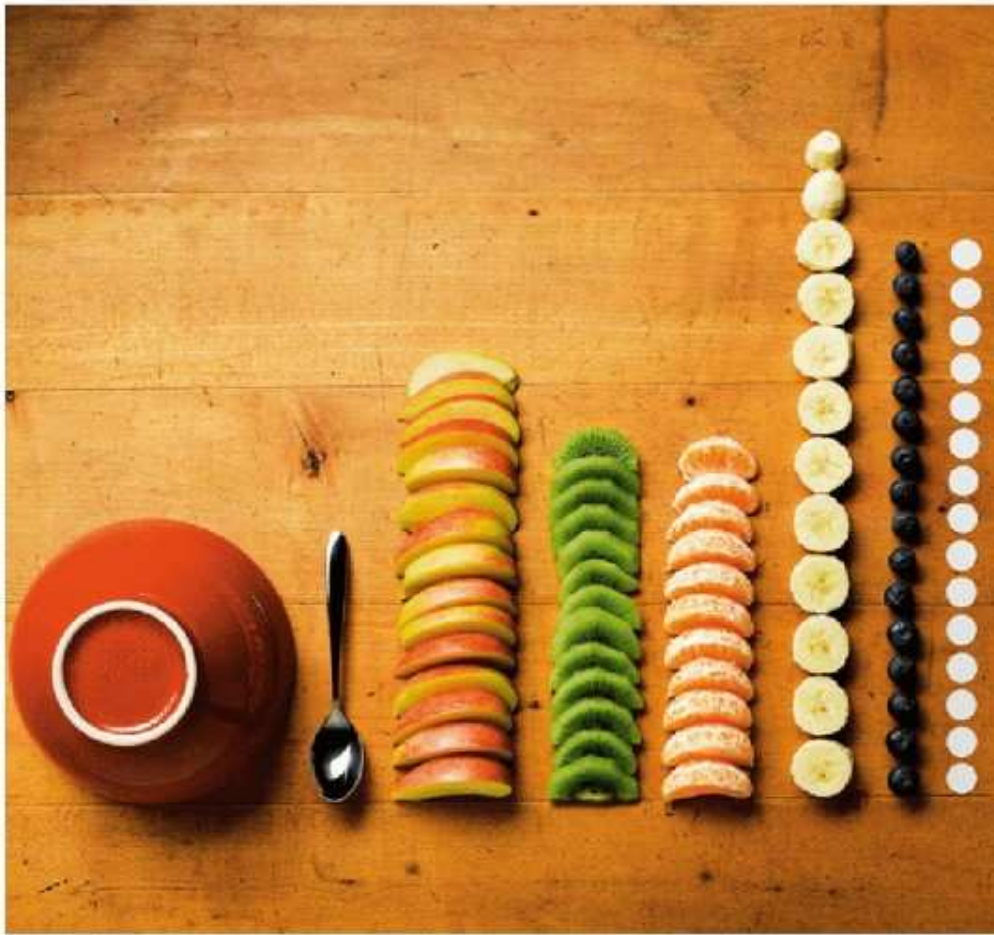
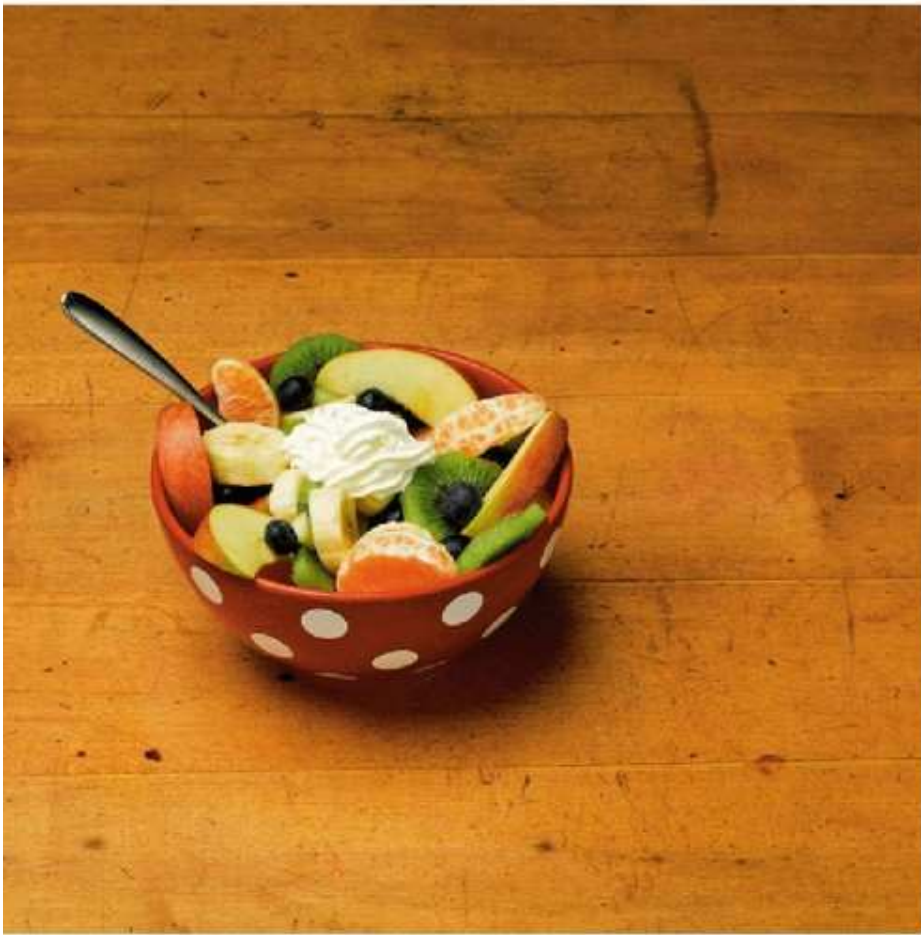
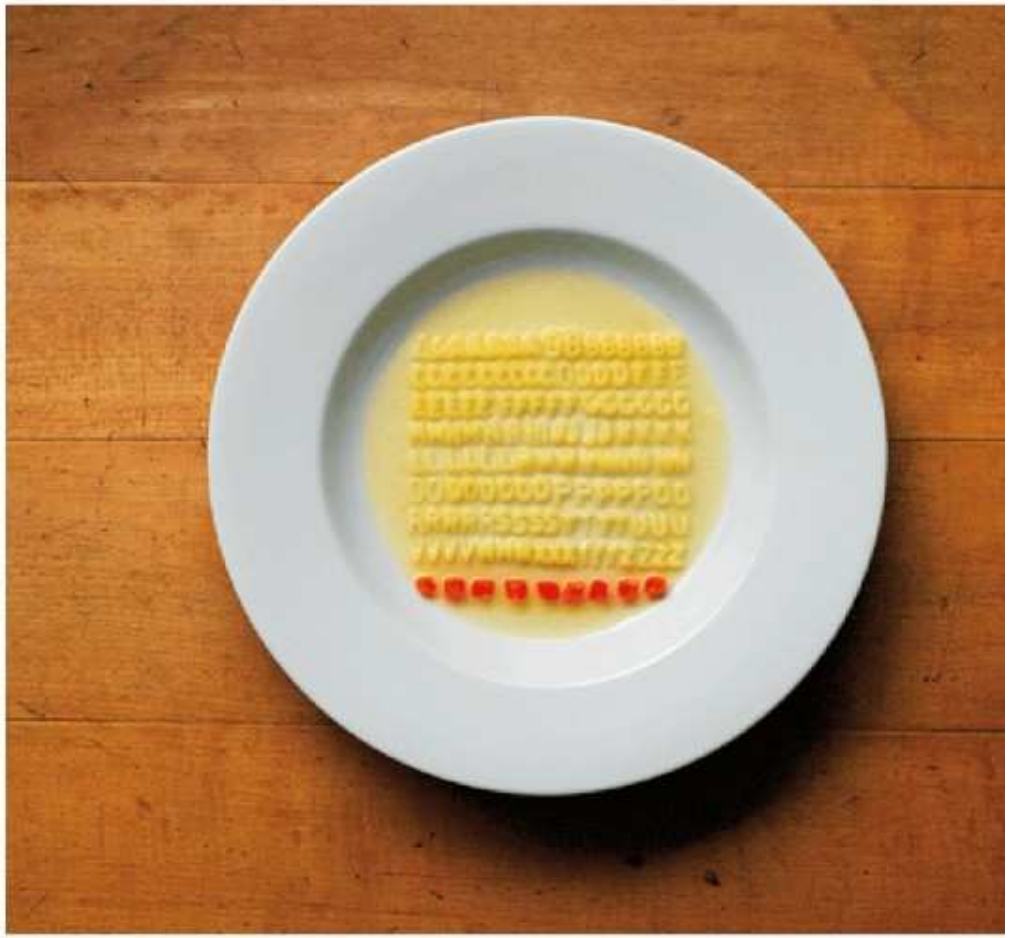




TRUSTYOU 
social sentiment search

Kristof Roemer
EVP Sales International











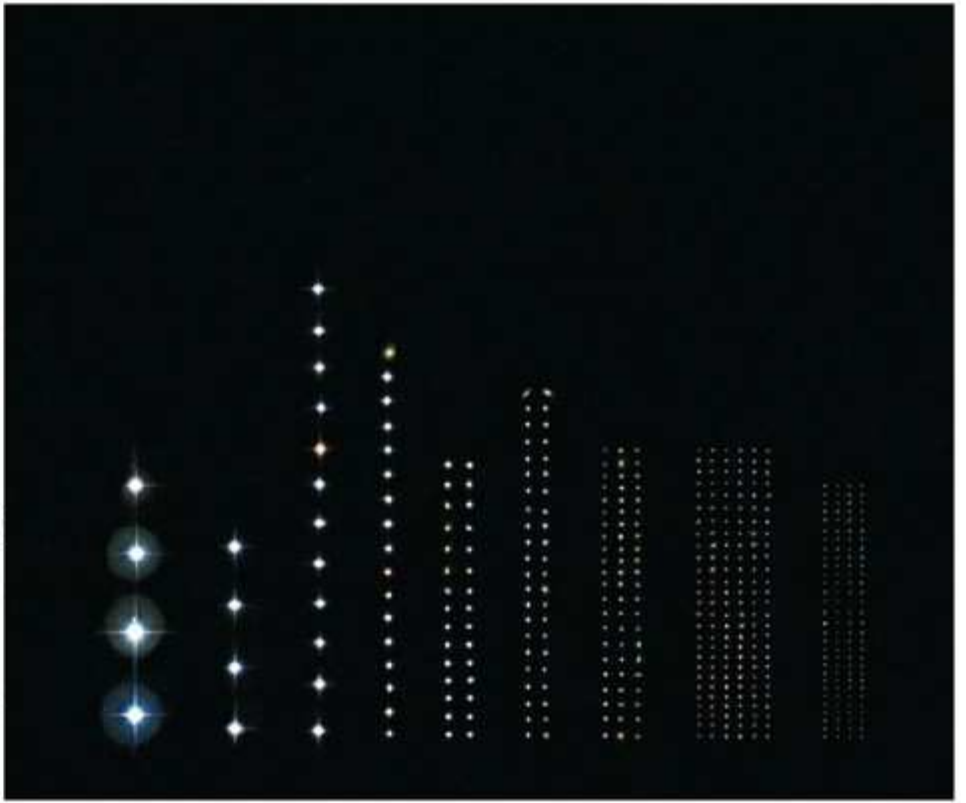


请勿乱扔杂物



请勿乱扔杂物





Our Vision



Creating The Standard for Reputation.

2011



SERVICES PRICING SIGN UP THE FEED NEWS EVENTS LOGIN

Trusted Social Media Monitoring Tool for Hotels and Restaurants.

ReviewAnalyst is a review and social media monitoring tool designed for the Hospitality Industry. The program monitors Online Travel Agencies (OTAs), Review Sites, and major Social Venues such as Twitter, Facebook, YouTube, Flickr, FourSquare, and more.

"Be In The Know" and take action!

Only \$99/Month
SIGN UP TODAY

Contact Us for a
FREE DEMO



Site	Total	Positive	Neutral	Negative	Avg Rating
Expedia	4	4	0	0	4
Ctrip.com	1	1	0	0	1
Hotels.com	3	3	0	0	3
Hotels	8	8	0	0	8
Travelocity	1	1	0	0	1
Hotels.com	2	2	0	0	2
Hotels.com	2	2	0	0	2
Hotels.com	2	2	0	0	2
Hotels.com	2	2	0	0	2
Hotels.com	2	2	0	0	2

Week	New Reviews	Avg Rating
Week 1	20	4.5
Week 2	10	4.0
Week 3	15	4.2
Week 4	25	4.3

Site	Date	Rating	Text
Tip Advisor	Aug 22, 2011	Rating: 5/5	Posted by Lisa from Oxygoos, Canada - Greatly enjoyed with the family!
Tip Advisor	Aug 22, 2011	Rating: 5/5	Posted by Lisa from Oxygoos, Canada - Rooms were just what we needed on the beautiful coast! Book direct only and prices are - Great Value!
Tip Advisor	Aug 22, 2011	Rating: 5/5	Posted by Lisa from Oxygoos, Canada - Great rooms and great location!

Network	Updates	Fans
Facebook	24	1,298
Twitter	124	85
Hotels.com	124	85
Expedia	10	6
YouTube	10	6
Blog	22	4

Source	Count
Ag: Expedia	10
Ag: Hotels.com	10
Ag: Hotels	10
Ag: Hotels.com	10
Ag: Hotels.com	10
Ag: Hotels.com	10
Ag: Hotels.com	10
Ag: Hotels.com	10
Ag: Hotels.com	10
Ag: Hotels.com	10

 **Monitor Reviews**

ReviewAnalyst collects reviews, media, and statistics from top travel review sites and social media sites. View all of this in one place. [Learn More](#)

 **Analyze Trends**

ReviewAnalyst is a valuable research tool: visualize trends, analyze reviews, and size-up your competition. [Learn More](#)

 **Protect Your Brand**

Most importantly, ReviewAnalyst helps you protect your reputation by letting you respond to the online community. [Learn More](#)

2012


About us | Contact | Blog English ▾ [Customer Login](#)

TRUSTYOU
social sentiment search

[What We Do](#) | [Products](#) | [About Us](#) | [Contact](#)

TrustYou

TRUSTYOU
social sentiment search



**listen.
understand.
convince.**

Using the review collection feature of TrustYou ReviewAnalyst you can listen to your customers and guests to gain valuable insights that can influence your business decisions.

▶ [Contact us for more information](#)

Interested? [Join our next free webinar!](#) [Get free trial](#)

How can we help you as a ...

Hotel

Actively manage social media and guest reviews

Restaurant

Manage your online reputation

Destination

Analyze customer reviews of objects in your region

OTA or Review Site

Get great review data for you to integrate

Social Sentiment Search



Social Sentiment Search

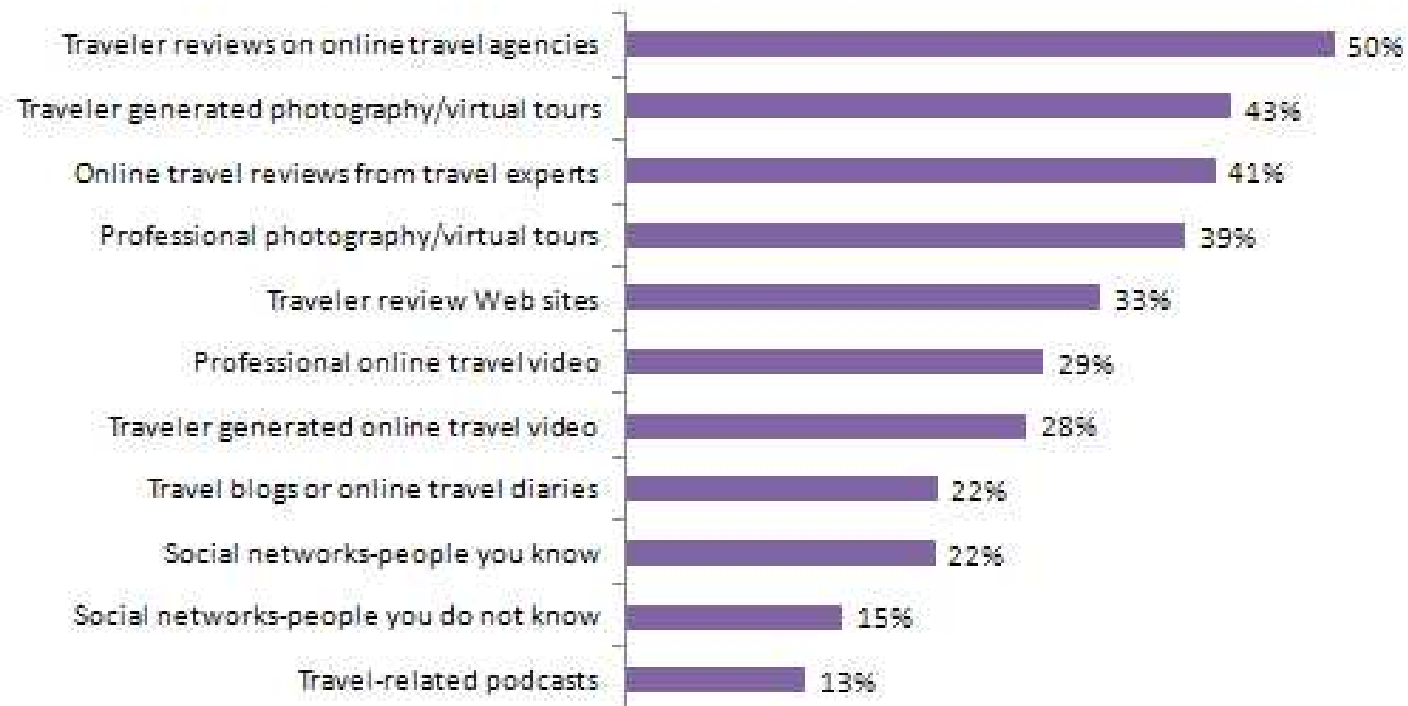


Social Sentiment *Search*



Biggest Online Influencers

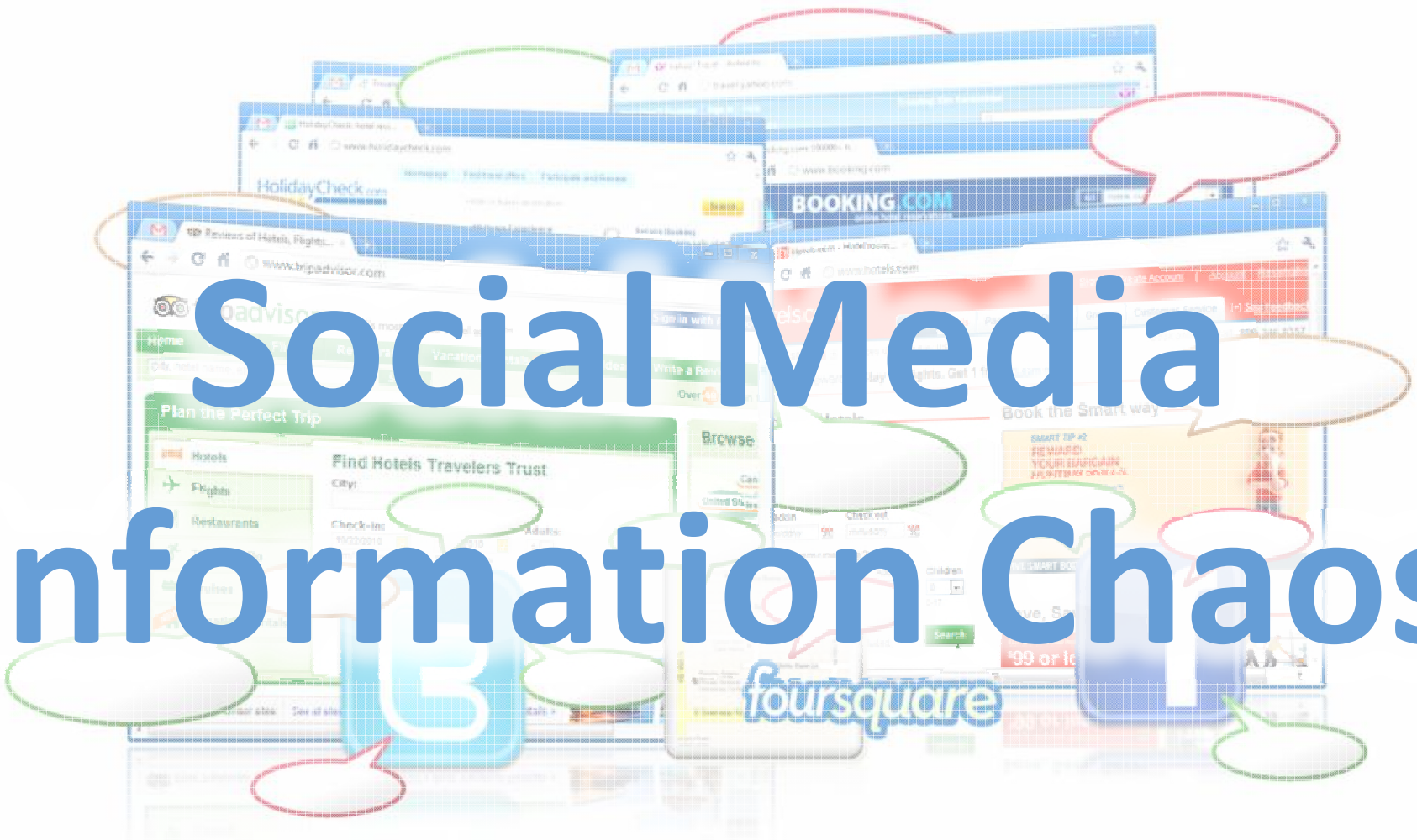
Influential Features in Travel Planning (Incidence of Slightly/Very Influential)



Question: Please indicate how influential each feature is to you when planning leisure travel?

Base: U.S. Travelers (n=1,990)

Source: PhoCusWright's Consumer Travel Report



Social Media Information Chaos

Big Data Problem

100 sources

20 languages

400,000 hotels

100,000,000 reviews

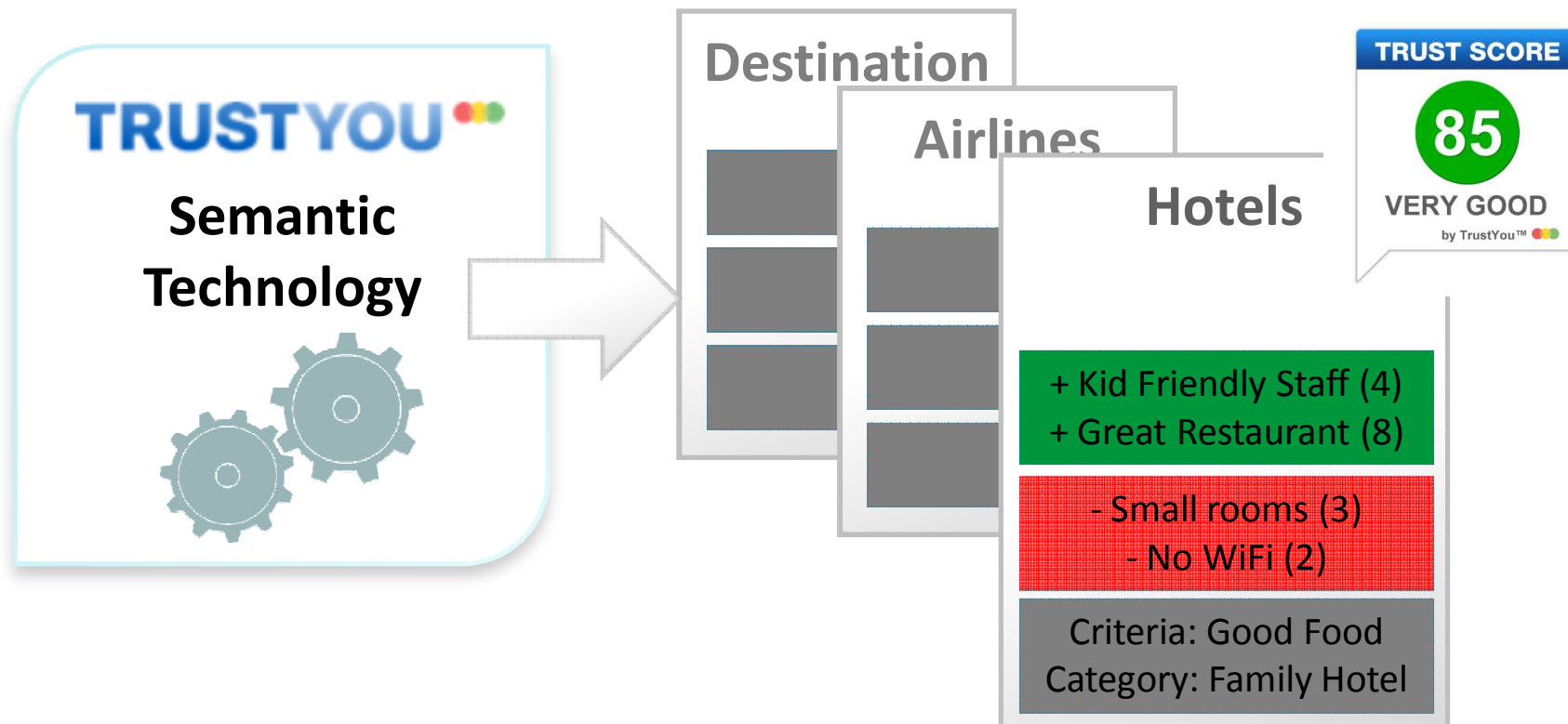
TrustYou Methodology



TrustYou Methodology



TrustYou Methodology



Global Reputation Management

TRUSTYOU 
social sentiment search



- Software-as-a-Service
- +5,000,000 API calls
- +400,000 hotels analyzed
- +10,000 hotel customers
- +100 destinations
- Support for +20 languages
- Used in official star ratings

Social Media Philosophy



LISTEN

UNDERSTAND

CONVINCE

CIRCLE OF TRUST IN YOUR HOTEL



Influencers



Social Media

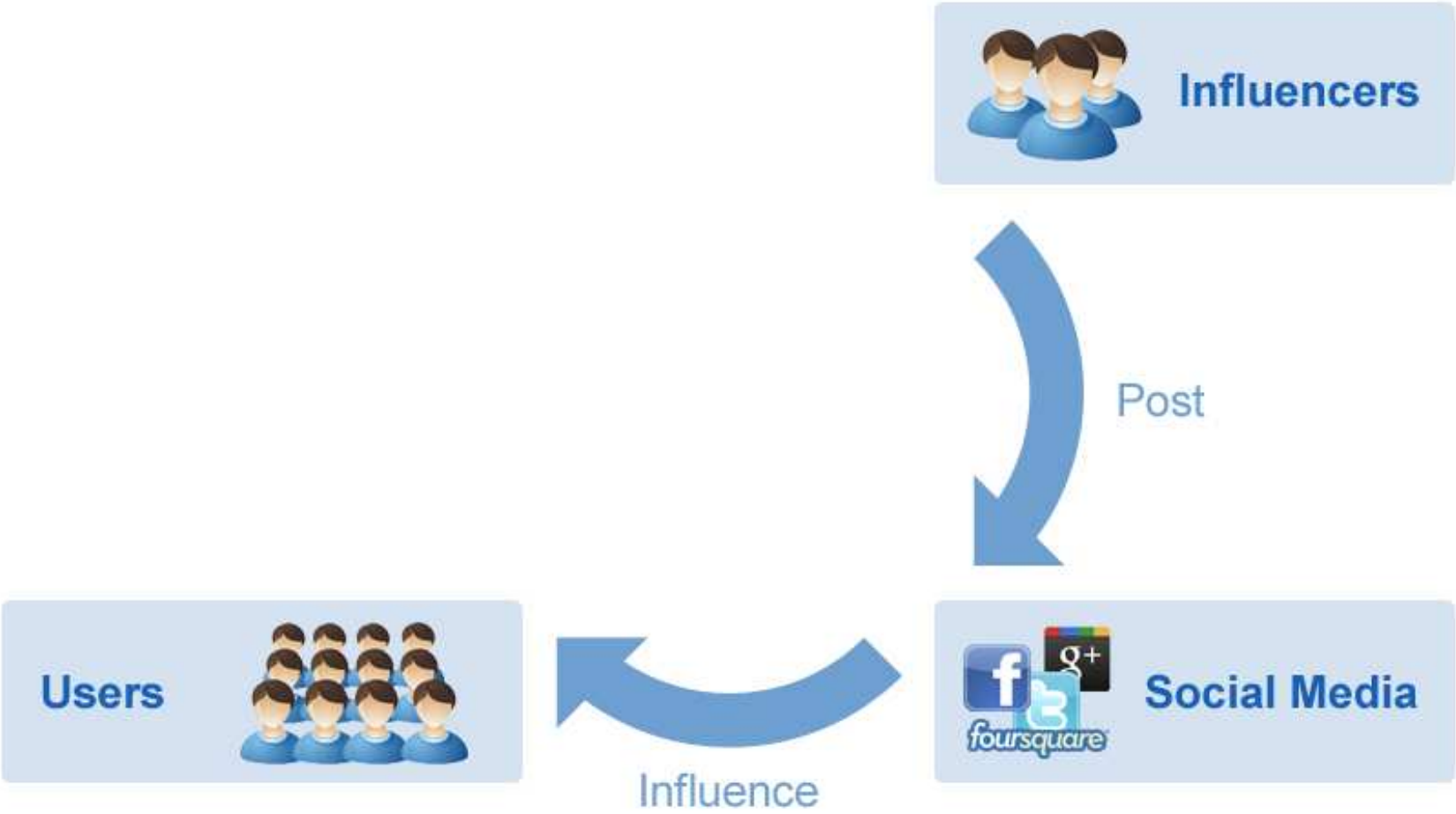
CIRCLE OF TRUST IN YOUR HOTEL



Set-up a workflow

Dedicate a TrustYou Champion

CIRCLE OF TRUST



CIRCLE OF TRUST IN YOUR HOTEL



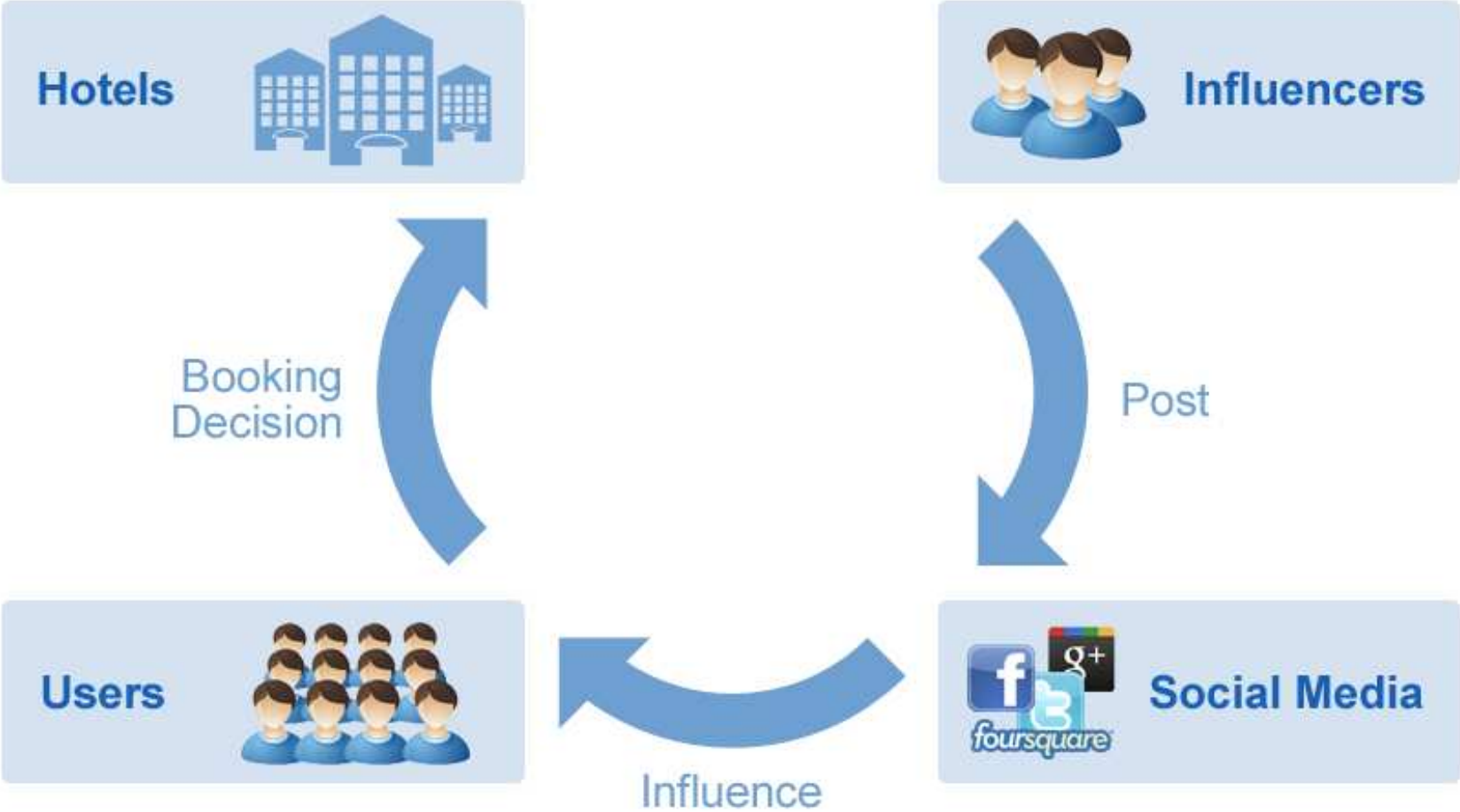
Set-up a workflow

Dedicated TrustYou Champion

May be rebuild the Guest Relation

Discuss and replay during morning meetings

CIRCLE OF TRUST



CIRCLE OF TRUST IN YOUR HOTEL



Set-up a workflow

Dedicated TrustYou Champion

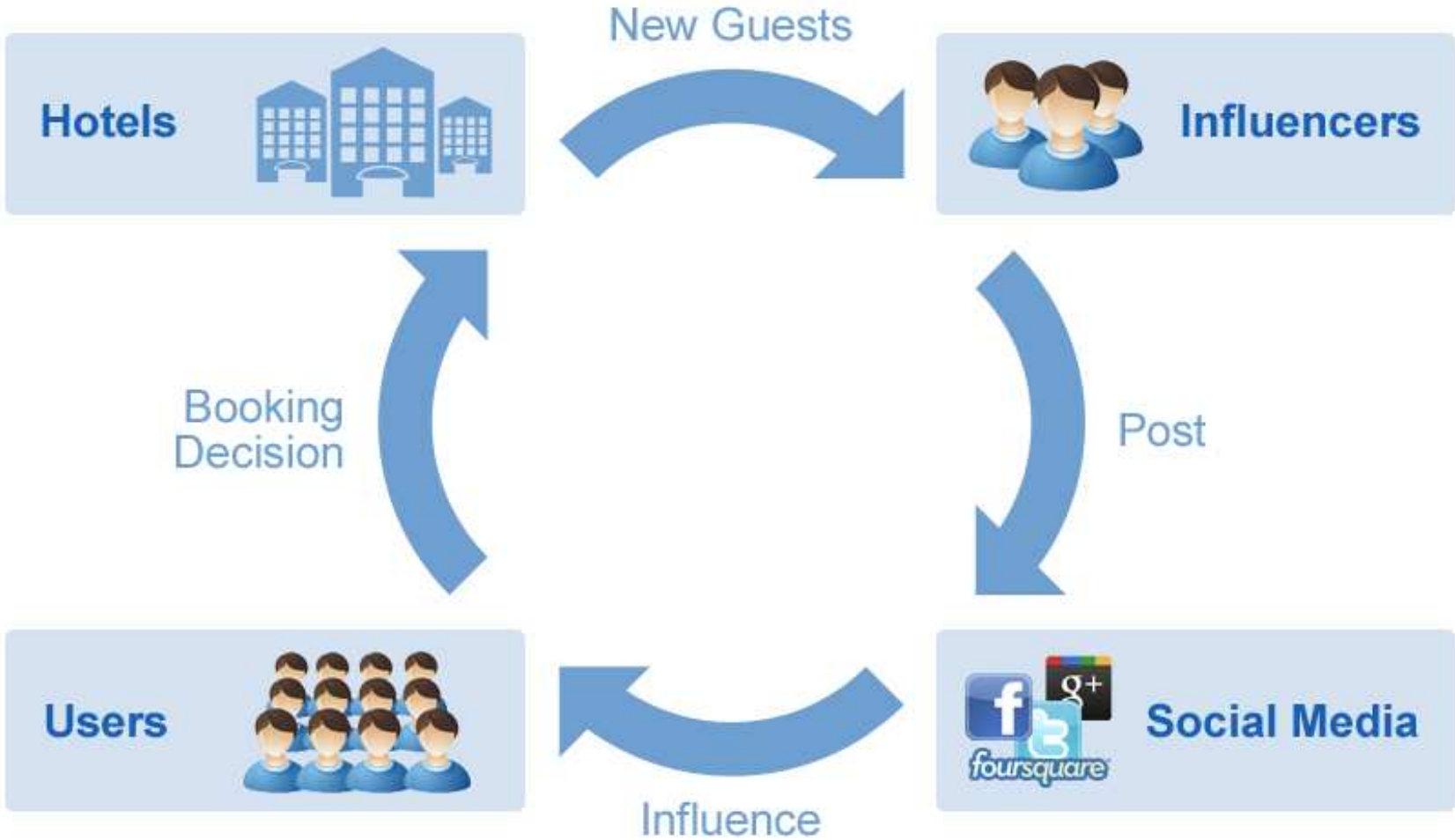
May be rebuild the Guest Relation

Discuss and set task during morning meetings

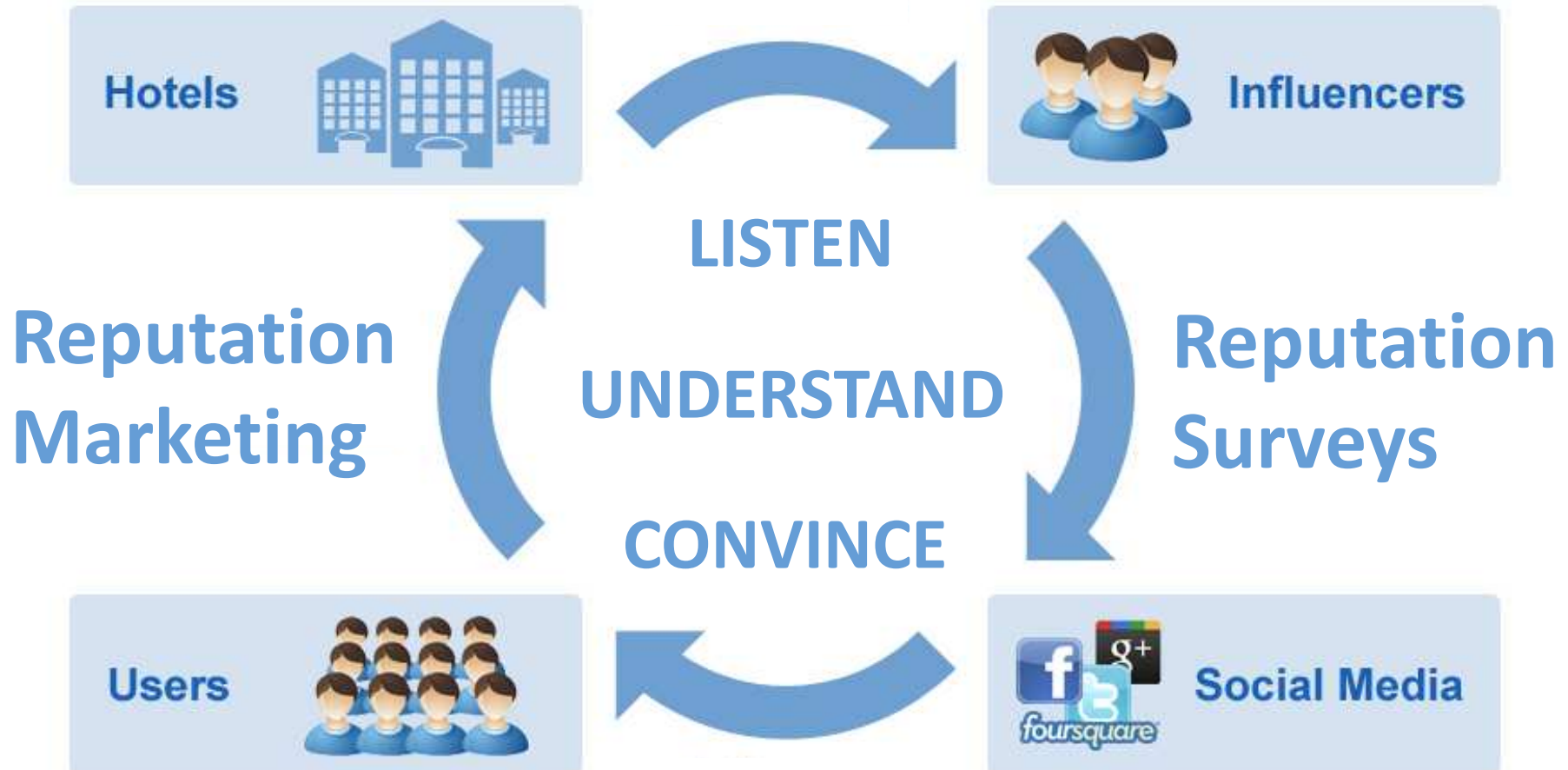
Do it on a daily basis

Answer all reviews on all social media channels

CIRCLE OF TRUST




Hollistic Approach



Reputation Monitoring

1. Reputation Survey

English



Mercure Hotel Muenchen Altstadt
Hotterstr. 4
80331 Muenchen - Germany

Your overall score *

□ □ □ □ □ << [click here](#)

Age of traveller

Country of origin

Would you recommend this hotel?

How did we do in these areas?

Ambiance <<

Your review

Audience □ □ □ □ □ << [click here](#)

Submit your review

Your name

Your email

Your name will be presented next to your review if specified

Your email will be used only to send you management response if it is created for your review

* You have to accept terms of use to submit your review. [Read more](#)

powered by **TRUSTYOU**

2. Reputation Monitoring

TRUSTYOU 
ReviewAnalyst



Pullman Shanghai Skyway - Shanghai (Change) from Last 6 Months + Add Score Console

Key Performance Indicators ?

Overall Score	Score Trend	Review Trend	Management Responses	TripAdvisor Rank
84 _{/100} ★★★★☆	↓ -2	↑ 243 (712 Total Reviews)	↑ 29	61 of 2605

[Overview](#) | [Details](#)

Source Overview ?

[Overview](#) | [Details](#) Export to CSV

Source Name	Score	Original score	Trend	Reviews	Trend
TripAdvisor	80	4 / 5	↓ -7%	306	↑ 121
DaoDao	85	4.3 / 5	→ 0%	288	↑ 39
Ctrip	88	4.4 / 5	→ 0%	67	↑ 44
Booking.com	83	8.3 / 10	↑ 8%	16	↑ 9
Hotels.com	86	4.3 / 5	→ 0%	12	↑ 12
Hotel.de	72	7.2 / 10	→ 0%	12	↑ 12
Expedia	92	4.6 / 5	↓ -4%	8	↑ 3
HolidayCheck	92	5.5 / 6	→ 0%	1	↑ 1
Orbitz	80	4 / 5	→ 0%	1	↑ 1
Yahoo Travel	100	5 / 5	→ 0%	1	↑ 1


Source Distribution



3. Reputation Marketing

- A full and diverse set of many different reputation widgets for integration on the website.
- Fully customizable in look&feel
- **FREE**

TRUST SCORE



85

VERY GOOD

by TrustYou™

Source Name	Original score	Reviews
tripadvisor	4 / 5	6505
Expedia	4.2 / 5	5002
Orbitz	4 / 5	3540
Hotels.com	4 / 5	2006
TravelPost.com	3.7 / 5	1770
Priceline.com	8 / 10	1248
Travelocity.com	4.5 / 5	1169
IgoUgo	4 / 5	1101
Yelp.com	3.5 / 5	1059
Booking.com	8 / 10	750
MYTravelGuide	8 / 10	697
Yahoo Travel	4 / 5	551
HolidayCheck	5.1 / 6	197
VirtualTourist.com	85 / 100	86
Agoda	7.8 / 10	62

100/100
★★★★★

Expedia
10/22/2011
Ein Reisender aus Central Valley, California

...suite at the MGM was wonderful, very large and comfortable. Great Pool area too. All the employees were very helpful and friendly. We ... E

[Full Review](#)

60/100
★★★★☆

Hotels.com
10/20/2011

...Hotel is big and we loved the pool area, which is quite big. Club is boring, but vegas offers ...

[Full Review](#)

80/100
★★★★☆

Yelp.com
10/19/2011

...part is all the things that the teens can do. Lots of pools, arcade and then they can run across to NY, NY ...

[Full Review](#)

80/100
★★★★☆

Travelocity.com
10/19/2011
Redbulldog123

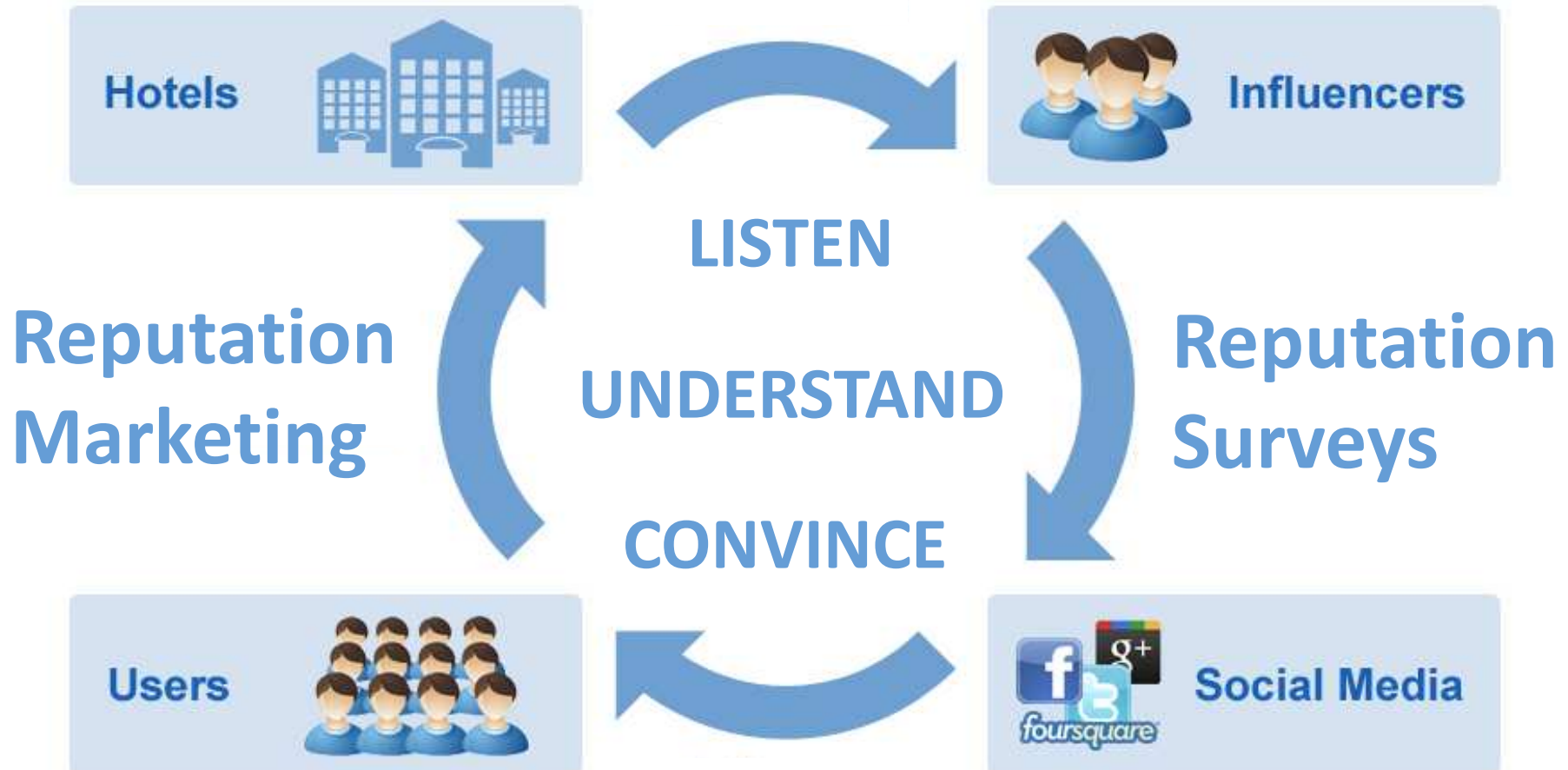
...Hotel was in great location. Fantastic food, pool and lazy river. Room was nice, a little small. Found ...

[Full Review](#)

Clean Rooms Good Food Good Breakfast Quiet Location Free Internet Family Friendly
 Romantic Entertainment Program Couples Rooms with a View Young People Business Travellers
 Families Good Deal Nightlife Central Location **Good Service** Luxury Modern
 Spacious Rooms Family Hotels Hotels for Swimming Beach Hotels Hotels for Smokers
 Design Hotels Wellness Hotels Romantic Hotels Congress Hotels Luxury Hotels Business Hotels City Trip
 Hotels

Category	Sentiment Score
Room	66
Hotel	81
Service	69
Location	87
Food	79
Building	82
Grounds	83
Ambiance	82
Internet	47
Beach	6

Hollistic Approach



Reputation Monitoring

We can help!
Visit trustyou.com

twitter
@Kristof Roemer

TRUSTYOU 
ReviewAnalyst