

The New Standard in Guest Satisfaction

Designed to specifically meet the unique needs of the hospitality industry, Revinat e is an easy-to-use software service that tames and demystifies the all-important realm of social media by monitoring all online guest reviews and mentions of a hotel and aggregating the data into one simple dashboard. This robust tool combined with HeBS Digital services puts the power of a customer review strategy at your fingertips. You'll quickly uncover where you can make operational improvements, increase loyalty, and drive sales by taking advantage of this partnership.

Management companies and brands can take advantage of Revinat e's management tools to improve the reputation of the entire portfolio. With corporate reporting, a management company can track best & worst performing properties across all key metrics, comparing performance against the competition, social media engagement, and key trends at both the corporate and property level. Revinat e's GS2 Report is the hospitality industry's first report that analyzes public guest feedback from online review sites and OTAs as a true measure of guest satisfaction.

Why Revinat e is the Perfect Solution for Hotels:

Reviews

Property

Site

Date

Negative (1-2 stars) ▾

Bellagio ▾

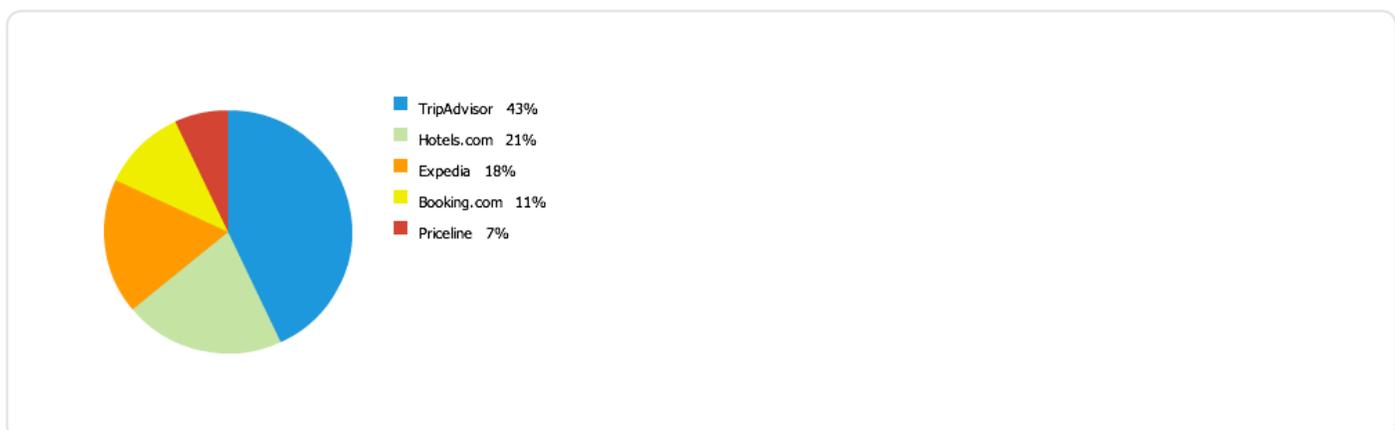
All Sites ▾

Jan 11, 2011 - Jul 11, 2011 ▾

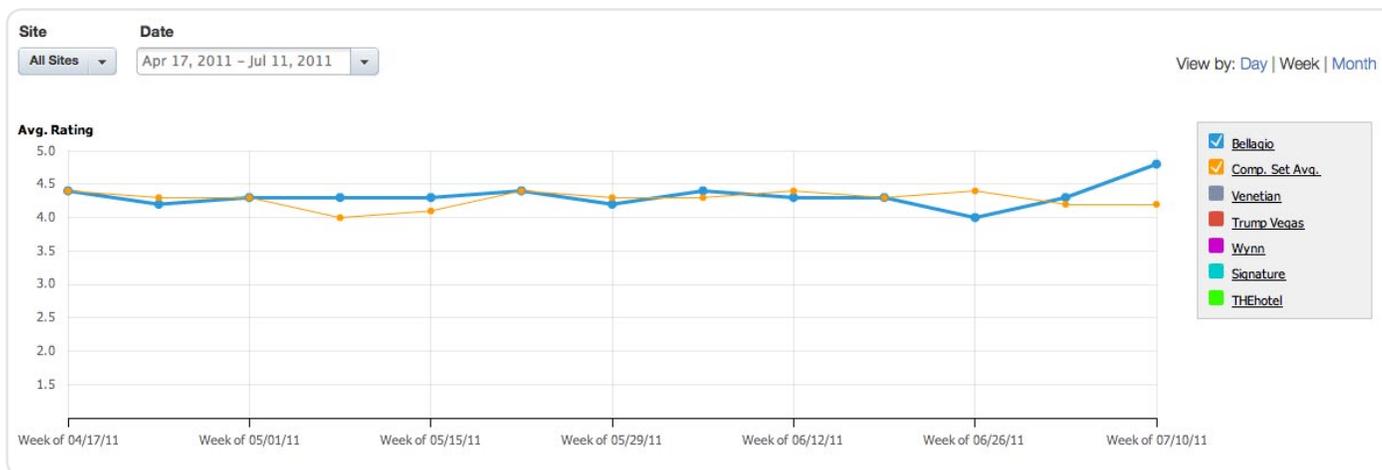
Results 1-10 of 123 reviews

Booking.com  <small>Posted: Jul 9, 2011</small> <small>Trip type: Solo traveller</small>	<p>Good: Everything - it has to be the worst hotel I have ever had the misfortune of checking into - indeed such was the poor quality of it all and in particular the front desk staff I checked out within 15 minutes. They failed to make reservations I asked for - they failed to send a car to the airport - their pathetic 'sop' was to offer a 17 dollar a day reduction - their own 'tax' after they had ...</p>	- Add a Ticket - Email Review - Publish to Social Buzz - Contact Author
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Single dashboard for reviews - Save time by reading and responding to all your online reviews in one place. Gain competitive intelligence by reading and analyzing your competitors' reviews.



Intuitive and easy to use - With a focus on ease of use, Revinat e is perfect for wide adoption, from front-desk to sales and marketing to revenue management.



Enterprise-class analytics – From sentiment analysis to competitive benchmarking, Revinat e provides the tools you need to see where you are strong and where you should focus time and resources.

The screenshot shows the 'All Reviews' dashboard with a modal window titled 'Add a Ticket'. The modal contains the following information:

- Subject:** 5 star review on Hotels.com by a Hotels.com guest on 7/11/11
- Assigned To:** Michelle Wohl
- Watchers:** Marc Heyneker
- Note:** Please respond to this review and discuss in weekly meeting.
- Status:** Open (Requires further action)

Buttons for 'Add Ticket' and 'Cancel' are visible at the bottom of the modal.

Workflow management – More than a monitoring tool, Revinat e makes it easy to route feedback for follow-up, respond to reviews and engage with customers across the social web.

Daily Revinat e Alert for Bellagio Las Vegas

no-reply@revinate.com to me show details May 1 Reply

DAILY ALERT

BELLAGIO LAS VEGAS
Daily Revinat e alert for Sunday May 1, 2011. [Your Revinat e account »](#)

Recommended Actions

- ✔ Read 2 new positive reviews
- 📧 View 3,038 new social media mentions
- 📄 Read 16 new competitor reviews

Reviews & Ranking

New Reviews: **3** (Rating: **4.33** stars)
 Sites: TripAdvisor, Yelp
 Keywords: bathroom, pool, dirty, broken
 Popularity Index: **#13** of 284 hotels in Las Vegas (same as yesterday)

Daily and weekly email alerts - Get notified when new feedback is published so you never miss important reviews or mentions.

Social Media Search Edit Search Settings

Bellagio Searching for bellagio_LV, bellagio las vegas, bellagio hotel, Bellagio Vegas

Overview Mentions Saved Items

of Mentions

Sat 06/11/11 Sun 07/10/11

Twitter View All

35 at ease . → - 59 minutes ago

@briannaaboom youtube the **bellagio** hotel water fountain show lol Ive been , its so sick

41 Las Vegas Strip - 1 hour ago

myHotelVideo.com presents: Hotel The **Bellagio** in Las Vegas / Nevada / United States <http://divr.it/ZnyTR>

Facebook View All

Jose Motta - The Bellagio buffet in Las Vegas was delicious! - 1 hour ago

The **Bellagio** buffet in Las Vegas was delicious!

Sayheed Ahmed - time for a holiday dude.....just rain in the last ... - 1 day ago

...just rain in the last few things.....and then its showtime at Vegas casino's.....about dam time man.....going to be awesome at the **Bellagio** hotel.....

Social media searches - Uncover what people are saying about your property, brand, restaurant or bar, anywhere it might appear online. Easily engage to drive loyalty and sales.

Social Buzz - Easily publish your reviews to your Web site and Facebook page to ensure that prospective guests have all the user-generated content (UGC) they need to book with you.

Tweet Concierge - Fully-integrated Twitter client allows you to easily engage on Twitter and track the success of your Twitter campaigns.



Certified by TripAdvisor – Rest easy knowing that Revinat e and TripAdvisor have partnered to provide you access to the most accurate review data possible.

HeBS Digital Services & Packages:

With our Customer Review Services & Revinat e Packages, HeBS Digital will help you make the most out of Revinat e data, reviews, trends, and your comp set statistics. We will take your Revinat e customer review data one step further and turn it into a customer review strategy with clearly defined action steps. How can you improve your overall TripAdvisor ranking? What sets your reviews apart from the comp set? What are the best practices for responding to customer reviews? These are just some of the questions that will be addressed by HeBS Digital's Revinat e services and packages.

HeBS Digital offers both a quarterly package and services a la carte:

I. HeBS Digital Quarterly Revinat e Package:

Our Quarterly Package includes a minimum of 5 hours of in-depth analysis each quarter reporting on trends, highlighting best practices, and making recommendations for improvement. HeBS Digital Revinat e services will help transform Revinat e data into a comprehensive customer review strategy and action plan.

Quarterly Reports will include:

- Best practices for monitoring reviews
- Reporting on trends and concrete initiatives to improve statistics
- Correlation between frequency of customer review responses and property ranking
- Issues and concerns regarding customer feedback—Customer service? Accommodations?
- Analysis of social media engagement with examples to increase engagement
- Clearly defined Action Plan for next quarter

II. HeBS Digital Action Plans A la Carte:

Revinat e Action Plans & Strategies

Best Practices Starter Kit

Once the Revinat e platform is fully set up, HeBS Digital will conduct a kick off call providing you with a Best Practice Starter Kit, outlining Best Practices and identifying ownership of roles on the property level. This will help outline your customer review strategy over the next 12 months.

TripAdvisor Profile Optimization to enhance Presence

Before diving into Revinat e data, start off on the right foot. HeBS Digital will optimize your TripAdvisor listing to help enhance your presence. HeBS Digital will add detailed, keyword rich copy to the property description, add property photos with optimized captions, include updated property amenities to appeal to all customer segment, and verify the Map tab has the property in the correct place.

Identify your Strengths & Weaknesses with Handling Customer Reviews

Properly handling positive and negative reviews is crucial to a successful customer review strategy. HeBS Digital will provide you with an analysis of your strengths and weaknesses when monitoring reviews. We will analyze the frequency in which you are responding to reviews, how you are responding to positive and negative reviews, and a brief action plan to improve monitoring.

Disparity in Reviews

To help identify the strength and weaknesses of your hotel and customer service, we will help analyze the disparity between what guests are saying that rank your property 3 stars and above and what guests are saying that rank you 2 stars and below. Based on this analysis, you can use this information to help improve operations on site.

Gap Analysis

HeBS Digital will conduct a Gap Analysis based on Revinat e comp set data. We will analyze where you stand against competitors and provide you with a concrete action plan to gain leverage. HeBS Digital will analyze percentage of positive reviews across competitors and what these reviews entail, negative reviews across competitors and what these reviews entail, and comp set reviews based on keywords so you can identify how you compare on key components such as front desk, room service, etc.

Mid-Year Benchmark

HeBS Digital will analyze your Revinat e Scorecard for Year to Date highlighting significant data and trends. Based on these statistics, we will provide feedback on number of review responses, percent change in ranking, the pace of reviews from hotel guests, percentage change in social media engagement, and review rating details. This helps gauge the success of your customer review strategy thus far, and helps set the tone for the next 6 months.

Monitoring your Customer Segments

Every successful online strategy incorporates campaigns targeted to your key customer segments. Your online website has dedicated sections and hotel packages to target these different customers, but what are your customer segments saying about you on customer review sites? For example, if your top customer segment is business, but your overall reviews from business travelers are poor, this creates a disparity between the official and unofficial content online. HeBS Digital will analyze your reviews broken down by customer segment to determine which customer segments are most content with your hotel experience, what is the overall praise and complaints for each customer segment, and how should you respond differently to customer reviews depending on the segment.

Frequency Analysis

HeBS Digital will analyze the frequency of customer reviews and what percentage of reviews are positive. Based on this analysis, we will provide recommendations on how to increase the frequency of reviews on customer review sites (focusing mainly on TripAdvisor) and tactics on how to improve the amount of positive reviews.

Rating Trend Analysis

HeBS Digital will analyze the trend of your average ratings overtime and offer concrete recommendations on how to handle customer reviews when there is a decrease in the average, and tactics on how to capitalize on average rate increase. What has possibly affected the drop in average rating, an increase in complaints on service? What has possibly increased your average rating, a number of reviews raving about your new accommodations? HeBS Digital will take it one step further and incorporate this data into your online strategy by highlighting positive feedback in your online marketing and working to provide better outlets for negative feedback.

Disparity between Official & Unofficial Content

To insure credibility in the eyes of the consumer, the content and descriptions on your official hotel website must align with what hotel guests are saying on customer review sites. HeBS Digital will analyze the trends in what people are saying in reviews and ensure that it aligns with your website content. If hotel guests are describing your hotel as comfortable and spacious, we need to ensure that these descriptions are featured prominently on the website. On the contrary, if hotel guests are describing your hotel as noisy, we will ensure that no "puffery" statements such as "the quietest stay you'll ever experience" are featured on the website.

Top Competitor Analysis

Take a more in-depth look at your top competitor on the customer review sites. What does their TripAdvisor listing feature that yours may not? Who appears to be their point person to respond to reviews? The answer to questions we will address can mean the difference between the first and second ranking for your destination.

Summary & Wrap Up

This report is recommended when you have aggregated a year's worth of data in Revinat e and want to analyze trends for next year's action plan. What were your overall weaknesses? Where did you improve the most? What are next steps? HeBS Digital will conduct a wrap up of the year and answer any questions or concerns.