REVIEW + REPUTATION MANAGEMENT IN SOCIAL MEDIA

Monitor, sustain & shape
1. About me

Torsten Sabel
Co-Founder & COO
Customer Alliance
1. ABOUT US
2. PROBLEMS OF A HOTEL MANAGER
3. BACKGROUND STUDIES
4. THE 360° REVIEW MANAGEMENT SOLUTION

1. COLLECTION
2. INTEGRATION
3. DISTRIBUTION
4. ANALYSIS

5. CASE STUDIES
6. SUMMARY OF BENEFITS
7. REFERENCES CHAIN HOTELS
8. REFERENCES INDEPENDENT HOTELS
1. About us

Facts about the company

Sponsored by

European Regional Development Fund
Investing in your future

[Logo and text for sponsored entities]

Partner Association

- 3,000+ hotels
- 35+ countries
Problems of a hotel manager
3. Background Information about Industry Problems and Study Results

Impact of online reviews

First Search

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 6</th>
<th>Day 8</th>
<th>Day 15</th>
<th>Day 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcelona Hotel</td>
<td>Barcelona Hotel</td>
<td>Barcelona Hotel</td>
<td>Barcelona Hotel</td>
<td>Hilton Diagonal Mar Barcelona</td>
</tr>
</tbody>
</table>

Searches

- Barcelona Hotel
- City Hotels

Visits

- Expedia.com
- Booking.com
- hotels.com
- lastminute.com
- TripAdvisor
- Hilton
- Yahoo! Travel
- Expedia.com
importance of online reviews

93% of travelers

53% of travelers surveyed

FIND USER REVIEWS IMPORTANT

WHEN DETERMINING WHICH HOTEL TO STAY AT DURING THEIR TRIP

WILL NOT BOOK A PROPERTY UNLESS IT HAS REVIEWS

* TripBarometer by TripAdvisor - Winter 2012 / 2013 “The World’s Largest Accommodation and Traveler Survey”
** TripAdvisor: http://www.tripadvisor.com/PressCenter-i5569-c1-Press_Releases.html
Impact of online reviews

If the review score increases by +1 point on a 5 point scale, the price increase is +11% and still maintain the same occupancy & market-share.

*The Impact of Social Media on Lodging Performance: Cornell University, Chris Anderson Ph.D.
3. Background Information about Industry Problems and Study Results

TOP ONLINE TRAVEL ACTIVITIES

Leisure | Business
--- | ---
60% Search engines | 68% Hotel websites
58% Hotel websites | 57% Airline websites
47% Airline websites | 53% Search engines
47% OTA | 48% OTA
43% Map sites | 47% Map sites
40% Travel review sites | 43% Car rental websites
27% Car rental websites | 40% Travel review sites

* Ipsos MediaCT/Google Travel Study, May-June 2013.
Background Information about Industry Problems and Study Results

In about 9 sessions before he/she books, the average traveler looks at 22 websites.

*Google – The 5 Stages of Travel
Sharing Travelers are sharing more about their own trips, leading to more online content that will inspire others to dream.

- Travelers who have uploaded a video related to past travel: 11% (Leisure) vs. 26% (Business)
- Travelers who share pictures of their vacations online: 53% (Leisure) vs. 52% (Business)
- Travelers who enjoy reading online experiences, reviews and information of other people who travel: 49% (Leisure) vs. 57% (Business)

* Traveler's Road to decision, Google & IPSOS OTX Media CT, July 2011
4. Price – Value Matrix

<table>
<thead>
<tr>
<th>Price 300 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>High price &amp; low quality</td>
</tr>
<tr>
<td>High price &amp; high quality</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price 50 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low price &amp; low quality</td>
</tr>
<tr>
<td>Low price &amp; high quality</td>
</tr>
</tbody>
</table>

Reviews
0%  
100%
4. The 360° Review Management Solution

- Collection
- Analysis
- Integration
- Distribution

360° Review Management Solution
4. The 360° Review Management Solution

Collecting new reviews through email and/or tablets

Customize your review emails | Multilingual emails for your guest

Please review us

Dear Ms Paula Marques,

You have recently been a guest in our hotel.
We would greatly appreciate a short review of your stay. Your opinion is very important to us and we would like to continuously improve our service.

Thank you,
Your team from Hotel Get Away

Please click on the link to submit your review.

[Submit Review]
| 25% Average Return Rate | Add individual questions | Protection from fake reviews |

**The 360° Review Management Solution**

**COLLECTION** | **INTEGRATION** | **DISTRIBUTION** | **ANALYSIS** | **LIVE DEMO**

**The review form**

Please take a few minutes to review your stay!

Your answer helps us to improve our services.

Did you have breakfast in the Hotel?

**SEE EXAMPLE >**
Integration of reviews on your website (Widget)

- Build trust and reputation
- Increase your commission free bookings
- No forwarding to third party booking portals

Our Customer Satisfaction Index

“EXCELLENT” 89%
I had a very good time there, great staff and everything was...
1926 reviews independently collected
Check out more

Our Customer Satisfaction Index

“EXCELLENT” across 27 external portals
Check out more

www.mauritzhof.de
www.prestonpalace.nl
www.hi-hamburg.de
www.continentalhotelbudapest.com

SEE EXAMPLE >
4. The 360° Review Management Solution

Distribute reviews through social media and review portals

- Increase your rankings and bookings on multiple sites
- A Facebook recommendations reaches hundreds of friends
- Increase your visibility on the internet on search engines

Different Portals

Social Networks

You like this.
Share 1

SEE EXAMPLE >
4. The 360° Review Management Solution

Analysis (strengths, weaknesses, internal / external reviews, competition-benchmarking)

- Save valuable time with automatic reporting
- All your online reviews in one place
- Integrated system for quality and complaint management

See example >
4. The 360° Review Management Solution

Analysis (Strengths, Weaknesses, internal / external competition, benchmarking)

- Manage multiple properties
- Increase the performance of your portfolio
- Competition benchmarking for each hotel

HOTEL A
- COMPETITION
- SEMANTICS
- EMAIL REPORTS
- EXTERNAL PORTALS
- SOCIAL MEDIA
- PDF / EXCEL REPORT

HOTEL B
- COMPETITION
- SEMANTICS
- EMAIL REPORTS
- EXTERNAL PORTALS
- SOCIAL MEDIA
- PDF / EXCEL REPORT

HOTEL C
- COMPETITION
- SEMANTICS
- EMAIL REPORTS
- EXTERNAL PORTALS
- SOCIAL MEDIA
- PDF / EXCEL REPORT

HOTEL D
- COMPETITION
- SEMANTICS
- EMAIL REPORTS
- EXTERNAL PORTALS
- SOCIAL MEDIA
- PDF / EXCEL REPORT

HOTEL E
- COMPETITION
- SEMANTICS
- EMAIL REPORTS
- EXTERNAL PORTALS
- SOCIAL MEDIA
- PDF / EXCEL REPORT

HEADQUARTER LOGIN

SEE EXAMPLE >
5. Case studies

Myrtle Beach, SC, set out to show that its 60 miles of coastline are just as great during the 60 days of fall as they are in the summer. The tourism board posted unnamed spots (like local attractions and restaurants) on Pinterest, Facebook and Twitter. Then, on “Trip Tuesday,” followers were asked to guess these secret locations, resulting in a new winner each week.
Hotel Deimann

“The review management system of Customer Alliance has given us the opportunity to get real guests reviews which we can use efficiently to improve our online marketing by publishing them on our website. We've noticed that these reviews have led to more direct bookings, giving us more independence from external portals.”

Rolf Gnacke
General Manager

Place
Schmallenberg

Hotel type
Hotel cooperation

Website
deimann.de

Rooms
74

Clicks on the review widget
27,676

New Reviews
1,497

Direct booking inquiries
490

Savings on commissions
37,419 €

Commission free revenue
249,459 €
“VisitSweden wanted followers to view the country through a more artistic lens. Utilizing photographs from the avant-garde Hilton Brothers, the bureau dedicated a Pinterest board to showcase its capital city and inspired nearly 1,000 Stockholm itineraries in the process.”
Customer Alliance provides you with the option to forward guests to certain review portals.

The Hotel “Molitors Mühle” suffered from not generating enough and realistic reviews and had only a few reviews on HolidayCheck which were mainly complaints. These led to a bad recommendation rate of 59%.

Customer Alliance redirected more guests to HolidayCheck. With the increasing amount of reviews the recommendation went up to 84%.

Recommendation rate on HolidayCheck before
59 %

Recommendation rate on HolidayCheck now
84 %

Increase
+25 %

Duration
4 months
Tourism Australia

“Fans create more than 95 percent of content on this tourism board’s profiles. By taking advantage of digital media’s 24-hour time loop and dedicated interaction with its followers, Tourism Australia has inspired the contribution of more than 1,000 photos every day across its social media networks.”
52% of Facebook users stated that seeing friends’ vacation pictures inspired them to book a trip to that particular place.

“Travelers are 80% more likely to book a trip from a friend liking a page than they are from responding to a traditional advertisement.”
5. Case studies

My Val Thorens

To celebrate the launch of the new snow resort Val Thorens in France Club Med has created the “My Val Thorens” Facebook application on the Club Med Facebook pages of 13 countries. The aim of this interactive application is to allow consumers to help create the Resort by voting for the name, the logo and other features which will then be adopted by the Resort.

Each participant gets the opportunity to win the grand prize: an all-inclusive week’s holiday for two at the new Val Thorens Resort during the opening event in December 2014.
The Australian boutique hotel “1888 Hotel” rewards popular Instagram users by offering them a free night amounting to 150 $. All they have to do once they reached 10k followers on Instagram is following the 1888 Hotel and send an email with their contact details.

Besides, all guests have the opportunity to win a free night by just taking a great Instagram shot with the hashtag #1888Hotel.
all the reviews from different sources are organized to setup an easy and fluid dialogue allowing you to save precious time and still make your guest happier to review and recommend you after his stay

And start the process all over again

You will increase your direct bookings and save money on external portals commissions
8. References Independent Hotels

[Map showing locations of independent hotels around the world with logos of various hotels at the bottom]