



ONLINE REPUTATION MANAGEMENT

Your Online Reputation is your most powerful marketing; manage it!

Through online reviews customers create your hotel's online reputation, which today is more powerful and influential than your own marketing. Monitoring your online reputation is critical to understand how potential customers perceive the value of your hotel and will help you to take action in critical areas.

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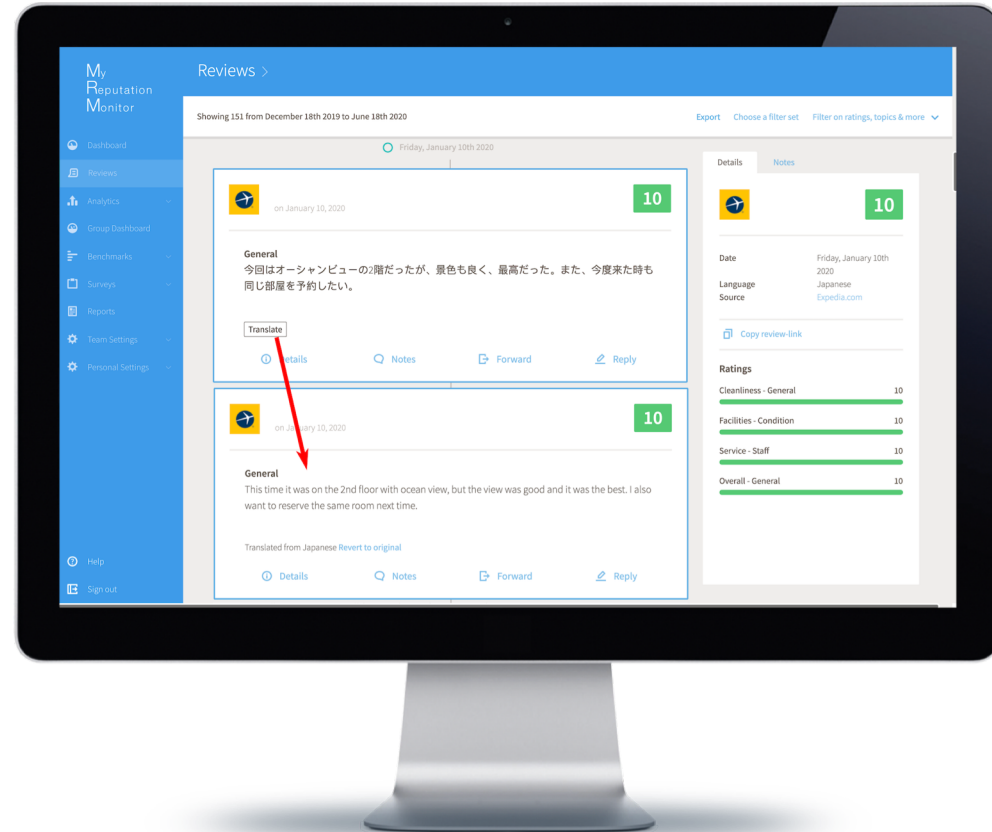
HOW IT WORKS

Our platform automatically collects and analyses online reviews from all major OTAs, TripAdvisor, Facebook, Google, etc and applies an industry-leading sentiment analysis to break down your customers' opinion about detailed characteristics of your hotel, facilities, service, etc, showing trends over time and comparing your ratings with the competitors of your choice.

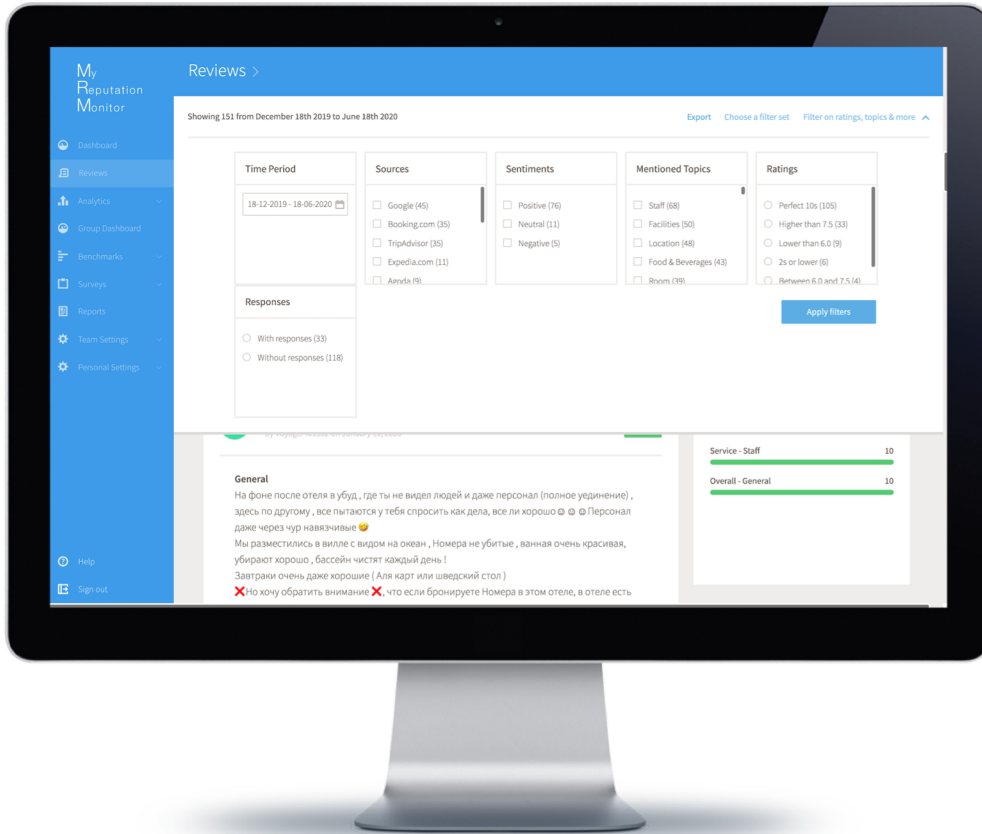
(TRANSLATE), READ & RESPOND

Read and respond to reviews as soon as they are published. Translate foreign language reviews with the push of a button.

Respond instantly to online reviews.



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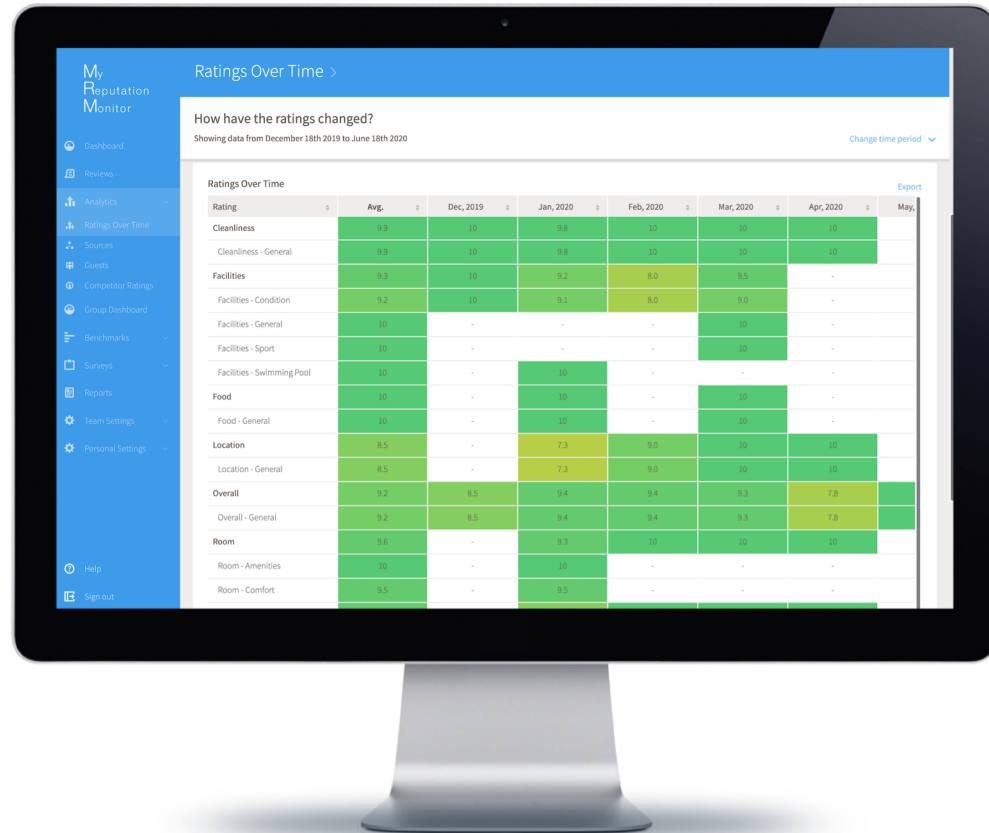


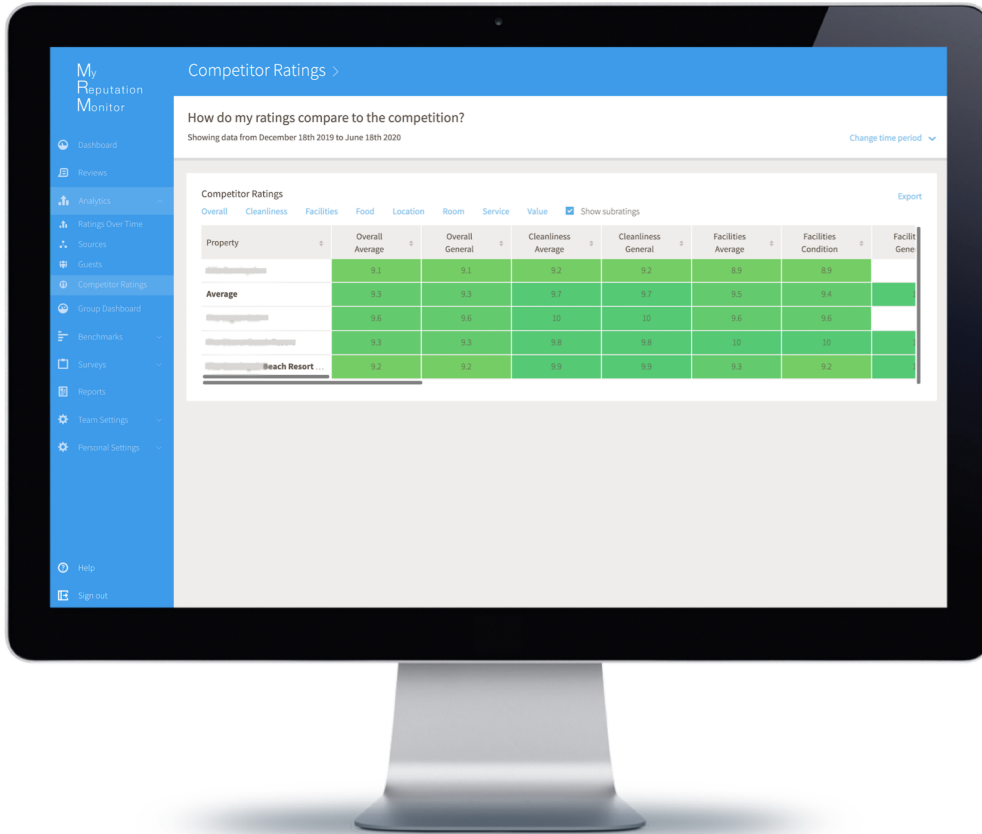
SEARCH & FILTER

Filter reviews based on time period, source, sentiment, topic, rating range, etc.

RATING OVER TIME

See how your guest ratings for different facilities and services change over time and measure efforts to improve your online reputation.



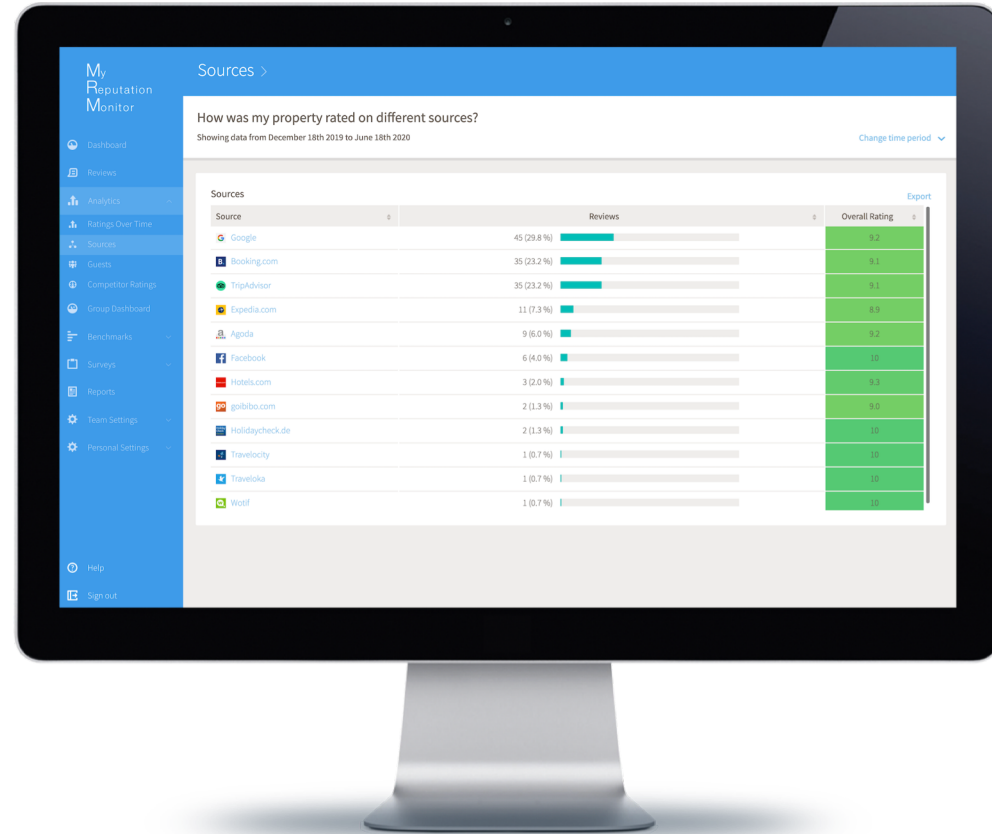


COMPARE WITH COMPETITORS

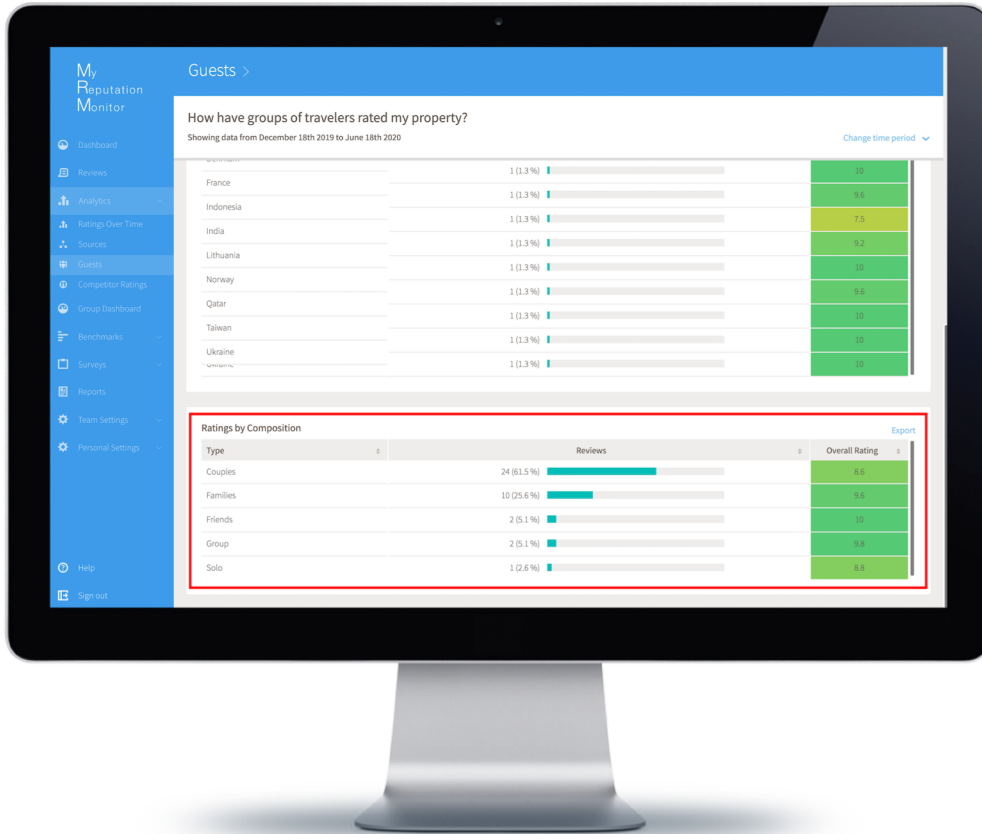
Analyze and monitor your competitors' strengths and weaknesses and define a strategy to stand-out and gain market share.

SOURCES

See where most online reviews are posted and compare overall ratings per source.



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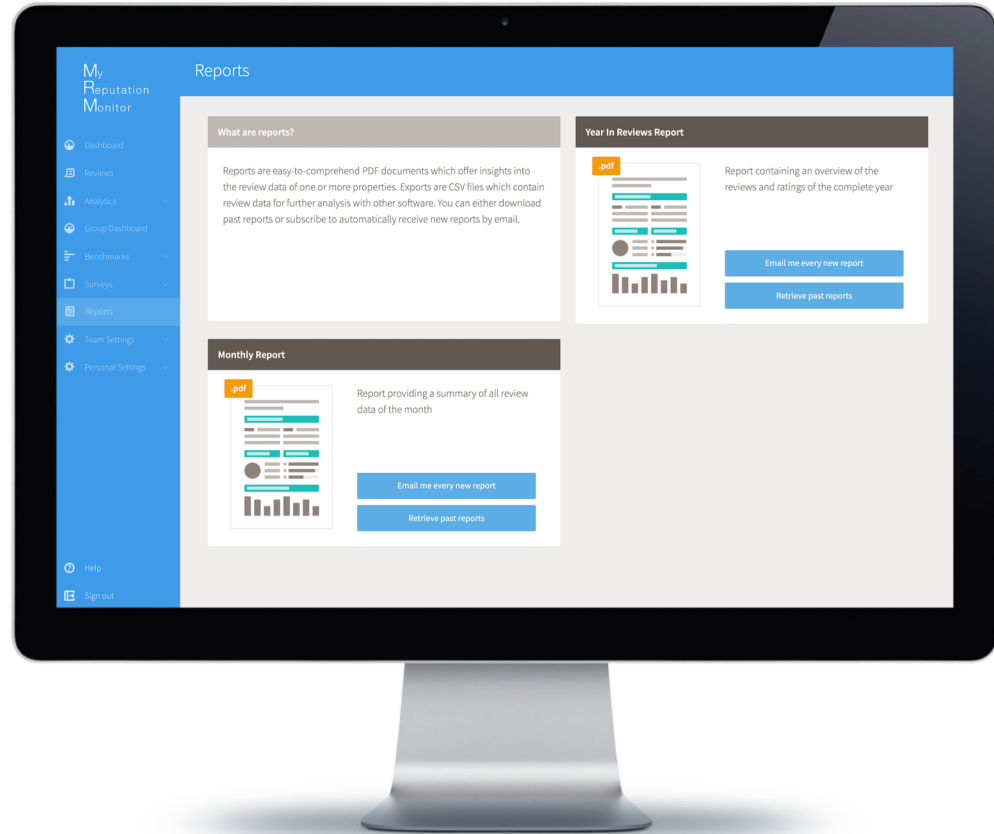


ANALYSE

Analyze reviews by market or for instance by type of customer: couples, families, friends, etc.

REPORTS

Set up customised reports and send them automatically by email to yourself and your team.



COST

Initial hotel Set-up Fee:	THB	4,500	one time
Monthly Fee:	THB	3,100	per month

Includes:

- Online review scores for your hotel and 2 competitors.
- Sentiment analysis: Guest Experience Index.
- Trend analysis.
- Automated emails with new reviews.

Additional Competitors:	THB	390	per month
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Note: No long-term agreements required; minimum 3 months.



LET'S TALK !

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