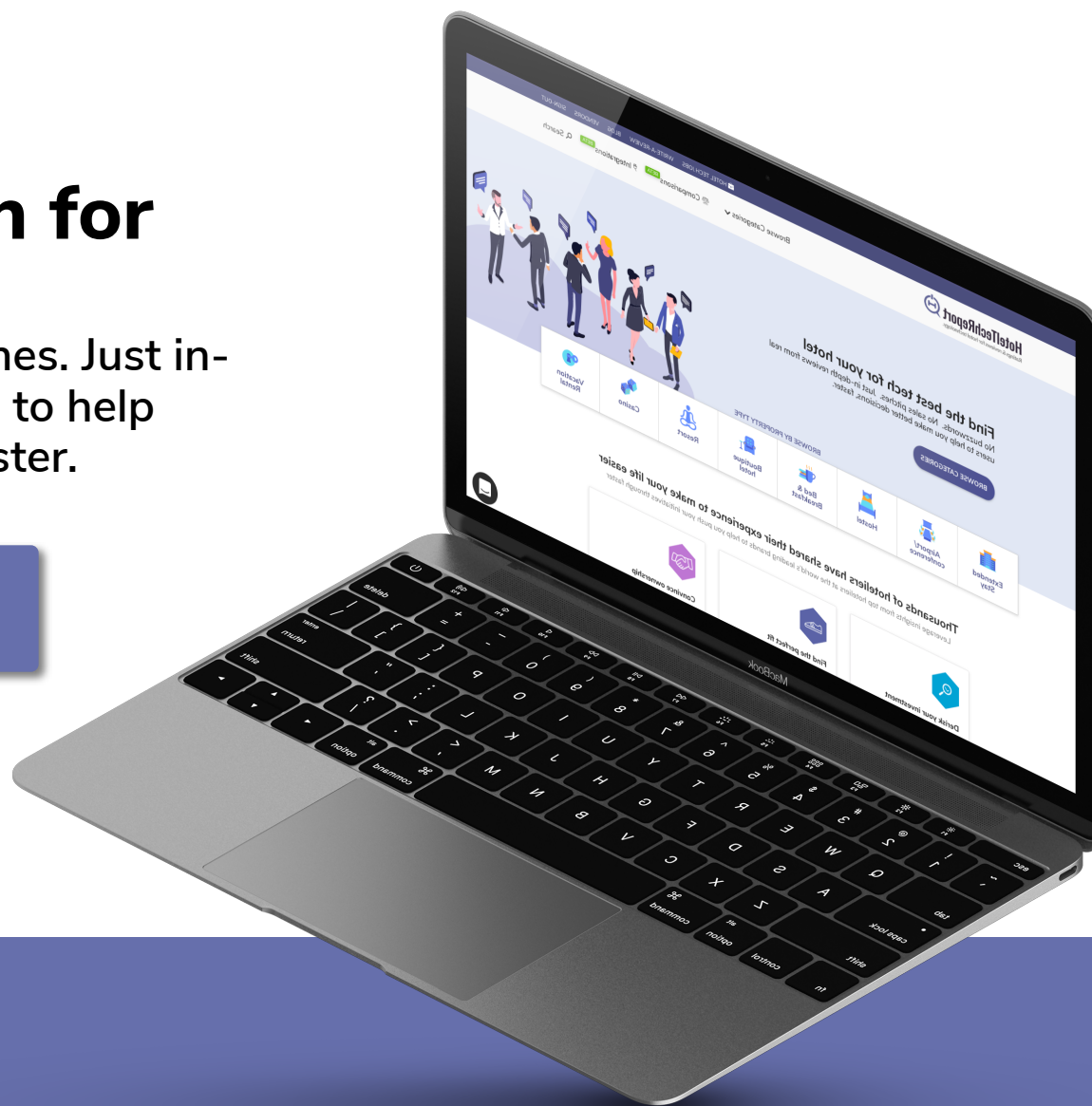
THE CORRELATION BETWEEN POST-STAY SURVEYS AND INCREASED RECOMMENDATION RATES

Research identified a positive relationship between hotels that send their guests post-stay surveys and those guests' willingness to recommend the property.

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