

REVIEW + REPUTATION MANAGEMENT IN SOCIAL MEDIA

Monitor, sustain & shape



European Regional
Development Fund
Investing in your future



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

Facts about the company



Sponsored by



European Regional
Development Fund
Investing in your future

 **3.000+**
hotels

 **35+**
countries

Partner Association



2. Problems of a hotel manager



2. Problems of a hotel manager





3. Background Information about Industry Problems and Study Results

Impact of online reviews

First Search

Purchase



Day 1

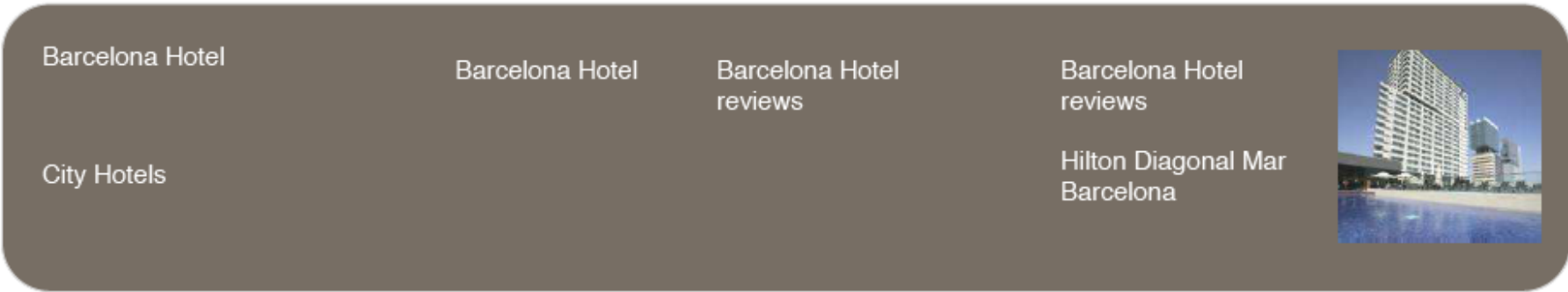
Day 6

Day 8

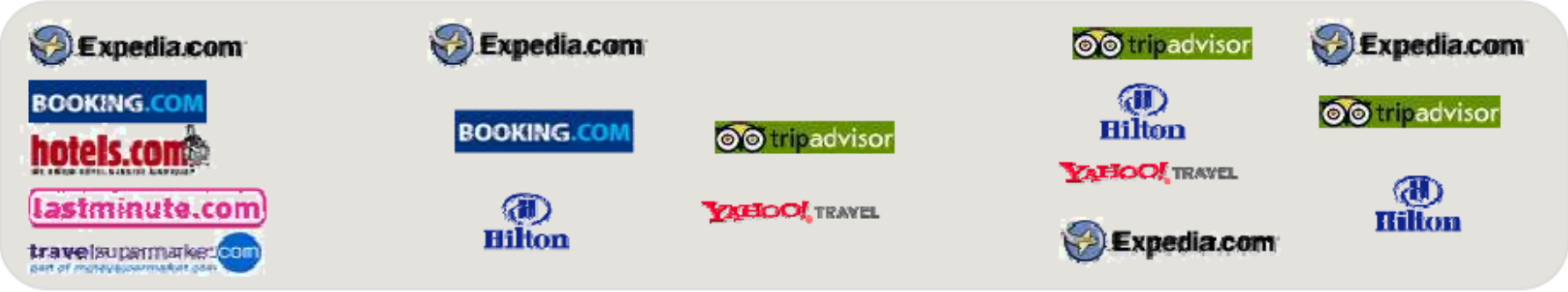
Day 15

Day 17

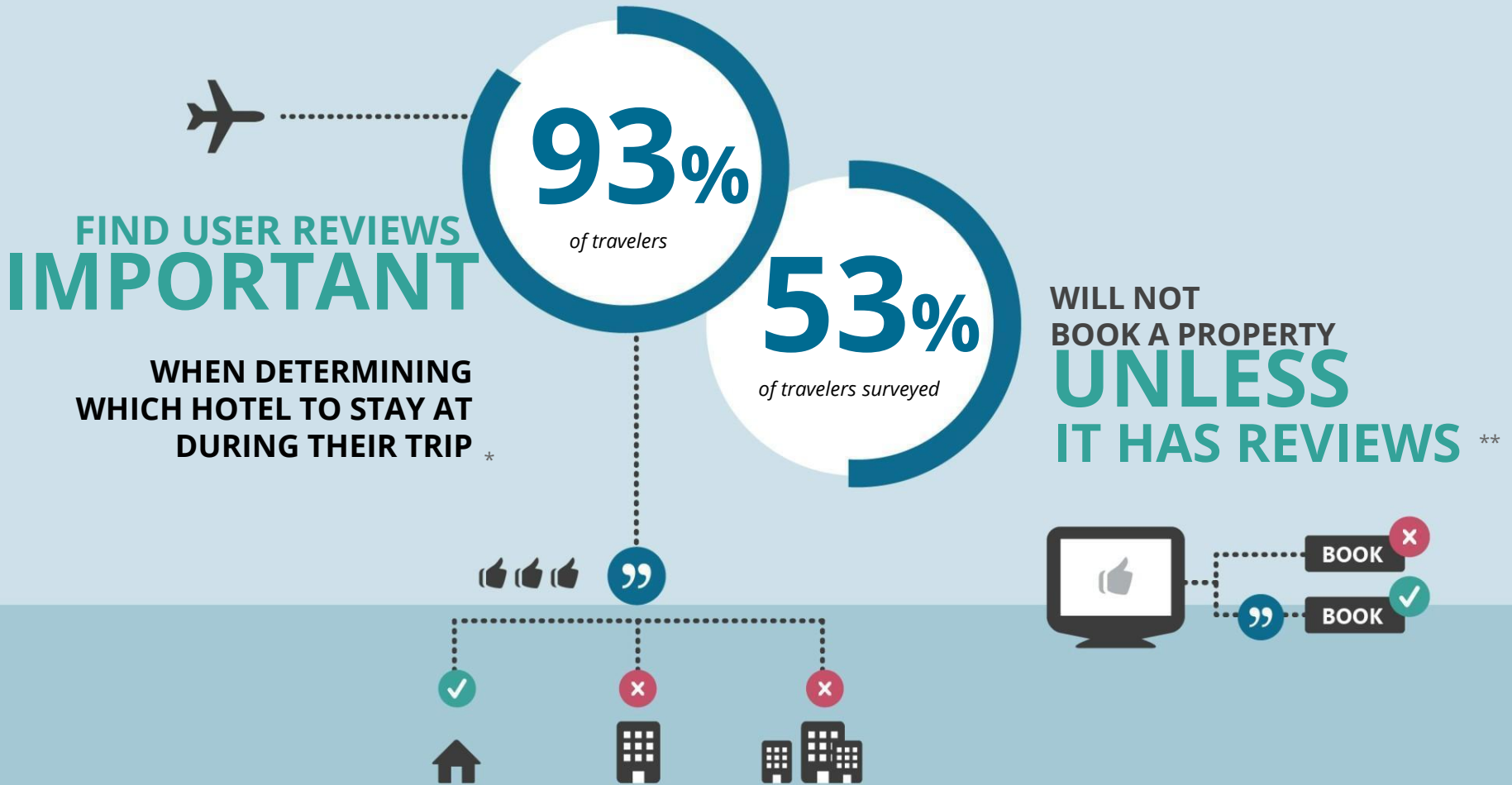
Searches



Visits



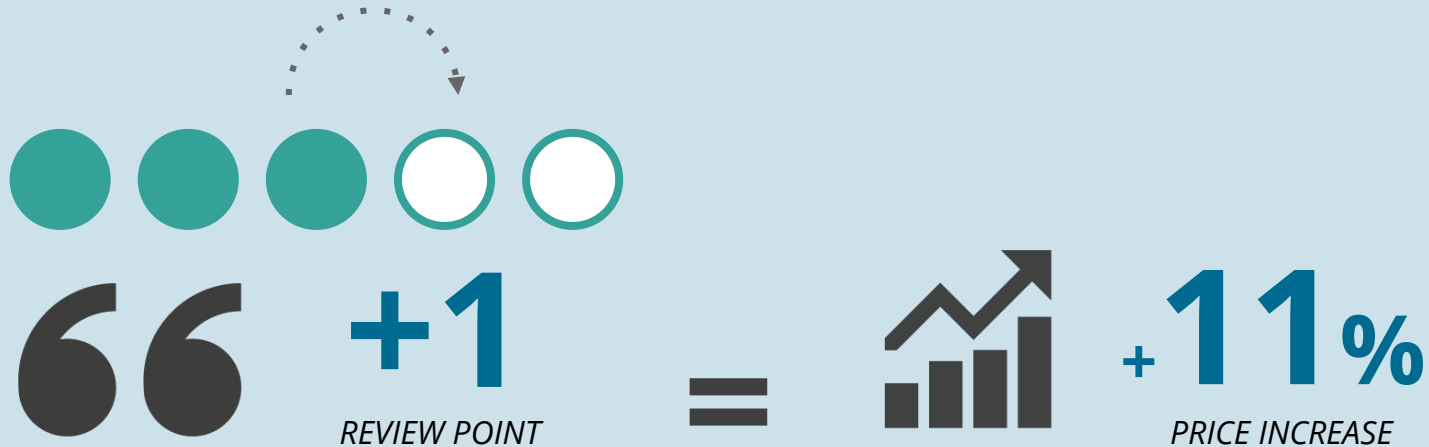
Impact of online reviews



* 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

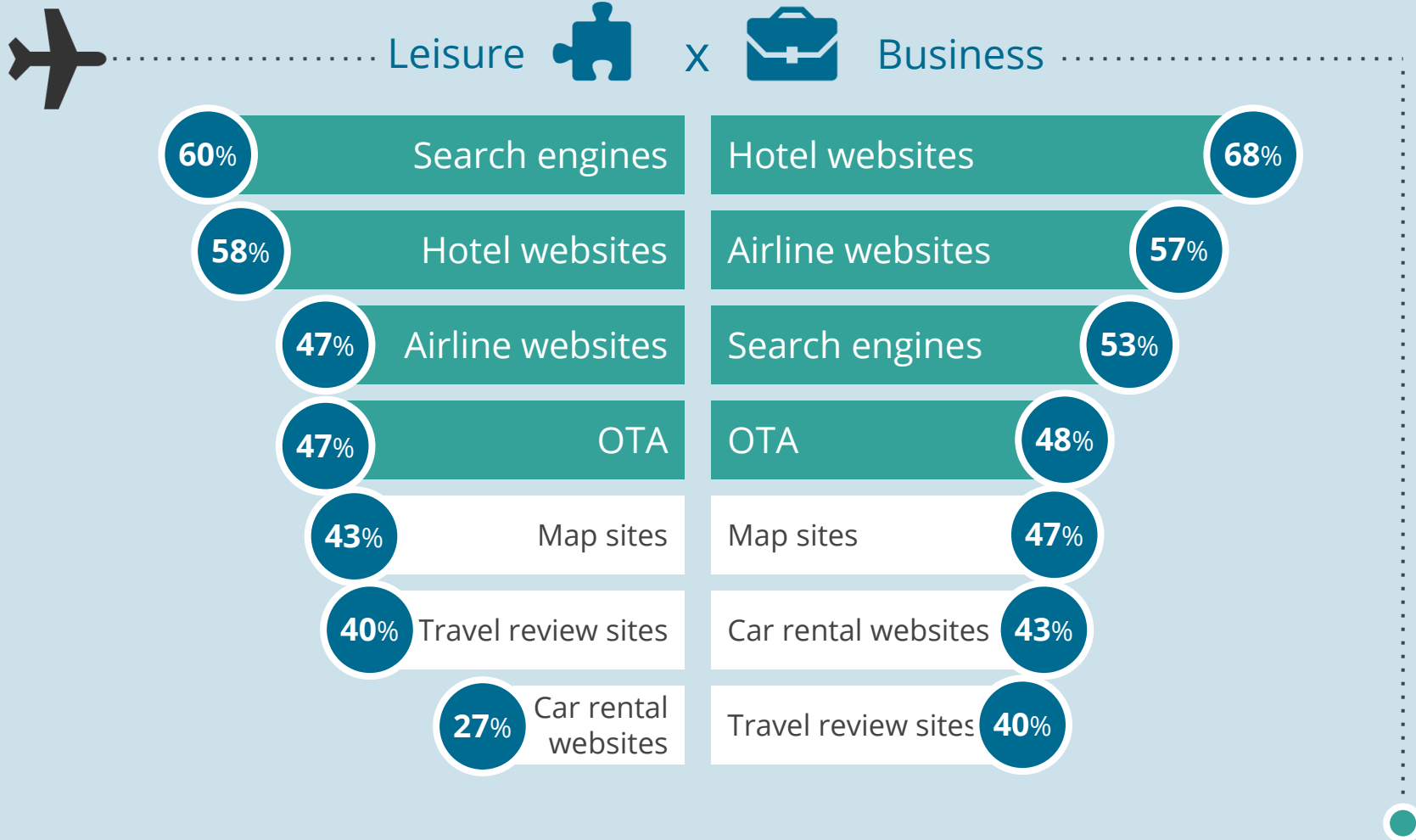
Impact of online reviews



**IF THE REVIEW SCORE
INCREASES**
BY +1 POINT ON A 5 POINT SCALE *

AND STILL MAINTAIN
THE SAME OCCUPANCY &
**MARKET-
SHARE**

TOP ONLINE TRAVEL ACTIVITIES



* Ipsos MediaCT/Google Travel Study, May-June 2013.



THE AVERAGE TRAVELER
LOOKS AT 22 WEBSITES
 IN ABOUT 9 SESSIONS
 BEFORE HE/SHE BOOKS



* Google - The 5 Stages of Travel

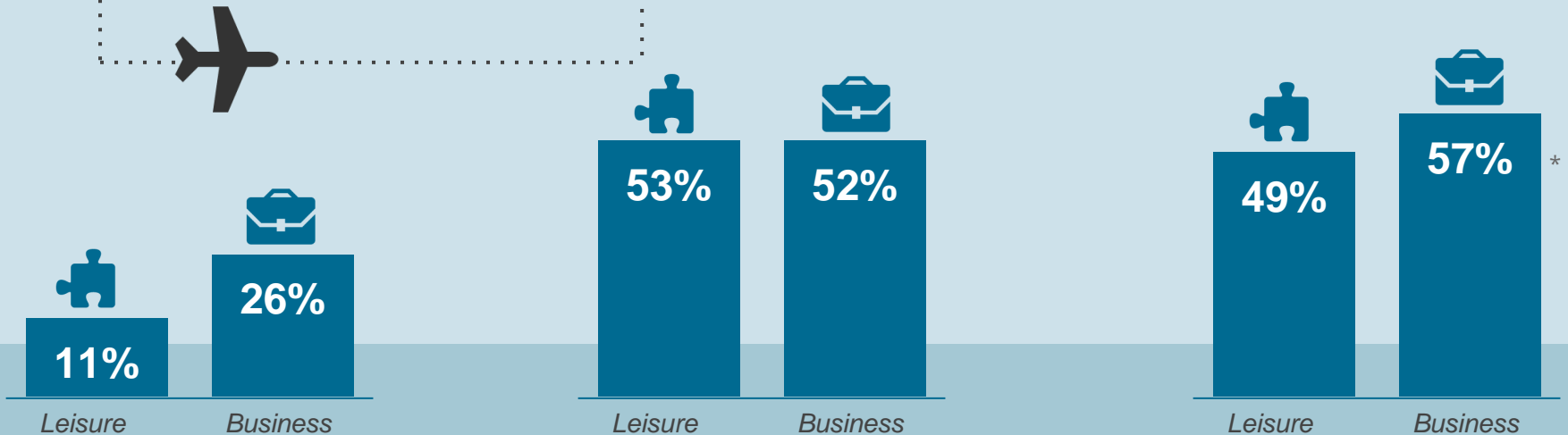
Impact of online reviews

5 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 *

Travelers who say they share pictures of their vacations online *

Travelers who enjoy reading online experiences, reviews and information of other people who travel *



* Traveler's Road to decision, Google & IPSOS OTX Media CT, July 2011



360°

REVIEW
MANAGEMENT
SOLUTION

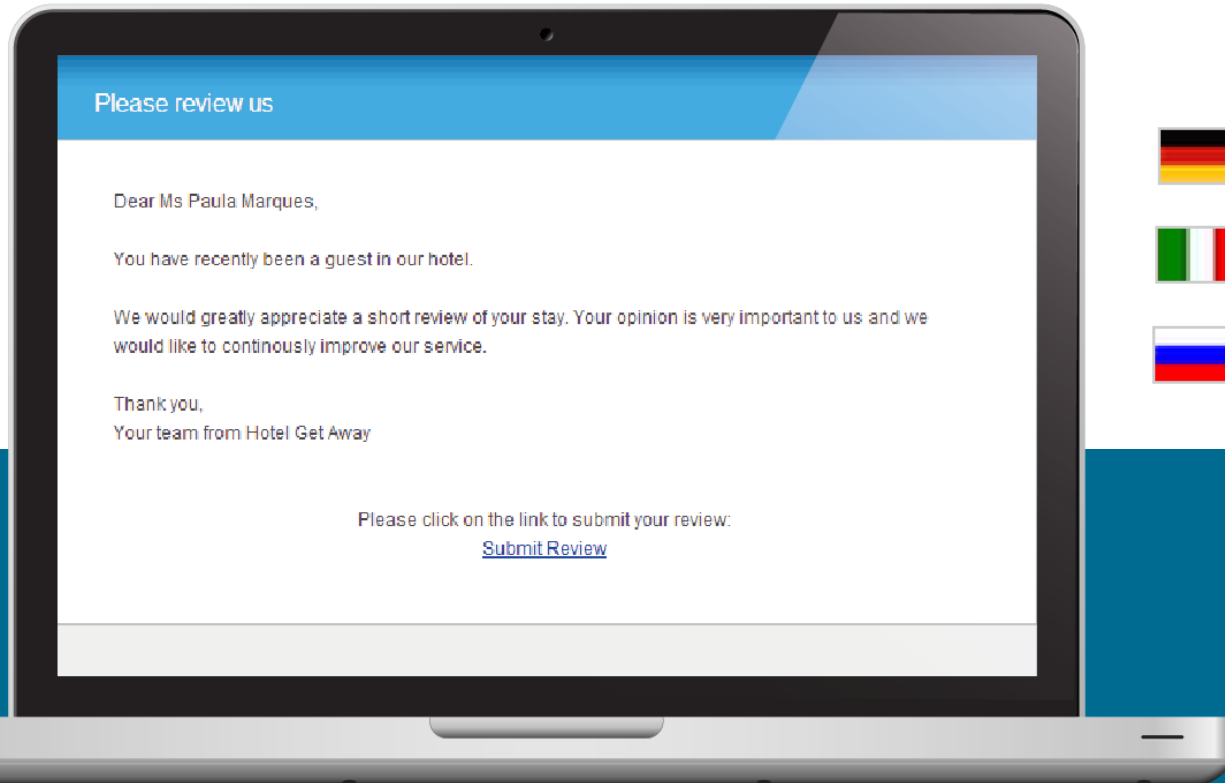


Collecting new reviews through email and/or tablets



Customize your review emails

Multilingual emails for your guest



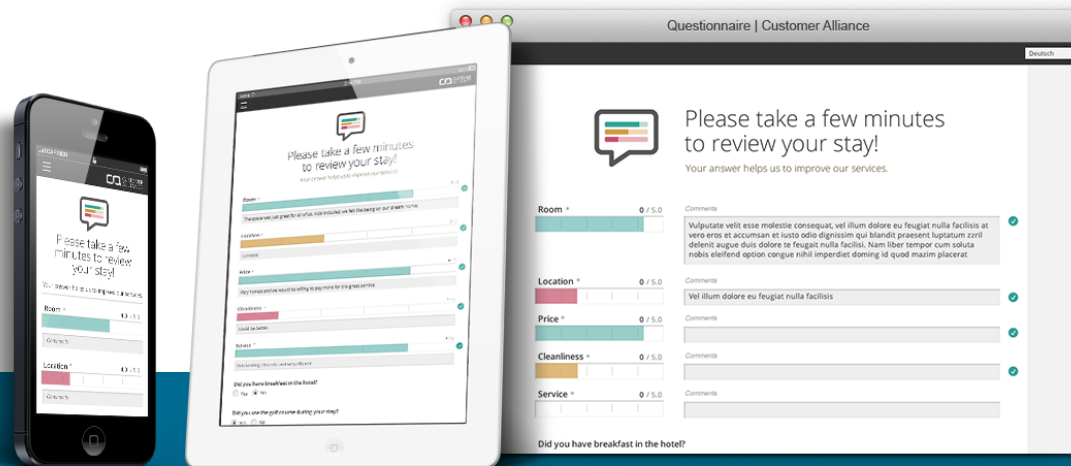
[SEE EXAMPLE >](#)

The review form

25% Average Return Rate

Add individual questions

Protection from fake reviews



[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...

1926 reviews
across 27 external portals

[Check out more](#)

Our Customer Satisfaction Index

"EXCELLENT"
89%

I had a very good time there, great staff and everything was...

1926 reviews
Independently collected

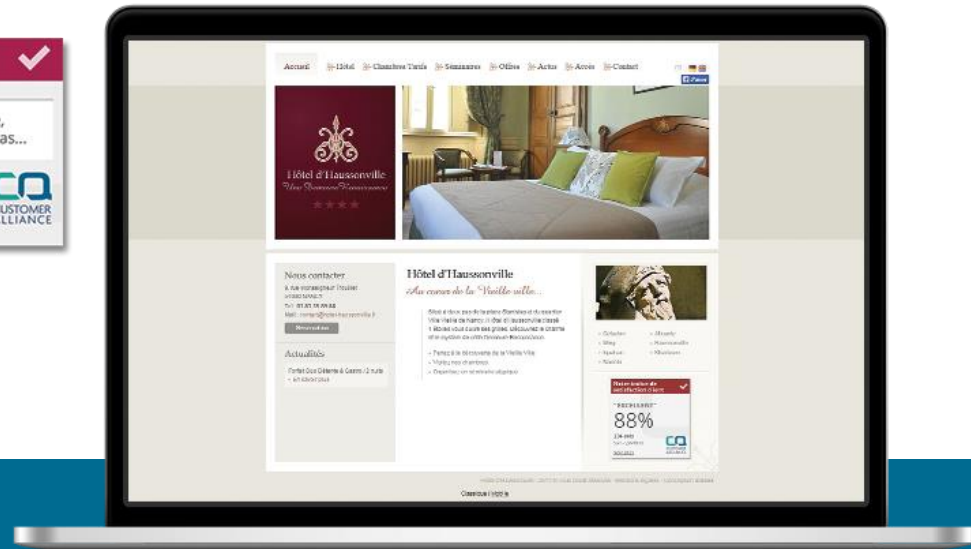
[Check out more](#)

Our Customer Satisfaction Index

"EXCELLENT"

across 27 external portals

[Check out more](#)



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

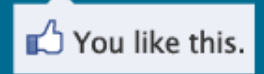


YOUR WEBSITE

DIFFERENT PORTALS



SOCIAL NETWORKS



[SEE EXAMPLE >](#)

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



COMPETITION



SEMANTICS



EMAIL REPORTS



EXTERNAL PORTALS



SOCIAL MEDIA



PDF / EXCEL



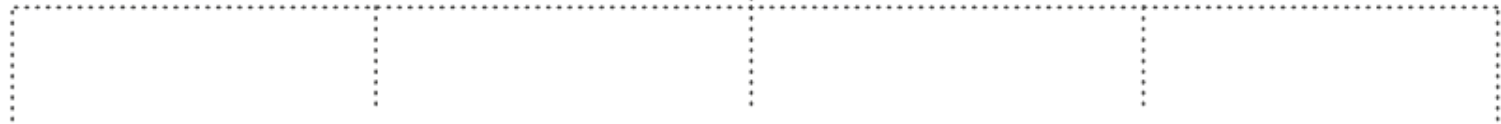
[SEE EXAMPLE >](#)

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

Manage multiple properties

Increase the performance of your portfolio

Competition benchmarking for each hotel



HOTEL A



HOTEL B



HOTEL C



HOTEL D



HOTEL E

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

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[SEE EXAMPLE >](#)

5. Case studies



Visit Myrtle Beach

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.

Likes

+ 1.0 Mio.

Talking about this

+36.000



**SOCIAL MEDIA
IN TRAVEL +
TOURISM
AWARDS 2013**



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

Hoteltype
Hotel cooperation

Website
deimann.de

Rooms
74

Clicks on the review widget

27.676

New Reviews

1.497

Direct booking inquiries

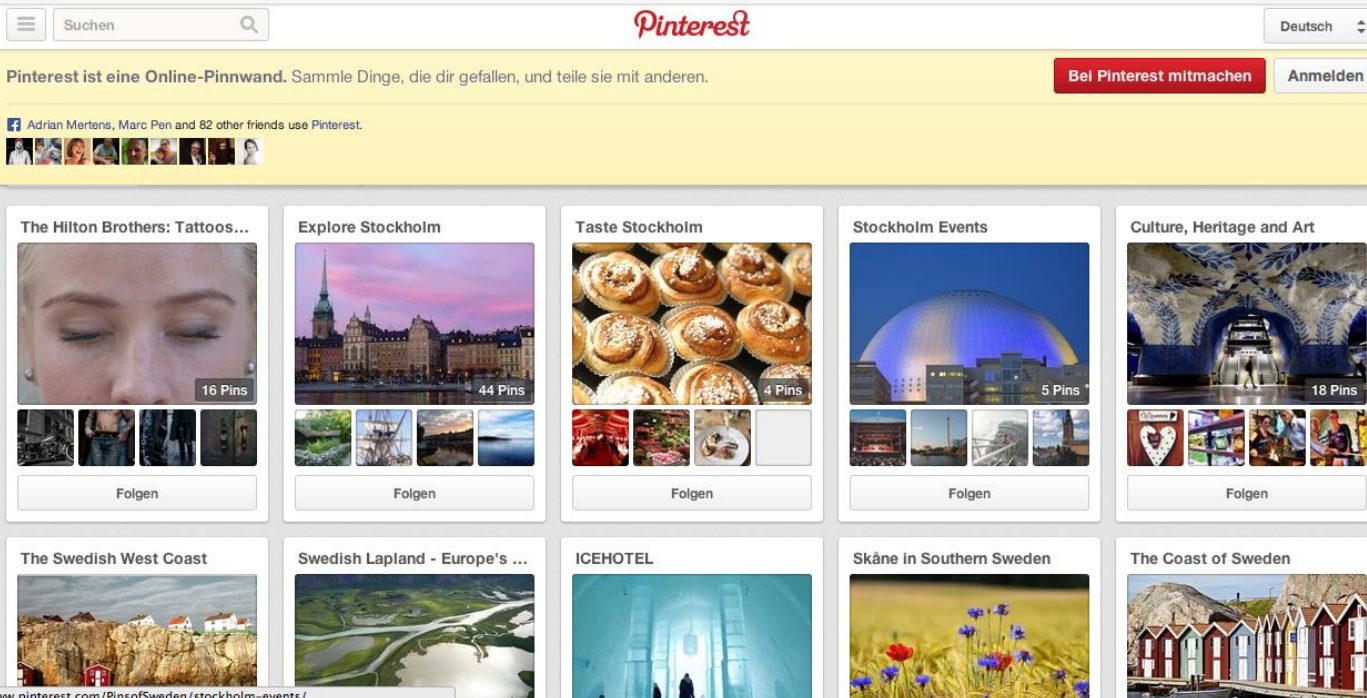
490

Savings on commissions

37.419 €

Commission free revenue

249.459 €



Best Pinterest Photos +1.000 Itineraries

"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."

New user generated itineraries

+1.000



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Molitors Mühle

More Reviews on HolidayCheck

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

Place
Eisenschmitt

Hoteltype
Independent Hotel

Website
molitor.com

Rooms
40



Tourism Australia

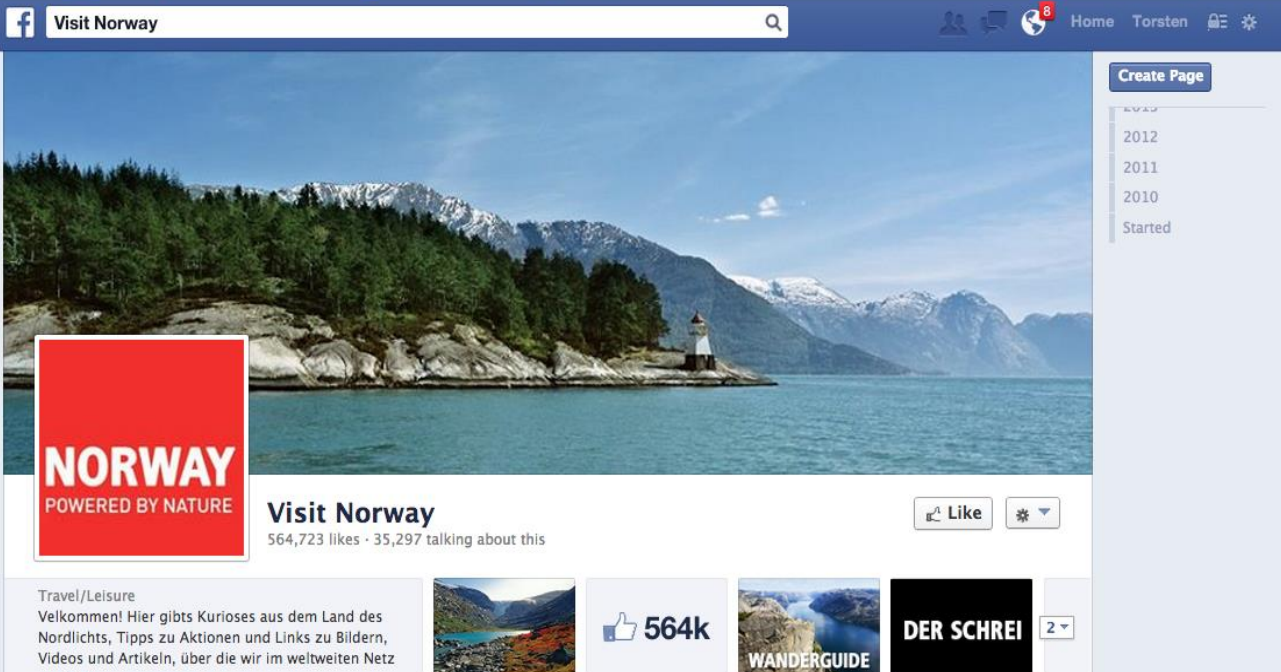
"Fans create more than 95 percent of content on this tourism board's profiles. By taking advantage of digital media's 24-hour time loop and dedicated interaction with its followers, Tourism Australia has inspired the contribution of more than 1,000 photos every day across its social media networks."

+95% of
content
created by
tourists!



**SOCIAL MEDIA
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TOURISM
AWARDS 2013**

5. Case studies



Visit Norway

"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."

Likes

+34.000

Duration

45 days

Likes now

+500.000



And what's your idea of a perfect resort?
Join us in creating our new ski resort in Val Thorens.

Click  to vote and enter for a chance to win a one-week holiday for 2 as a "V.I.P. fan" during the resort's inauguration.



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

Likes on Facebook page

1.207.000

"My Val Thorens" Facebook App in

13 countries

Active monthly users of the App

6000

Vote ending on

April 16th



The first Instagram Hotel

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.

Followers on Instagram

2.829

Generated hashtags #1888Hotel

926



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

7. Chain References



8. References Independent Hotels



