



TripAdvisor: Monitor, Respond, Analyze/Improve & Grow.

Guidelines when managing your hotel listing.

Monitor

Establish a process for tracking new reviews.

- Begin with assigning one person at your property to monitor online review sites and have accountability to follow up on all reviews.
- Sign up for emails, alerts and RSS feeds to know when new reviews and scores have changed.
- Monitor the review sites bi-weekly or depending on how often your hotel receives reviews.
- Make sure your hotel is listed and that your photos, videos and descriptions are up-to-date, accurate and complementary.
- Track performance against competing hotels with TripAdvisor's performance metrics tool. **CTD Sample**

Respond

A response policy:

- Respond to all reviews within 24 hours in a personal and professional manner. This demonstrates your hotel's commitment to listening and acting on guest feedback.
- If a response is not possible within 24 hours, respond to all negative reviews first.
- When responding, always start by thanking the guest for writing a review.
- For positive reviews reinforce hotel strengths and invite the guest to return. Forward positive comments to the appropriate person who can share the feedback with deserving employees.
- In responding to negative reviews, apologize for their experience, inform them what you will do to address the problem, invite the guest to contact hotel management for resolution and describe (or even post a picture) how the problem was resolved. Make sure to track which reviews have received a response.
- Respond directly to the a negative review as well as post a generic response that will be posted to the site so other viewers can see you took action.
- If needed, forward negative comments to the appropriate person for assistance in responding and to let them know there is an issue in their department. Determine if and when the GM should be alerted.
- If a review is suspected to be fraudulent, immediately contact the review site to dispute it. If justified, the review will be removed.
- Keep in mind specific TripAdvisor management response guidelines that can be found at: http://www.tripadvisor.com/help/management_response_guidelines

Analyze / Improve

We are now challenged with maintaining high standards and must meet the expectations of our customers who have done a significant amount of research before they travel. Gain service recovery, uncover opportunities for improvement, drive satisfaction and loyalty, and reduce operating costs:

- Evaluate each review and store results in a spreadsheet for analysis.
- Analyze guest reviews to understand trends versus prior periods, identify performance gaps versus relevant competitors, uncover scoring differences among key customer groups, and provide an input for investment decisions.
- Review site feedback should be combined with your regular guest feedback program to get a full 360.
- Based on this analysis, action plans in your Marketing Plan Ecommerce tab should be created to address issues, gaps and unfavorable trends.

It is also recommended that you

- Share issues, gaps and trends with appropriate managers.
- Set goals that are measurable.
- Consider tying employee compensation to appropriate guest feedback measures, as long as they are fair and unbiased.

Grow

Online reviews can help you connect with your customers, find out what they really want and promote your hotel. This will lead to higher levels of service and confidence in your hotel.

- Display positive reviews on your site to show off positive experiences of other guests and to prevent travelers from searching for reviews on other sites.
- Encourage guests to write reviews - fewer reviews imply a less popular hotel.
- Encourage guests verbally at check out, on receipts and in communications or emails sent to guests.
- Do not have hotel employees post fake, positive comments about the hotel. TripAdvisor tracks by IP addresses and will remove your hotel from the site.