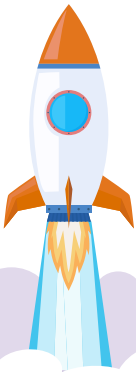


julie

E-Book: Edition #1

GUEST REVIEWS

BLESSING OR CURSE?

Holiday time - Recreation time

As you know from your own experience, the holiday season is a very special time of year. However: holidays not only bring personal rewards, they also have costs, which include time and money. Remember: that's exactly how your guests feel - the whole effort should be worth it!

The challenge of expectation

Your guests want every aspect of their holiday to be perfect: the location, the accommodation, the service they receive, and the personal experiences they share. For your holiday to really meet your expectations, you need to make the right choice and book "the right thing". This is not always easy with the large number of offers available.

INFORMATION

Expectations:
- Personal significance of the holiday season
- Individual preferences
- Time, effort and costs
- Desire for perfection

Challenge:
- Wide range of options
- Transparent comparisons
- Making the right choice

The judgment of others

Today, hardly anyone books a trip without doing some online research beforehand. Review websites like TripAdvisor, HolidayCheck or Zoover are among the largest and most used, with up to 17 million combined monthly visitors.

Feedback counts!

Why? Because the experiences of like-minded holidaymakers count! Travelers can share their experiences and impressions on review websites and give feedback on all aspects of their accommodation stays.

- Was the room clean?
- Did the food taste good?
- Did they feel well looked after?

This insider knowledge influences the booking decision!

INFORMATION

Decision factors:
- Review websites
- Guest reviews
- Testimonials
- Pictures
- Authenticity
- Comparisons

"Your guests are influencing your potential guests"

Review websites

Here you can see two typical reviews on the websites of HolidayCheck and TripAdvisor. One is a prime example of a positive review, and the other includes a negative aspect to the stay.

Maria M.

6,0 / 6

"The hotel is fantastic! Perfect for anyone who wants to get away with their partner to relax and be pampered "

Sarah wrote a review yesterday.

Very beautiful hotel!

"A few steps and you are in the main square. Friendly staff and nice spa area. In the evening there was a dance area with beautiful Italian music playing, which was very nice. We only booked for breakfast, but in Abano there were not too many restaurants."

Think for yourself

- Which accommodation are you more attracted to?
- Which would you want to read more about, or even book?

Guest feedback

Guest feedback not only helps your guests - as a landlord you can also learn and benefit from it!

Blessing or curse?

Positive guest feedback is **free advertising** for your business! With the increase in popularity of review websites, the reach of these individual contributions automatically grows. If your accommodation is evaluated positively, this information quickly reaches many potential guests. This in turn increases reputation and image and can **indirectly increase** the turnover of your business. Feedback enables you to look at what you are offering from a different perspective - through the eyes of your guests.

Online reviews highlight both the strengths and the weaknesses of your service package and you can use this to your advantage. Feedback from review websites can be used as a **market research function** that would otherwise normally cost you a lot of money to carry out.

INFORMATION

Guest feedback:

- Gain an alternative perspective
- Use as a market research function
- Opportunity for improvement
- Risk of unjustified criticism

Managing feedback

How can you as a **landlord** deal with guest feedback? We have put together a few tips for you!

Tip #1: Responsibilities

What does it look like in your company:

- Who takes care of receiving guest feedback?
- Do you have a guest feedback form?
- Who is responsible for your online presence, including social media accounts?
- Are you aware of the main guest review websites?
- Who monitors them, and how often are they checked?
- When you receive guest feedback, how do you react?

It helps to define clear **responsibilities** and procedures so that everyone involved knows how they should approach this, and why it is important.

INFORMATION

- Handling in-house feedback from guests
- Social media awareness and operating skills
- Monitoring of online guest review websites
- Define clear roles and responsibilities

Tip #2: Reaction

Respond as quickly as possible to reviews: it is not only the guest reviews that will be read, but also your reactions to them. Potential guests want to know who is behind the accommodation and they will be asking themselves:

- How does the host deal with guest feedback, especially negative reviews?
- Are suggestions for improvement taken seriously?
- Does the host look like they care about their guests?

You should **reply to guest feedback** as quickly as possible! We are all aware of how the time people are willing to wait for a reply has shortened in modern life.

A time frame of 24-48 hours is our recommendation for replying to guest reviews. Also, before you post your reply, ask yourself, “would I be happy to post this same response in 3 years’ time?“, because it is likely that your post will still be visible to the world then!

INFORMATION

- Global visibility creates pressure to act
- Aim for a 24-48 hour reply to guest reviews
- Be forward-thinking and strategic in your replies

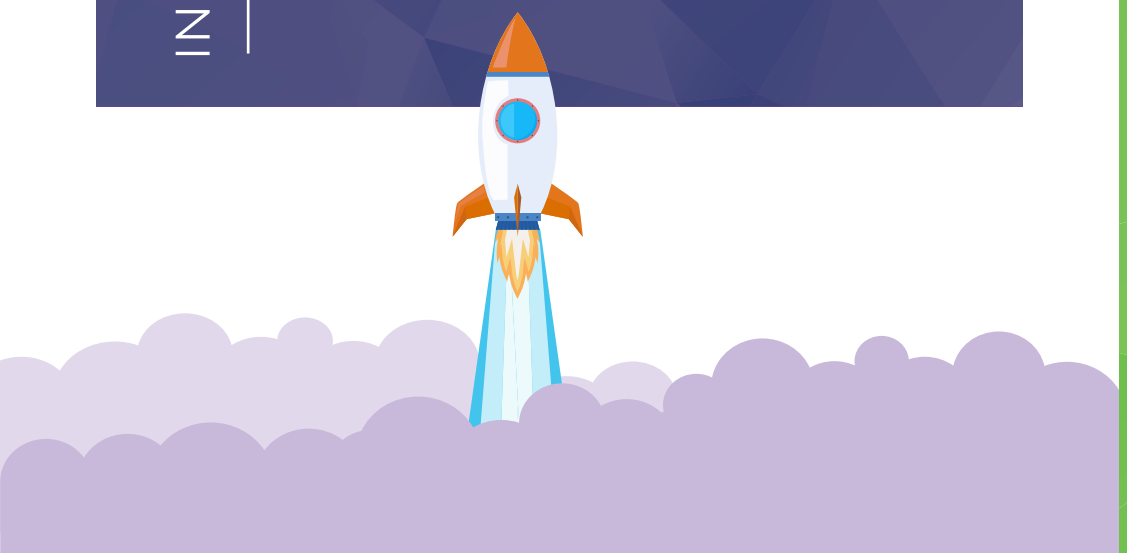
Tip #3: Appreciation

Show appreciation: if a guest takes the time and effort to provide a review of your business, your employees, the premises or the service they have received, they do so with a certain expectation: either they are positively impressed and would like to give you pleasure with their praise, or they would like to help you and encourage improvement. Both should be welcome to you as a host!

Therefore, react to guest feedback, speak to your guests about their experience, thank them for praise and take up **suggestions for improvement.**

INFORMATION

- Gratitude for praise & (politely & appropriately expressed) criticism
- Reflect on criticism when it is expressed
- Use this as a basis for improving your offer for future guests



Positive guest reviews

How best deal to deal with them?
Let's start with what we all secretly like to hear: Praise.

Tip #1: Rejoice

Do you get good or **very good feedback** on guest review websites? Or have your guests praised you directly? Rejoice! You have done something right and impressed your guests beyond their expectations. That is a great achievement! You can be proud of these reviews and celebrate them with your team. Be sure to pass the praise on to your employees, after all, you make a significant contribution to success together!

Tip #2: Say "Thank you"

Be sure to let your guests know that you appreciate their feedback and reply to it: directly on the review website, or if you have their contact information also by email or in a short telephone call. Your guests will be delighted that you value their feedback.

INFORMATION

Joy & gratitude

- Take time to appreciate the praise you receive
- Reply to positive feedback also
- Use direct contact where possible
- Show appreciation and look to provide aftercare

Tip #3: Think into the future

This leads nicely onto the next point: Think strategically! A guest who has rated you positively may well want to stay with you again in the future. Offer them a little "treat" in response to their feedback - such as a bottle of wine in the room or a small discount for their next booking.

INFORMATION

Strategic thinking

- Build sustainable guest relationships
- Look to increase returning guests
- Offer a repeat booking incentive

Tip #4: Communicate your strengths

Do you have a niche or feature that guests are particularly enthusiastic about? Then communicate it out to the world through your sales channels! Really **positive reviews can be shared on social media platforms,** for example, or you can tailor your newsletter campaigns accordingly and advertise your offer in a targeted manner.

INFORMATION

Communicating strengths

- Think about your "Unique Selling Proposition"
- Build it into an offer that includes positive guest reviews on the topic
- Promote it on all your distribution channels

Negative guest reviews

Of course, we all want positive feedback, which makes us feel appreciated and happy, but back in the real world... every host will receive negative feedback at some time or other. It is a natural response that we can feel offended by negative feedback. You can learn a lot from critical feedback. Use it to your advantage and make improvements based on it.

It's not the end of the world

Your guests will often point out things that you are unable to see for yourself in your role as host. None of us are immune to the so-called "blindness of the operator". Resist the urge to be angry, accept appropriate feedback, and most of all, don't take it personally.

Always be willing to ask your guests if they have any suggestions for feedback. Was there anything they feel could have improved their stay with you? When you do receive a negative rating, we have a few tips for you.

"Replying to constructive criticism skillfully can be used as powerful advertising!"

Tip #1: Don‘t run away!

Do not delete negative reviews: Even though an escape strategy of “nobody has seen it“ may sound quite tempting, you can be sure that someone has always seen it! The censorship of negative feedback can backfire and make it look as if you go out of your way to **avoid criticism.** It gives a more professional impression to your (potential) guests if you deal with it constructively and take a reflective stance. To demonstrate a **respectful dialogue** with an unsatisfied guest is generally seen as a positive thing by others.

INFORMATION

- Avoid looking for an escape strategy
- Use reflection instead of censorship
- Show professionalism and courtesy

Tip #2: Sleep on it!

We all know from personal experience: in an emotional situation it is often difficult to remain neutral, polite and friendly. Do yourself a favor and let a night pass before you react to negative criticism - **your response** is more likely to be calmer and more considered.

INFORMATION

- Do not act on impulse or emotion
- Let 24 hours pass before replying to negative feedback
- Consider your response and think strategically

Tip #3: Change channel

If you want to make direct contact with the person providing the feedback, then if possible do so using a more private method.

- Change the channel and do not discuss publicly on the guest review website or social media!
- Contact the person by email, telephone or private/direct message.
- **Our tip:** Even if you decide to change channels, you should also respond on the more public guest review website to say that you will contact the author directly to discuss the issue(s) they have raised.

INFORMATION

- Direct contact
- Private communication methods
- Never discuss on a public forum

Tip #4: Apologize

If it turns out you have made a mistake, apologize for it. No person, no company, no host is perfect - admitting a mistake shows you listen, are honest, and this can go a long way to quickly smooth out any issue(s) the guest may have raised.

INFORMATION

- Mistakes can (and do) happen
- Be open and honest when things went wrong
- Look to resolve tensions

Tip #5: Stay authentic

When you respond to feedback, stay authentic: be polite and objective. Don‘t use textbook phrases. Communicate in the same way that you talk to your guests, creating authenticity and familiarity.

INFORMATION

- Show politeness & objectivity
- Personalize your communications
- Stay away from textbook phrases/replies

Tip #6: Offer help

Sometimes your guests only want your assistance or attention: Can you provide a dissatisfied guest with more information or simple support? Then do it - it could be worth it in the long run!

INFORMATION

- Answer questions or queries
- Clarify uncertainty
- Be helpful

Tip #7: Four eyes are better than two!

When you are personally involved in a negative issue, what you write often loses its objectivity. So where possible, have your feedback given a quick proofread by a colleague before sending it.

INFORMATION

- Get a colleague to double-check your reply before posting
- Keep your replies objective

Tip #8: Show boundaries

Guest service or not, one thing is clear - as a landlord you don‘t have to put up with everything! There is justifiable criticism, but unfortunately there are always guests who give inappropriate feedback, use inappropriate words, or just look for a channel to offload their anger about something over which you have no control. In these circumstances you are justified in setting out very clear limits or do not even engage in further communication, unless you feel it can be easily and calmly guided in a more positive direction.

INFORMATION

Clear words

- Supposed anonymity can make others courageous
- Unjustified criticism
- Take a clear stand
- Disengage from communication

Show not tell!

Let people know when changes have been made. We all like to see when our feedback has made a difference. Have you changed your service or implemented recommendations because of feedback from guests?

Change is good.

When feedback from guests has resulted in corresponding changes, you should use this to your advantage and communicate it!

Revisit the feedback and comment online or contact guests directly to inform them when changes have been made.

Guests, and other interested parties, will be interested to hear that you have listened and acted on their suggestions.

INFORMATION

- Keep track of feedback
- Listen to feedback and respond
- Act on relevant suggestions that improve what you are offering
- Inform people when changes have been made

easybooking

Hey Julie, please check availability from **12.05. until 14.05.** for 2 people.

I found the following options:

Your options:

Option 1
Standard Double for 2 persons

Option 2
Premium Double for 2 persons

Book **Option 2** for Guest Wilson

I have entered the booking for guest Wilson.

THE FUTURE OF RENTING.

Voice Control with easybooking

For further information visit us at:
www.easybooking.eu/julie

-Special Treat-

Would you like to learn more about **Julie** and how to improve your guest service?

Then benefit from our special **e-book treat:**

Contact us with the password **"e-book guest reviews"** and receive your Julie surprise gift!

We look forward to hearing from you at
marketing@easybooking.eu

WE ARE TOURISM

1 Innsbruck:
Hypo-Passage 2
A-6020 Innsbruck

2 Berlin:
Zossener Straße 41
D-10961 Berlin

3 Salzburg:
Moosstraße 37
A-5020 Salzburg

4 Eisenstadt:
Hartlsteig 1a
A-7000 Eisenstadt

Hypo-Passage 2 • A-6020 Innsbruck (Austria)
AT: +43 5 0908 • DE: +49 30 311 947 10 • CH: +41 44 515 58 51
E-Mail: office@easybooking.eu
www.julie.eu

Let's be friends: