

# ReviewPro

Leveraging Social Analytics to  
Improve Service & Drive Revenue  
Growth



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## About The Company

- Founded in October 2008, ReviewPro is based in Barcelona and has a team of nearly 60 people
- Thousands of hotels around the world use ReviewPro to increase guest satisfaction and increase revenue



# What drives your business?

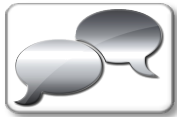


## Our solution



## Opportunity to leverage the social web

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Know everything that is being said online about your hotel(s) – “ 24/7 Mystery Shopper”



Identify areas of improvement based upon quantitative & qualitative customer feedback



Benchmark your guest satisfaction indexes against your direct competitors



Maximize online distribution sales and increase direct bookings



Get your entire organization on the same page and focused on operational and service excellence

## Improve your product



oliviaplaza | hotel  
PL. CATALUNYA 19. BCN

- Used semantic analysis to improve breakfast offering
- Significantly reduced the number of negative reviews and comments

“ Our overall ratings improved considerably after we implemented these measures.

**- Ricardo Samaan, Olivia Plaza Hotel**



## Drive revenue growth

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1. Maximizing your ADR
2. Optimizing online distribution revenue
3. Improving conversion rates on your own website



## Provide exceptional customer service

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- Checkout includes guest satisfaction check:
  - Receptionists asks guest about stay
    - ✓ If negative: A manager is involved to resolve problem
    - ✓ If positive: Receptionist encourages sharing experience in review
- Higher volume of positive reviews and negative reviews are minimized because guests do not leave the hotel with a negative feeling
- Review reminder: Automatically sent guest invoice includes links to review sites

“ “ We get people saying, ‘I usually don’t write a review, but my stay at citizenM was so special because you did this specific thing that made me think WOW.’

**- Diego Sartori, CitizenM**



**ReviewPro**

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