

DESTINATION
GOLDCOAST.™

WHAT IS REVIEWPRO?

REVIEWPRO IS A PLATFORM FOR GATHERING GUEST FEEDBACK FROM OVER 175 REVIEW PLATFORMS TO MEASURE YOUR ONLINE REPUTATION

REVIEWPRO PROVIDES TOOLS FOR MANAGING, ACTING ON AND RESPONDING TO THAT FEEDBACK SO TOURISM OPERATORS CAN IMPROVE GUEST EXPERIENCE AND THEIR BRAND'S ONLINE REPUTATION

WITH MULTIPLE REPORTING OPTIONS TO MONITOR AND GAIN INSIGHT, AN OPERATOR CAN MAKE OPERATION AND SERVICE IMPROVEMENTS TO THEIR BUSINESS SIMPLY BY LISTENING TO WHAT THEIR GUESTS ARE SAYING

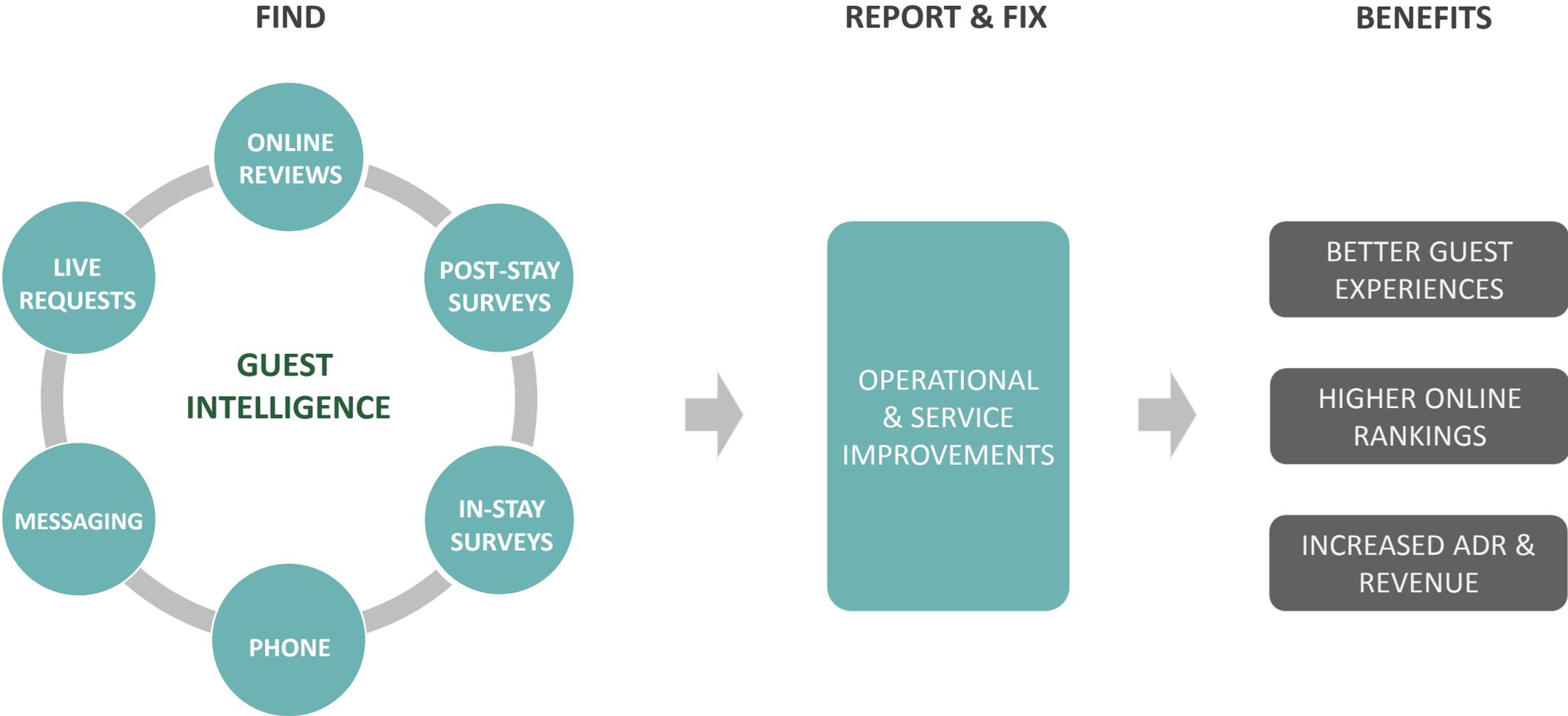
ONLINE SENTIMENT IS CURRENCY...

- TRAVELLERS ARE MORE LIKELY TO BASE BOOKING DECISIONS ON REVIEWS THAN ANY OTHER FORM OF MARKETING
- TRAVELLERS TRUST THE SENTIMENT OF OTHERS AS EARNED CONTENT OVER OTHER MARKETING COLLATERAL
- TRAVELLERS WILL SHARE BOTH THEIR POSITIVE AND NEGATIVE EXPERIENCES
- YOUR BUSINESS WILL BE JUDGED BY WHETHER YOU RESPOND TO A REVIEW OR NOT AND THE WAY IN WHICH YOU RESPOND

AND OPERATORS CAN CONVERT THAT INTO BOOKINGS

- DEVELOP AN ONLINE REVIEW STRATEGY
- ADAPT TO THE NEW WAYS GUESTS WANT TO INTERACT WITH YOUR BRAND
- DEVELOP NEW PROCESSES TO CONVERT BUSINESS
- INCREASE BUSINESS DECISION-MAKING BASED ON REVIEW FEEDBACK
- RETHINK YOUR BUSINESS STRATEGY TO ACCOUNT FOR ONLINE REVIEWS

FOCUS ON THE GUEST EXPERIENCE



MODULE 2: KEY LEARNINGS

- REPUTATION IS MADE OR BROKEN ONLINE
- MEASURE YOUR ONLINE REPUTATION TO AUDIT YOUR BUSINESS
- ENGAGE WITH YOUR CUSTOMERS IN A POSITIVE WAY
- YOUR POTENTIAL CUSTOMERS ARE PAYING ATTENTION TO GUEST FEEDBACK. SO SHOULD YOU.
- IMPROVE THE GUEST EXPERIENCE OF YOUR PRODUCT TO POSITIVELY BUILD YOUR BRAND'S REPUTATION
- REVIEWS COME FROM MANY SOURCES, NOT JUST TRIP ADVISOR
- IMPROVE YOUR SERVICES AND OPERATIONS TO INCREASE YOUR REVENUE

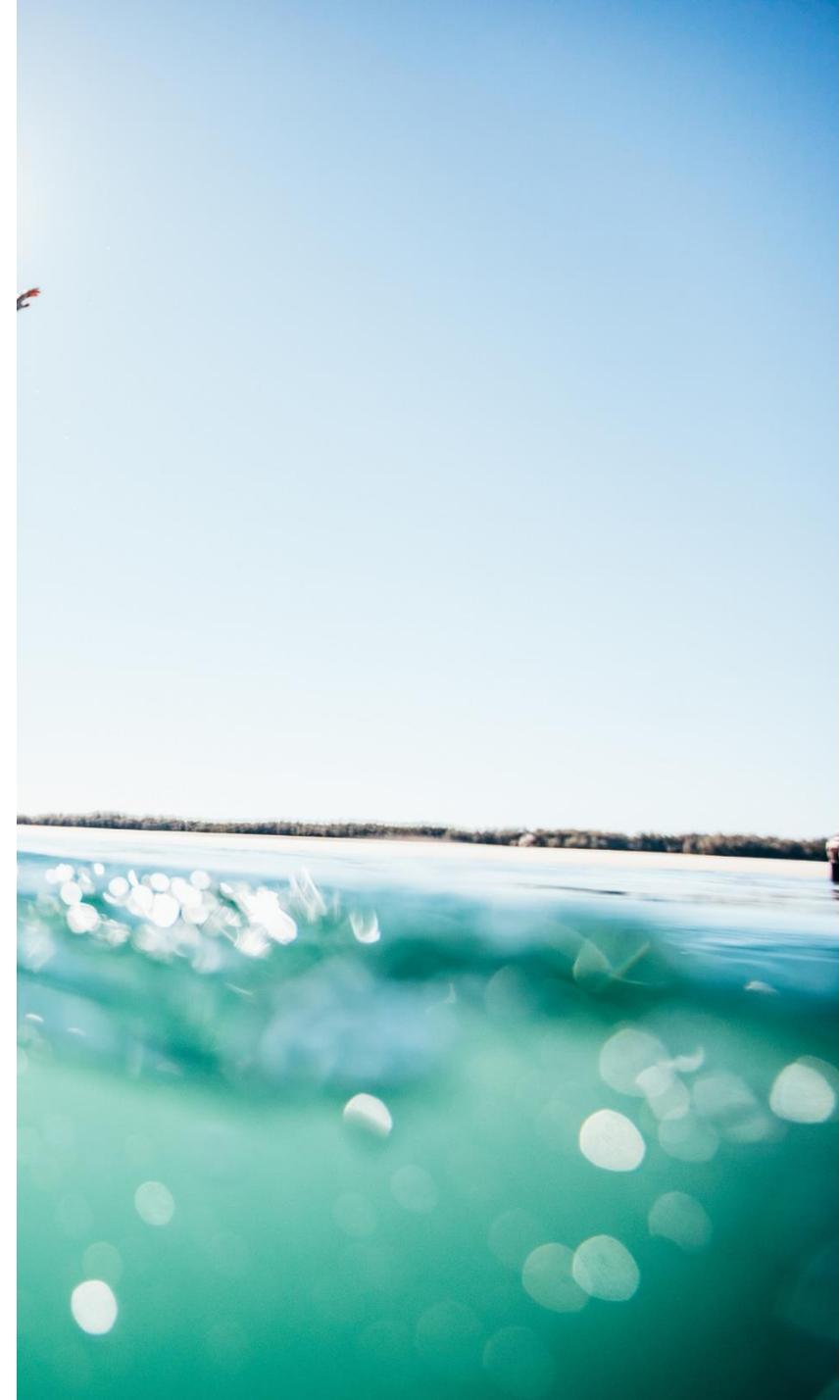
THE GLOBAL REVIEW INDEX - GRI™

REVIEWPRO'S GLOBAL REVIEW INDEX™ (GRI) IS THE INDUSTRY STANDARD
ONLINE REPUTATION BENCHMARK

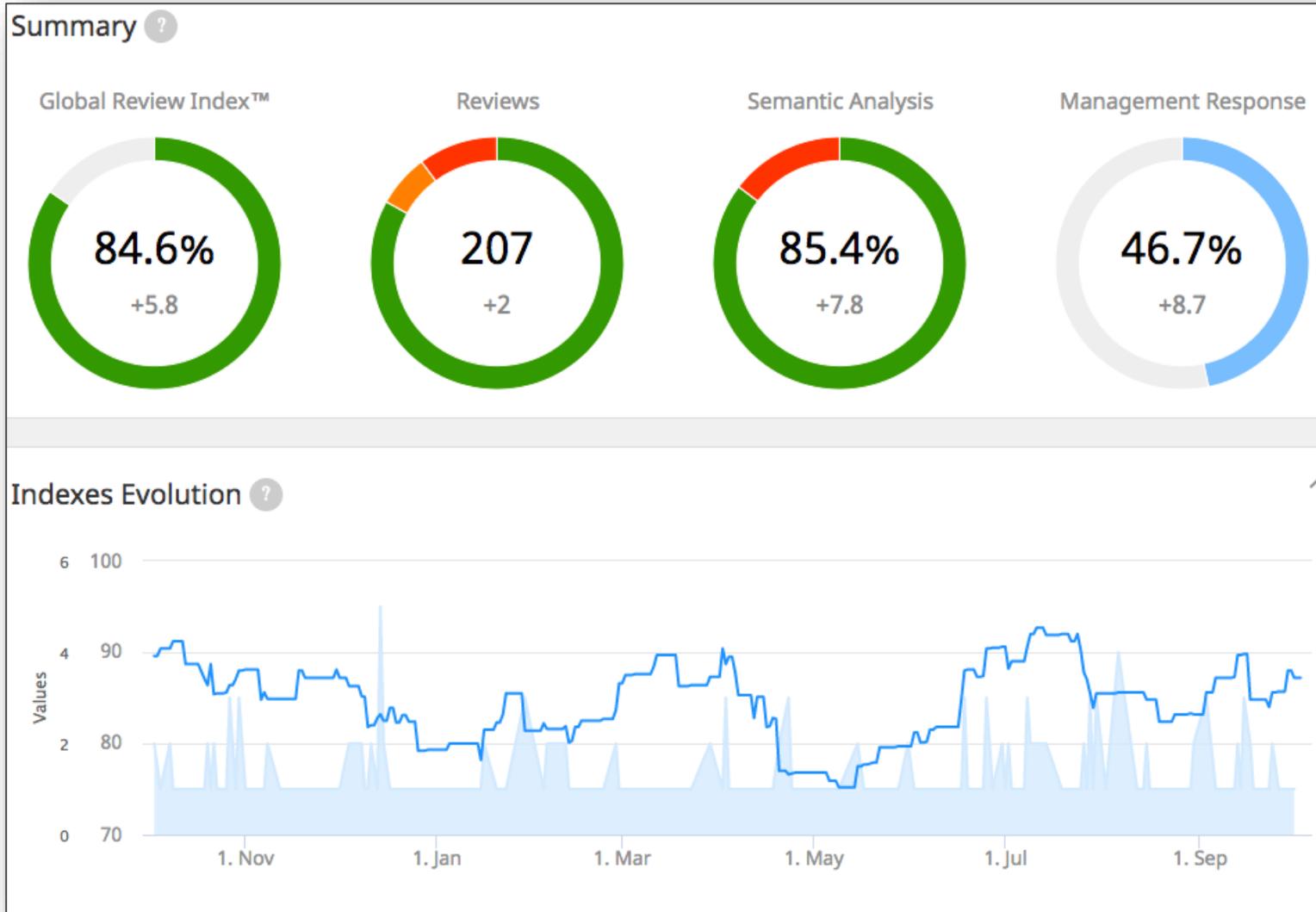
THE GRI IS USED BY THOUSANDS OF TOURISM BUSINESSES WORLD WIDE
AS A BENCHMARK FOR THEIR REPUTATION MANAGEMENT EFFORTS

HOW THE GRI™ IS CALCULATED

- THE GRI™ IS CALCULATED FOR A GIVEN PERIOD OF TIME BY ANALYSING GUEST RATINGS
- CALCULATED USING AN ALGORITHM DEVELOPED BY REVIEWPRO IN CONJUNCTION WITH INPUT FROM INDUSTRY EXPERTS
- BASED ON REVIEW DATA COLLECTED FROM **175** REVIEW SITES AND ONLINE TRAVEL AGENCIES (OTAS) IN MORE THAN 45 LANGUAGES



GRI™ – OPERATOR EXAMPLE (12 MONTHS)



DEPARTMENT BREAKDOWN – OPERATOR EXAMPLE

Department	Index	Goal	Reviews	Mentions
<input checked="" type="checkbox"/>  GRI™	86.5% +1.3		1,362 +425 	68%  32% -1.7
<input type="checkbox"/>  Service	81.8% -5.2		95 -117 	66%  34% -12.8
<input type="checkbox"/>  Location	95.0% -1.9		51 -39 	89%  11% -3.0
<input type="checkbox"/>  Value	76.2% -1.8		36 -43 	19%  81% -8.1
<input type="checkbox"/>  Cleanliness	80.5% -4.6		33 -65 	49%  51% -7.1
<input type="checkbox"/>  Room	80.9% -0.1		31 -46 	53%  47% +1.7
<input type="checkbox"/>  Food & Drink	- -		3 +1 	69%  31% -2.3
<input type="checkbox"/>  Entertainment	- -		2 +1 	86%  14% +2.5

MODULE 3: KEY LEARNINGS

- GRI SCORES ARE USED AS THE BENCHMARK FOR ONLINE REPUTATION MANAGEMENT BY THOUSANDS OF TOURISM BUSINESSES WORLDWIDE
- GRI SCORES ARE CALCULATED BY GATHERING DATA ACROSS 175+ REVIEW PLATFORMS AND ONLINE TRAVEL AGENCIES IN OVER 45 LANGUAGES
- REVIEWPRO PROVIDES A DEPARTMENT BREAKDOWN WHICH ALLOWS YOU TO DELVE DEEPER INTO GUEST COMMENTS SO YOU CAN IDENTIFY WEAKNESSES AND MAKE IMPROVEMENTS TO YOUR BUSINESS

DETECT DIFFERENCES BY REVIEW SOURCE

Reviews / Results / Sources ^

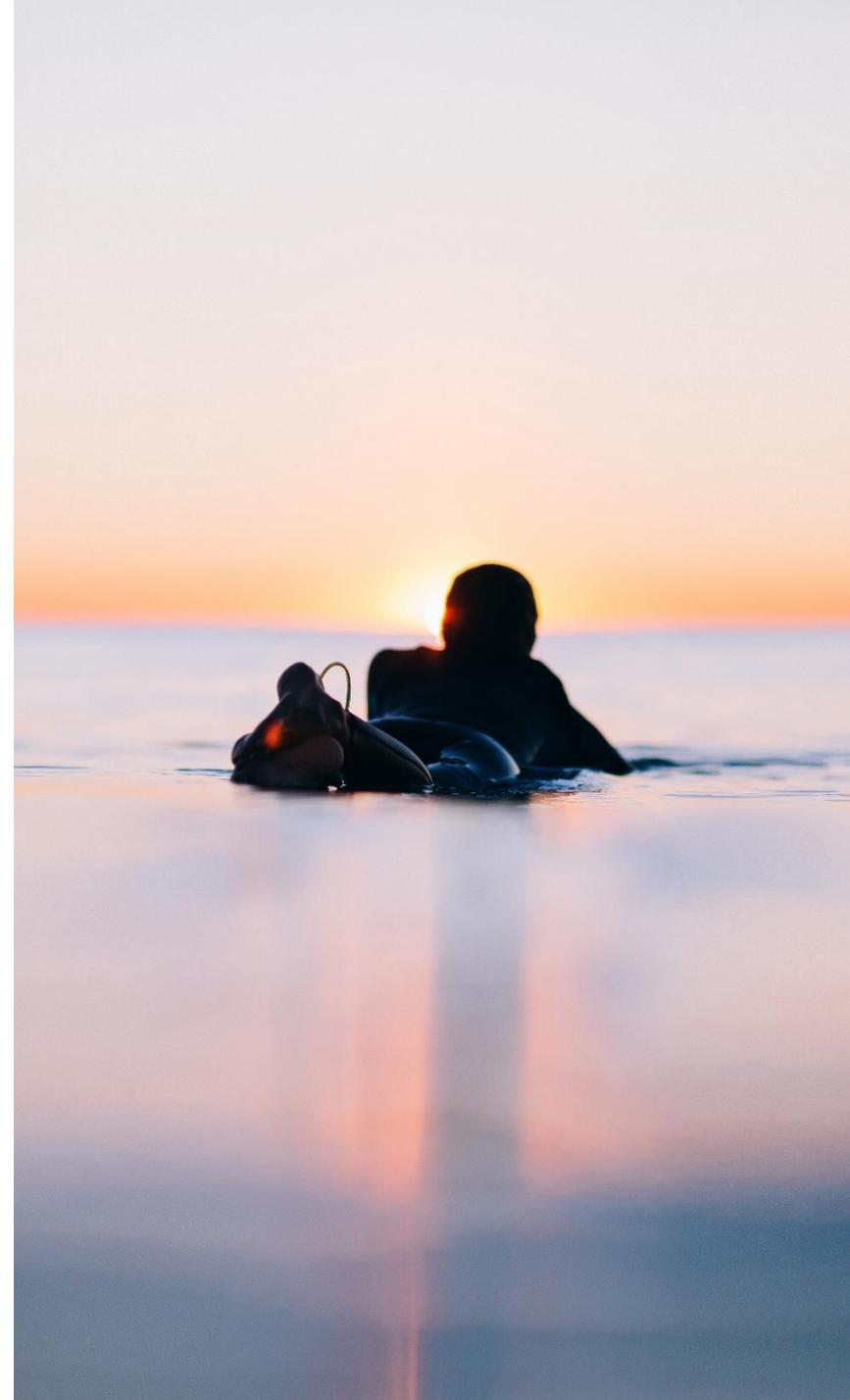
Sources	Index		Reviews			Mentions			
Booking	84.8%	-0.8	969	+311		62%		38%	+0.7
Google	88.1%	+4.4	388	+245		68%		32%	-3.7
TripAdvisor	76.0%	-1.5	325	-78		67%		33%	-2.6
Expedia	82.0%	-4.7	70	+13		64%		36%	-4.3
Ctrip	88.7%	+2.3	70	+10		69%		31%	+12.1
Wotif	79.1%	-5.7	60	+12		69%		31%	-5.3
Agoda	87.0%	+2.9	57	-8		67%		33%	+3.5
Hotels.com	86.9%	+4.7	41	-23		76%		24%	+19.5
Holidaycheck	-	-	2	+1		67%		33%	-33.3
Orbitz	-	-	1	-		75%		25%	+25.0

MODULE 4: KEY LEARNINGS

- IT IS IMPORTANT TO IDENTIFY WHAT YOUR LARGEST SOURCE OF REVIEWS ARE, WHETHER IT BE FACEBOOK, TRIPADVISOR, GOOGLE OR BOOKING.COM TO NAME A FEW
- KEEP TRACK OF WHICH REVIEW SITES ARE GROWING AND WHICH ARE DECLINING
- PRIORITISE ENGAGEMENT BASED ON THOSE REVIEW SITES
- COMPARE POSITIVE TO NEGATIVE SCORES TO SEE HOW YOU ARE TRACKING

WHY RESPOND TO REVIEWS

- TO THANK GUESTS FOR GIVING FEEDBACK
- TO SHOW YOU'RE LISTENING AND YOU CARE
- TO HELP YOU SEE THE GUEST'S PERSPECTIVE
- TO APOLOGISE IF NECESSARY
- TO EXPLAIN, REASSURE AND CLEAR UP MISINFORMATION
- TO REINFORCE THE POSITIVE AND CHANGE NEGATIVE PERCEPTIONS
- TO SAY HOW YOU'RE FOLLOWING UP





HIGHER RESPONSE RATE = HIGHER BOOKING INQUIRIES

- 0% RESPONSE TO REVIEWS = AVERAGE RATING OF 3.81
- 40% RESPONSE TO REVIEWS = AVERAGE RATING OF 4.05
- 50% RESPONSE TO REVIEWS = INCREASE IN BOOKING INQUIRIES BY 24%

Source: [tripadvisor.com/PressCenter-i6971-c1-Press_Releases.html](https://www.tripadvisor.com/PressCenter-i6971-c1-Press_Releases.html)

SET YOUR MANAGEMENT RESPONSE GOALS

- SET YOUR OBJECTIVES FOR VOLUME OF REVIEWS RESPONDED TO AND TIME TAKEN TO RESPOND
- FOCUS ON RESPONDING AS QUICKLY AS POSSIBLE TO THE MOST RELEVANT REVIEWS
- AN APPROPRIATE OBJECTIVE: RESPOND TO 40% OF REVIEWS WITHIN 3-5 DAYS



WHICH SITES ALLOW RESPONSES?

- FACEBOOK
- TWITTER
- GOOGLE
- FOUR SQUARE
- TRIPADVISOR
- BOOKING.COM
- AGODA
- CTRIP
- HOSTELBOOKERS
- LATEROOMS
- TRIVAGO
- YELP
- EXPEDIA
- HOTELS.COM
- TRAVELOCITY
- ATRAPALO
- HOLIDAYCHECK
- HOSTELWORLD
- SOCIAL NETWORKS
- AND MANY MORE...

WHICH REVIEWS SHOULD YOU RESPOND TO?

DON'T FEEL OBLIGED TO RESPOND TO ALL REVIEWS

PRIORITISE REVIEWS THAT:

1. CALL FOR AN APOLOGY OR CLARIFICATION
2. ARE DAMAGING TO REPUTATION
3. HIGHLIGHT POSITIVE ASPECTS YOU WISH TO DRAW ATTENTION TO

TRAVELLERS READ REVIEWS TO HEAR FROM OTHER TRAVELLERS.

RESPONSES SHOULD PROVIDE HELPFUL AND MEANINGFUL INFORMATION.



MODULE 5: KEY LEARNINGS

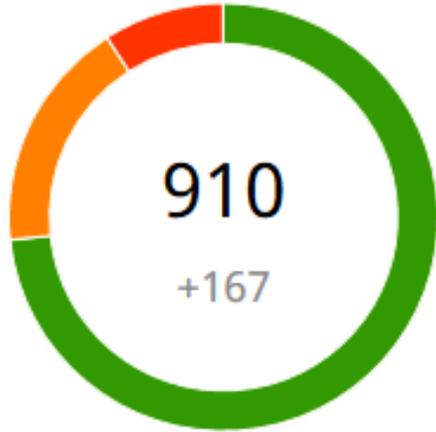
- RESPOND TO REVIEWS TO REINFORCE THE POSITIVE AND CHANGE THE NEGATIVE
- RESPOND TO REVIEWS TO INCREASE YOUR BUSINESS INQUIRIES
- SET CLEAR GOALS FOR MANAGEMENT RESPONSE
- PRIORITISE REVIEWS THAT ARE DAMAGING TO YOUR REPUTATION AS WELL AS THOSE THAT HIGHLIGHT THE POSITIVES OF YOUR BUSINESS

MONITORING MANAGEMENT RESPONSE PERFORMANCE

- SET GOALS FOR POSITIVE, NEUTRAL & NEGATIVE RESPONSES
- MEASURE
 - VOLUME OF RESPONDABLE REVIEWS
 - MANAGEMENT RESPONSE RATIO
 - AVERAGE RESPONSE TIME

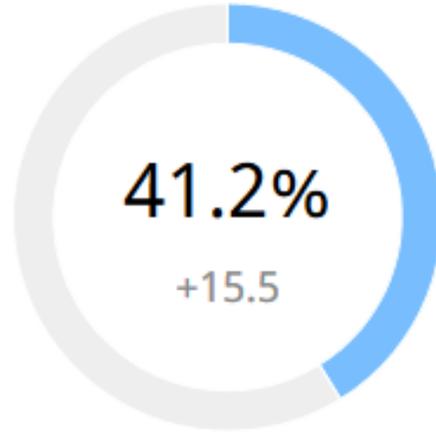
Summary ?

Responsible Reviews



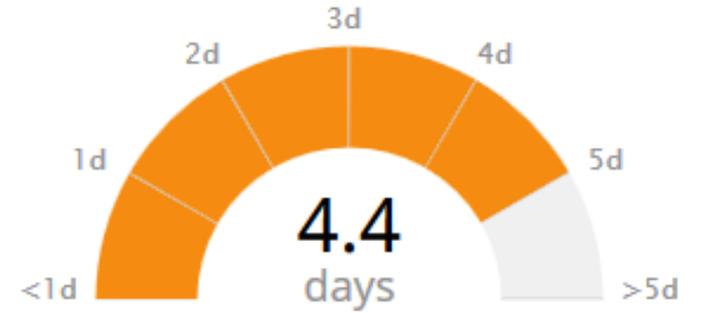
POSITIVE = GREEN
NEUTRAL = ORANGE
NEGATIVE = RED

Management Response



THE PERCENTAGE
OF REVIEWS
RESPONDED TO

Average Time



THE AVERAGE
MANAGEMENT
RESPONSE TIME



HOW SHOULD YOU SAY IT?

- DON'T RUSH: DEMONSTRATE THE SAME THOUGHTFULNESS, ATTENTION TO DETAIL AND PROFESSIONALISM YOU PROVIDE IN YOUR BUSINESS
- BE BRIEF: FOCUS ON KEY ISSUES
- BE CONVERSATIONAL, "HUMAN" AND IN LINE WITH YOUR BRAND
- AVOID "CORPORATE SPEAK," STIFF FORMALITY AND MARKETING BABBLE
- SHOW EMPATHY. DON'T BE DEFENSIVE OR PATRONISING
- AVOID REPETITION - TAKE A FRESH APPROACH TO EACH RESPONSE

CHOOSE YOUR WORDS CAREFULLY

WORDS TO AVOID

- CAN'T, WON'T, SHOULDN'T
- IT'S AGAINST POLICY
- UNFORTUNATELY
- PROBLEM, CONCERNS
- DISAPPOINTED, UNACCEPTABLE
- SORRY ... BUT ...

WORDS TO USE

- CAN, WILL, ASSURE YOU
- WE STRIVE TO, WE PRIDE OURSELVES ON
- FEEDBACK, EXPERIENCE
- APPRECIATE, SINCERE
- REST ASSURED

EXAMPLE: NEGATIVE REVIEW

“DIRTY AND SMELLY!”

MY ROOM SMELLED LIKE SMOKE EVEN THOUGH IT WAS SUPPOSEDLY NONSMOKING, AND THERE WAS DUST ON THE CLOSET SHELF AND A CIGARETTE BURN ON THE SOFA. PLUS SOMEBODY SPILLED SOMETHING IN THE MINI-BAR BUT NOBODY BOTHERED TO CLEAN IT UP – IT REEKED LIKE HIGH HEAVEN! STAY AWAY!

A POOR RESPONSE

I AM EXTREMELY DISAPPOINTED BY YOUR COMMENTS.
THE CONDITION OF YOUR ROOM WAS ABSOLUTELY
UNACCEPTABLE.

I HAVE SPOKEN WITH THE ROOM ATTENDANT AND REST
ASSURED SUCH NEGLIGENCE WILL NOT RECUR.

PLEASE CONTACT ME AS I WOULD LIKE TO INVITE YOU BACK
FOR A COMPLIMENTARY STAY.

DOUG JONES
HOTEL MANAGER

ANALYSIS

- X TOO STRONGLY WORDED
- X SOUNDS LIKE MANAGER DISAPPOINTED
WITH THE GUEST
- X BLAMES STAFF
- X OFFERS A FREEBIE

A GOOD RESPONSE

WE PRIDE OURSELVES ON OUR PROPERTY UPKEEP AND ATTENTION TO DETAIL, BUT CLEARLY WE WERE NOT UP TO STANDARDS ON YOUR STAY, AND FOR THAT I AM TRULY SORRY.

I HAVE FOLLOWED UP WITH MY TEAM, AND THE ISSUES HAVE BEEN FIXED. THANK YOU FOR BRINGING THEM TO OUR ATTENTION – IT HELPS US GET BETTER.

BARBARA SMITH

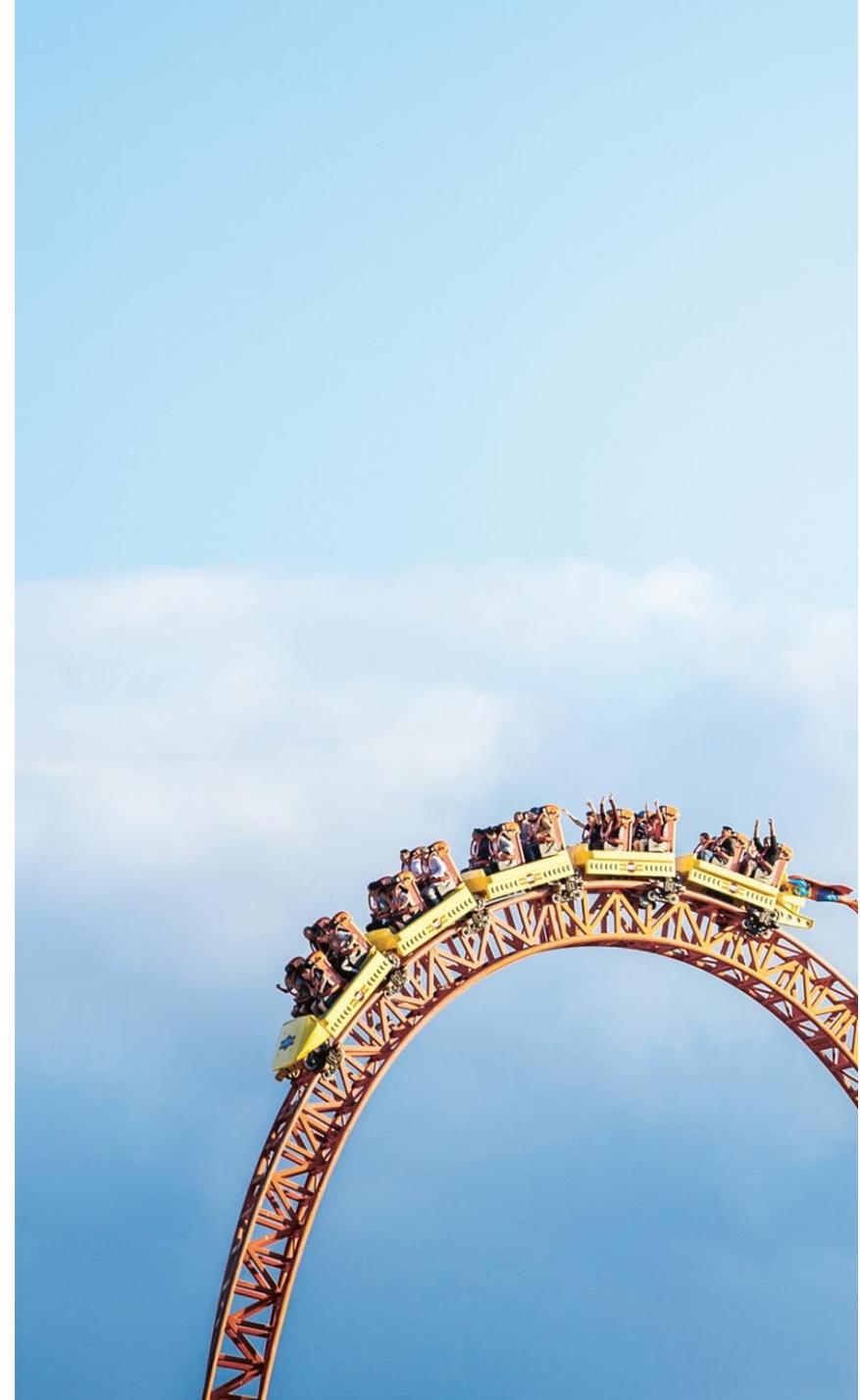
GUEST EXPERIENCE MANAGER

ANALYSIS

- ✓ THANKS REVIEWER
- ✓ REASSURES
- ✓ APOLOGIES
- ✓ WARM AND PERSONAL

RESPONDING TO POSITIVE REVIEWS

- THANK THEM – THEY’RE YOUR ADVOCATES
- SHARE THE EXCITEMENT: “WE ARE THRILLED ...”
- KEEP RESPONSES VARIED BY COMMENTING ON SPECIFICS:
 - “I WAS PARTICULARLY HAPPY TO READ YOUR COMMENTS ABOUT...”
 - “I MUST AGREE, OUR LOCATION IS UNBEATABLE.”
 - “NEXT TIME BE SURE TO TRY OUR CRAB CAKES, MY PERSONAL FAVORITE.”
- SAY YOU LOOK FORWARD TO WELCOMING THEM BACK
- NO NEED TO RESPOND TO ALL POSITIVE REVIEWS





RESPONDING TO NEGATIVE REVIEWS

- AIM TO RESPOND WITHIN 24 HOURS
- OFFER A SINCERE APOLOGY
- ADDRESS THE KEY ISSUES
- PROVIDE AN EXPLANATION
- SAY HOW YOU ARE FOLLOWING UP
- BE PROFESSIONAL
- PERSONALISE THE RESPONSE

FIX THE PROBLEM!

MOST NEGATIVE REVIEWS REQUIRE ACTION AT AN OPERATIONAL LEVEL. ENSURE ISSUES ARE SHARED WITH THE RELEVANT PERSON AND RESOLVED TO AVOID RECURRING PROBLEMS IN THE FUTURE.

RESPONDING IN OTHER LANGUAGES

- MULTI-LINGUAL TEAM MEMBERS WHERE POSSIBLE
- TEMPLATES HELP TO SOME EXTENT; MAKE SURE TEAM KNOW HOW TO ADAPT WHERE NECESSARY
- NON-ENGLISH SPEAKING TEAM MEMBERS ARE THIRSTY TO LEARN SO PUT TIME INTO HELPING THEM DEVELOP THEIR WRITING TOO, WILL SAVE TIME IN THE LONG RUN
- DON'T RELY ON GOOGLE TRANSLATE FOR RESPONSES

UNDERSTAND PREFERENCES BY LANGUAGE

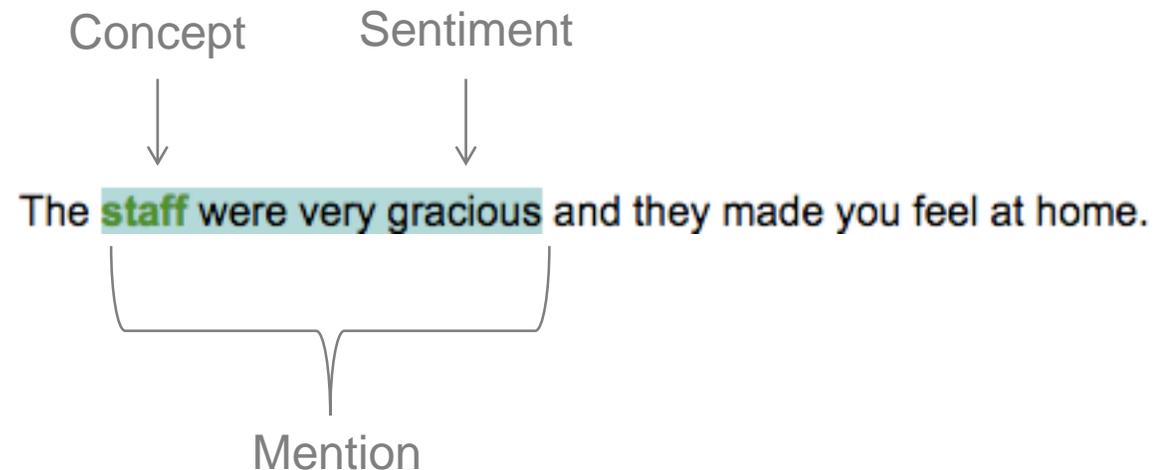
Languages ?										
Languages	Index		Reviews			Mentions				
GRI™	85.1%	+1.0	1,983	+473		66%		34%	-1.3	
English	82.8%	+1.2	1,265	+232		65%		35%	-1.4	
Chinese	83.2%	+2.0	99	+5		66%		34%	-1.6	
Japanese	84.8%	+1.4	10	-2		100%		0%	+16.7	
German	78.2%	+2.4	8	-6		75%		25%	-3.6	
Korean	-	-	5	+2						
Arabic	-	-	4	+1		100%		0%	+40.0	
French	-	-	4	+1		100%		0%	+14.3	
Spanish	-	-	3	+3		89%		11%	+88.9	
Italian	-	-	2	+1		75%		25%	+75.0	
Russian	-	-	2	+2		83%		17%	+83.3	
Swedish	-	-	1	+1		100%		0%	+100.0	
Norwegian	-	-	1	+1						
Finnish	-	-	1	+1						
Indonesian	-	-	1	+1						

MODULE 6: KEY LEARNINGS

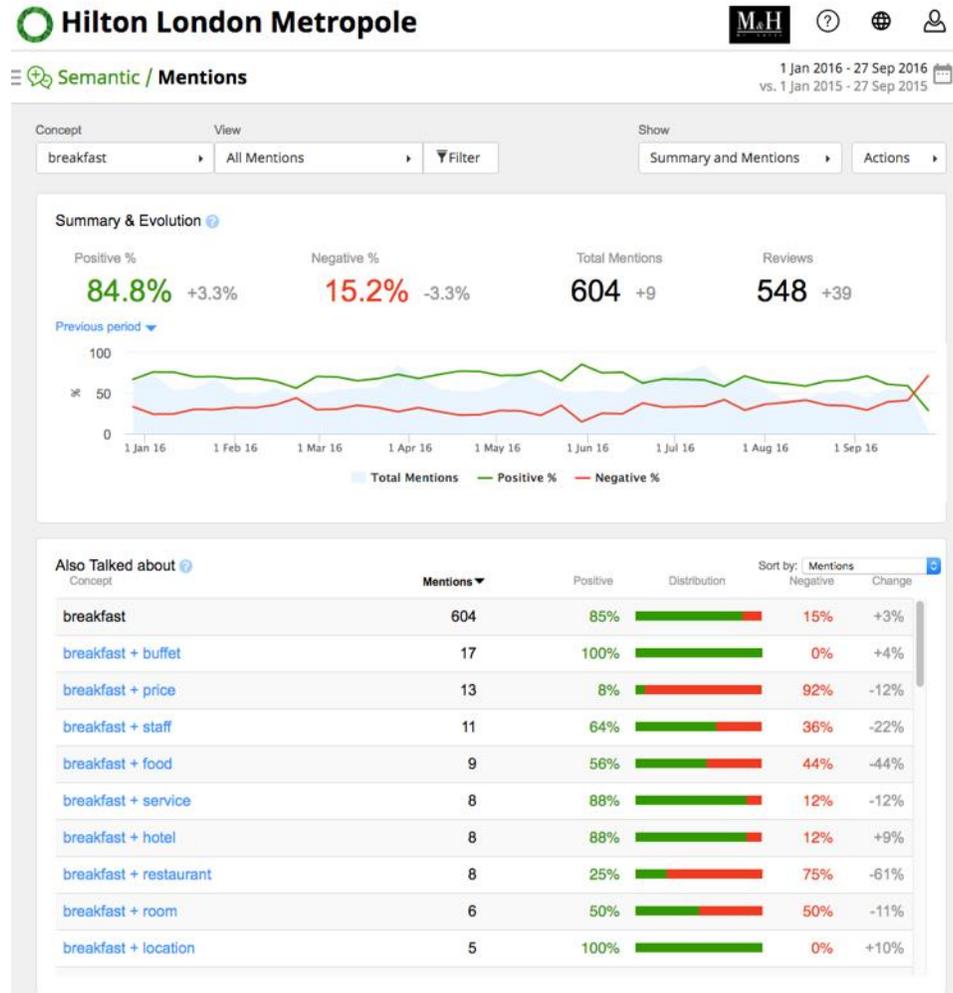
- SET GOALS FOR POSITIVE, NEGATIVE AND NEUTRAL REVIEWS
- HAVE A % TARGET FOR HOW MANY REVIEWS YOU AIM TO RESPOND TO
- ALLOW YOURSELF TIME TO RESPOND TO REVIEWS EVERY COUPLE OF DAYS
- CHOOSE YOUR WORDS CAREFULLY
- DEVELOP A 'CHEAT SHEET' FOR YOUR RESPONSES TO BOTH POSITIVE AND NEGATIVE REVIEWS

GLOSSARY OF TERMS

- SENTIMENT: THE POSITIVE OR NEGATIVE FEELING SURROUNDING A CONCEPT
- MENTION: A PHRASE OR SENTENCE WHICH INCLUDES A CONCEPT AND POSITIVE OR NEGATIVE SENTIMENT
- CONCEPT: A PRE-DEFINED TERM IN THE REVIEWPRO SEMANTIC DICTIONARY, RELATING TO SPECIFIC ELEMENTS OF SERVICE & OPERATIONS
- CATEGORY: A GROUP OF CONCEPTS THAT FALL UNDER THE SAME OPERATIONAL AREA OF A BUSINESS



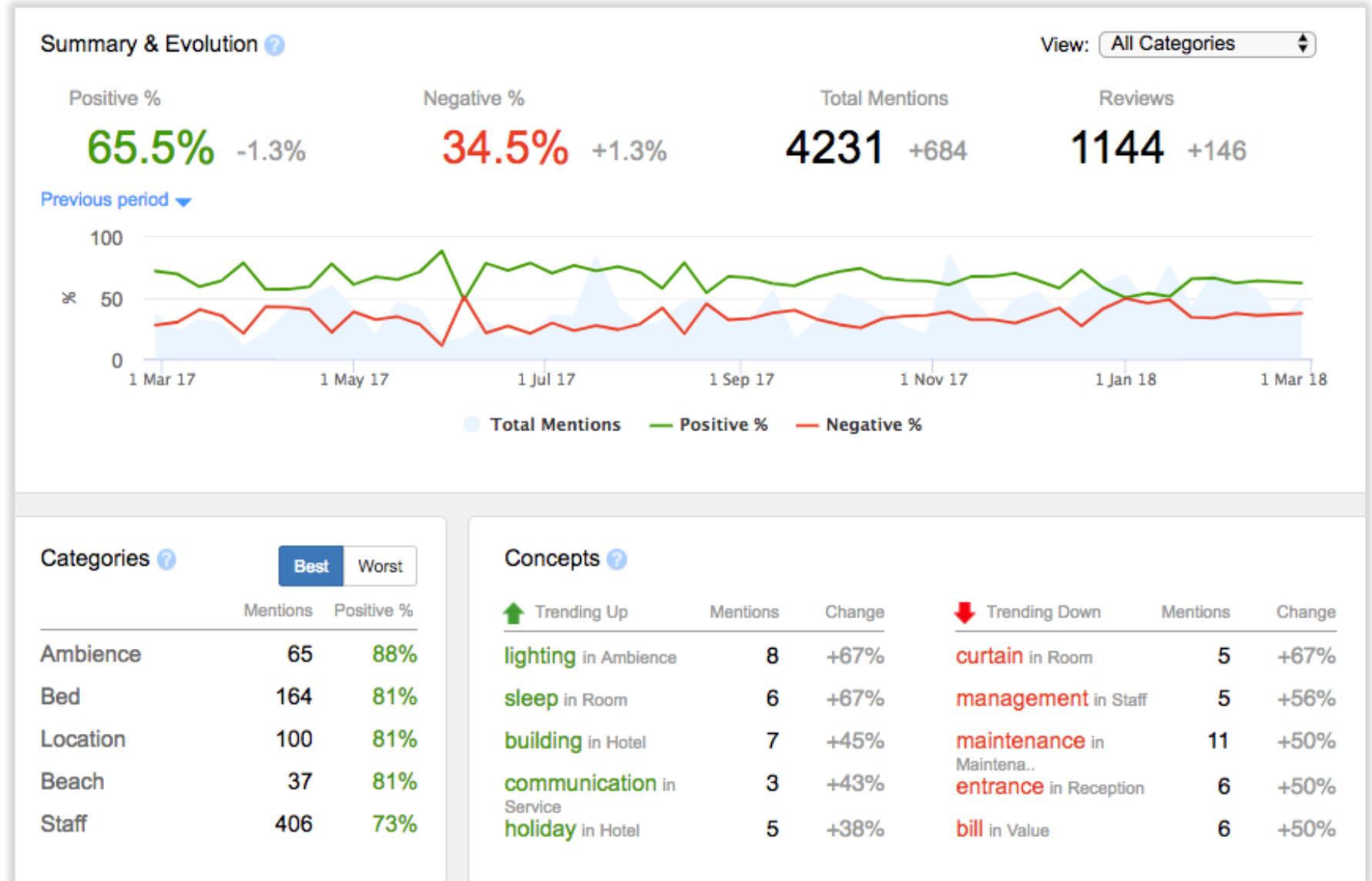
HOW SEMANTIC ANALYSIS WORKS



- DICTIONARY OF 450+ CONCEPTS RELATED TO THE TOURISM AND HOSPITALITY INDUSTRY
- CONCEPTS ORGANISED INTO 26 STANDARD CATEGORIES
- SEMANTIC ANALYSIS ENGINE SUPPORTS 16 LANGUAGES
- HUNDREDS OF THOUSANDS OF NEW REVIEWS ANALYSED DAILY

THE POWER OF SEMANTIC ANALYSIS

- ANALYSE POSITIVE AND NEGATIVE SENTIMENT OF MENTIONS IN HUNDREDS OF KEY CONCEPTS TO IDENTIFY AREAS OF OPERATIONAL EXCELLENCE AND NEED FOR IMPROVEMENT



SEMANTIC TAG CLOUD – OPERATOR EXAMPLE

POSITIVE VS NEGATIVE



IDENTIFY STRENGTHS & WEAKNESSES



Semantic / Dashboard / Best / Worst Categories

Best Categories	Mentions	Positive %	Worst Categories	Mentions	Negative %
Ambience	65	87.7%	Value	201	63.2%
Bed	164	81.1%	Service	364	50.3%
Location	100	81.0%	Cleanliness	180	50.0%
Beach	37	81.1%	Reception	160	45.0%
Staff	406	72.9%	Room	670	43.9%



- The above is a randomly selected sample of a product's semantic dashboard for demonstration purposes

GUIDE MARKETING MESSAGES

Categories ?		Best	Worst
	Mentions	Positive %	
Location	788	97%	
Staff	777	88%	
Bed	388	86%	
Hotel	1948	84%	
Cleanliness	278	83%	

Concepts ?		Mentions	Change
↑ Trending Up			
tv in Technology	21	+35%	
building in Hotel	43	+17%	
internet in Internet	22	+17%	
lift in Facilities	17	+17%	
cleanliness in Cleanlin..	227	+13%	

- USE REVIEW ANALYTICS, SEMANTIC ANALYSIS AND COMPETITIVE BENCHMARKING TO IDENTIFY THE BEST SALES MESSAGES FOR YOUR BUSINESS

MODULE 7: KEY LEARNINGS

- SEMANTICS LOOKS AT TEXT OF EACH INDIVIDUAL REVIEW
- SEMANTICS GIVES AN OVERALL POSITIVE, NEGATIVE OR NEUTRAL ANALYSIS OF YOUR REVIEWS
- SEMANTIC ANALYSIS IS BROKEN INTO 26 CATEGORIES
- SEMANTICS ALLOWS YOU TO DIG DEEPER INTO REVIEWS TO IDENTIFY YOUR PRODUCT'S OVERALL STRENGTHS AND WEAKNESSES

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