

Next Generation Guest Satisfaction



MISSION: TO BETTER CONNECT HOTELS AND GUESTS

24,000+ Hotels in 143 Countries

SaaS Tech Company

Offices in San Francisco, Singapore, Sydney, Dubai, Amsterdam, New York

100+ Full-time Employees

\$33 Million in Funding



ROSEWOOD
HOTELS & RESORTS

WHITELODGING



Montage
HOTELS & RESORTS

ORIENT-EXPRESS

ROCCO
FORTE
HOTELS

ASIA PACIFIC CLIENTS



MINOR
INTERNATIONAL

ONYX

THE PENINSULA
HOTELS



TAJ
Hotels Resorts
and Palaces

mantra
hotels resorts apartments

ARCHIPELAGO
INTERNATIONAL
HOTELS, RESORTS & APARTMENTS

Regent
HOTELS & RESORTS



Autken Spence
HOTELS & RESORTS

The logo for Pan Pacific Hotels & Resorts, featuring a stylized tree icon above the text "PAN PACIFIC HOTELS & RESORTS".

PAN PACIFIC
HOTELS & RESORTS

The logo for New World Hotels, featuring a stylized tree icon above the text "NEW WORLD HOTELS".

NEW WORLD
HOTELS

The logo for ITC Hotels, featuring a stylized 'I' icon above the text "ITC HOTELS RESPONSIBLE LUXURY".

ITC HOTELS
RESPONSIBLE LUXURY

The logo for Sunway Resort Hotel & Spa, featuring a stylized green leaf icon above the text "SUNWAY RESORT HOTEL & SPA".

SUNWAY RESORT
HOTEL & SPA

ROSEWOOD
HOTELS & RESORTS



HOW DO YOU MEASURE GUEST SATISFACTION?

Post-Stay Surveys?

Comment Cards?

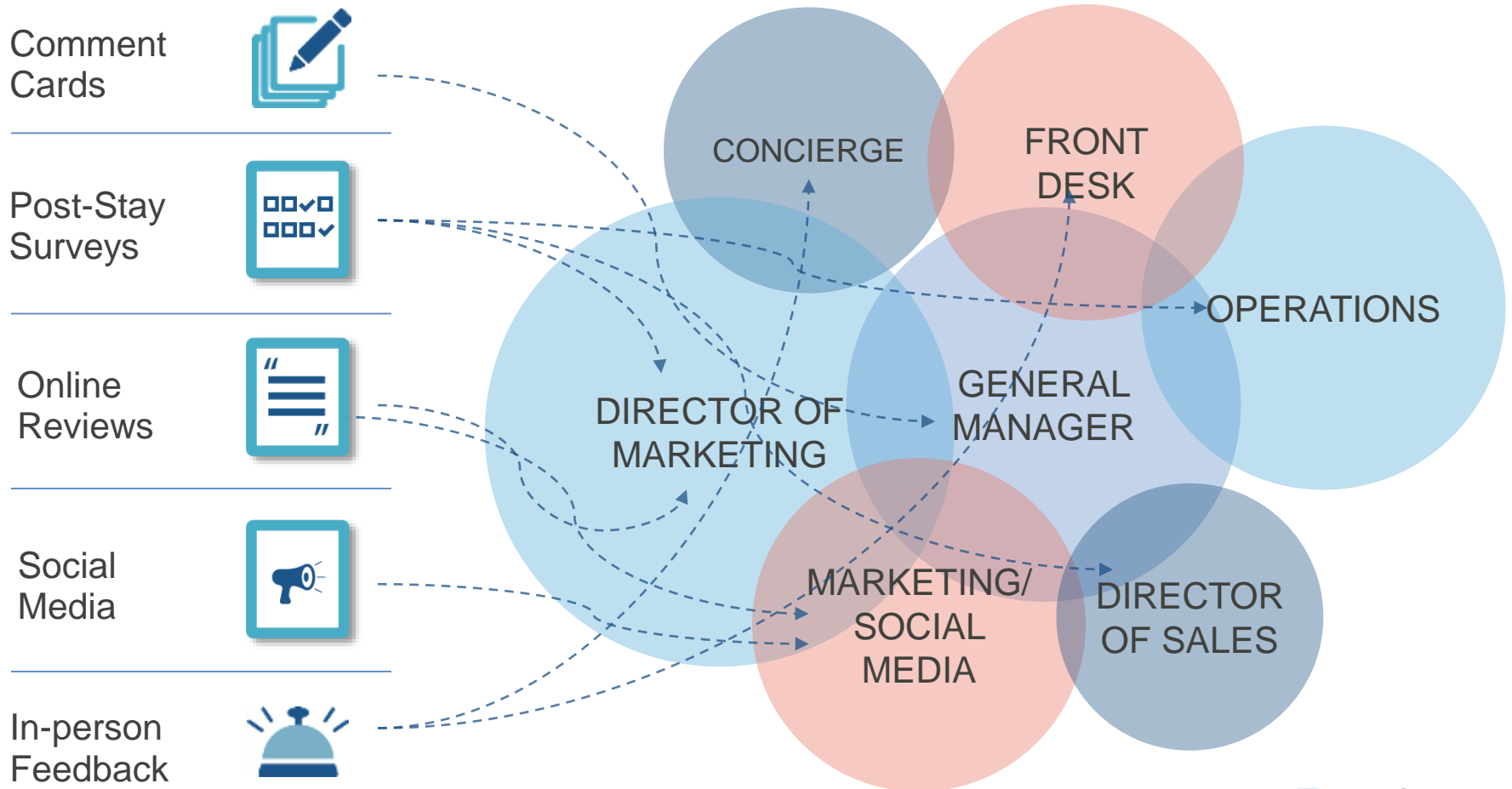
Online Reviews?

Social Media?

1:1 Conversations On Site?

THE CHALLENGE

How do you take control of feedback to make it work for you?



THE POWER OF EVERYTHING TOGETHER

On-Site
Surveys



Post-Stay
Surveys,
GSS



Online
Reviews



Social
Media



Revinat



TRADITIONAL GSS

████████████████████
START FINISH

How satisfied were you with the GUEST ROOM experience?

	Extremely Satisfied	Satisfied	Neither	Dissatisfied	Extremely Dissatisfied	N/A
	10	9	8	7	6	5
Quality of GUEST ROOM overall (Comfort, temperature, lighting, fresh smell, atmosphere, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bedroom was impeccably clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of bed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of in-room amenities (Iron, mini-bar, safe, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operations of in-room equipment (internet connection, television, remote, alarm clock, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quietness of room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathroom was impeccably clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of bathroom amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bath/shower pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT >>

WHY WE LOVE TRADITIONAL GSS

Uniform responses

You can require answers

Private and safe

Already integrated in bonus structures

WHERE TRADITIONAL GSS FAILS

**Doesn't get at the heart of guest
feedback**

Doesn't take into account how booking
decisions are made today

Doesn't drive new bookings

COMPARE

How would you rate your breakfast experience?

0 0 X 0 0 0 0 0 0 0

COMPARE

“Bit disappointing”

NEW

●●○○○ Reviewed 3 days ago

Stayed for 2 nights. Good location and friendly front desk staff. Hotel in my opinion overrated though. It misses a nice area to sit and have a drink. The breakfast area looks uninspiring and even a bit unclean. The staff at breakfast apart from the security man who multitasks as waiter is grumpy. We had a faulty towers type breakfast experience: no coffee was available because 'the beans had not arrived' and the hard boiled egg we asked for was almost raw but was blamed on the mad cook by the waitress! When I suggested they buy coffee beans in some of the shops around they actually came back with a coffee bought in the shops nearby. They apologised. Breakfast is nothing special and I wonder why the bread needs to be of such bad quality and squeezed (coming out of squeezed plastic bags?). This hotel can be much nicer with just a little bit more effort and initiative. Rooms are good.

WHERE TRADITIONAL GSS FAILS

Doesn't get at the heart of guest
feedback

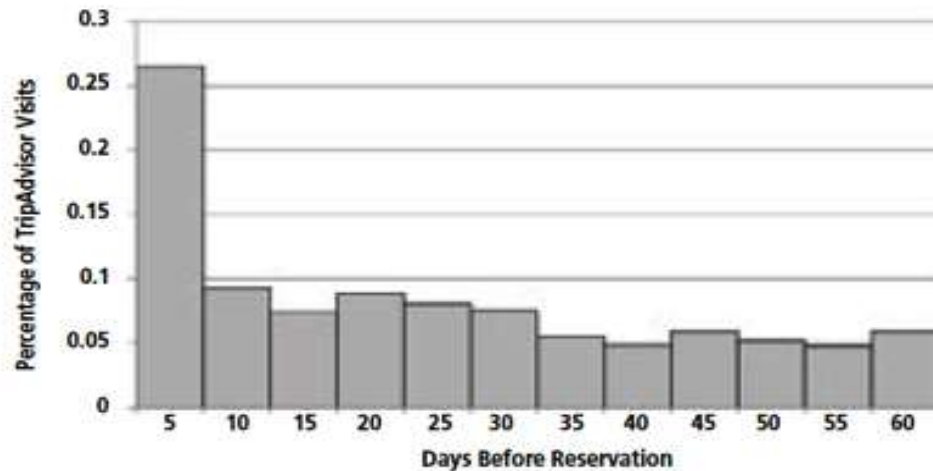
**Doesn't take into account how
booking decisions are made today**

Doesn't drive new bookings

USER REVIEWS INFLUENCE BOOKINGS

EXHIBIT 3

Distribution of when guests visit TripAdvisor.com



- 26.5% of TripAdvisor visits occur in the last five days prior to the reservation.
- The proximity of visits to TripAdvisor to purchase indicates that user reviews are some of the final and pivotal criteria in the hotel selection process.

* Source - Cornell University "Impact of Social Media on the Hospitality Industry"



WHERE TRADITIONAL GSS FAILS

Doesn't get at the heart of guest
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decisions are made today

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WHERE TRADITIONAL GSS FAILS

Guest reviews have a significant impact on hotel conversion rates as well as the rates that travelers are willing to pay.

- Given equal prices, travelers are 3.9 times more likely to choose a hotel with higher review scores
- When hotel prices are increased for hotels with better review scores, 76% travelers are more likely to book the hotel with the higher score despite the higher rate.

THE OPPORTUNITY

Valuable feedback is underutilized and locked away



Opportunity is lost

Feedback needs to be amplified to maximize revenue

OPERATIONS IMPROVEMENTS



ONLINE REVIEWS



IMPROVED RATINGS



SOCIAL MARKETING



More bookings, more \$\$\$

POST-STAY SURVEYS

Please share your feedback with our staff.

How likely are you to recommend us?

0 1 2 3 4 5 6 7 8 9 10
Not at all likely Very likely

General

How did you hear about us?

- Travel Agency
- Review Site
- Magazine
- Word of Mouth

Service

How would you rate the service of the front desk?

● ● ● ● ●
Excellent

Did any staff member provide exceptional service?

- Yes

Choose a language

English

Avertine Inn

2000 Fashion Show Drive
Las Vegas, NV 89109
United States

Recent

It could be
By Sergio, Feb 16, 2015
If you know that it is pretty far from everything, so complaining about that is silly. It's a decent walk but on a nice day it doesn't really matter. There's no c...

Has its ups and downs
By Brandt, Feb 15, 2015
I am a die hard Vdara guest, but thought I



Powered by tripadvisor

Tripster Inn

Your overall rating of this property

○ ○ ○ ○ ○ [Click to rate](#)

Title your review

Your Review

[Tips & guidelines](#)

200 characters to go!

What sort of trip was this?

Business Leisure Family Other

Choose a language

English

Avertine Inn

2000 Fashion Show Drive
Las Vegas, NV 89109
United States

Recent Guest Reviews

It could be spectacular - but it's not.
By Sergio, Feb 16, 2015
If you book this hotel, you probably already know that it is pretty far from everything, so complaining about that is silly. It's a decent walk but on a nice day it doesn't really matter. There's no c... [See More...](#)

Has its ups and downs

By Brandt, Feb 15, 2015
I am a die hard Vdara guest, but thought I

POST-STAY SURVEYS



Sofie_Vergucht
Gent
1 review

“Excellent stay - great rooms - friendly staff”

NEW

★★★★★ Reviewed yesterday

I had an excellent stay! Great rooms with a great view, friendly staff (bilingual which is rare in Brussels!), chic restaurant. The sauna is highly recommended - never relaxed in a sauna with such a great view!

Review collected in partnership with this hotel [i](#)

Was this review helpful?



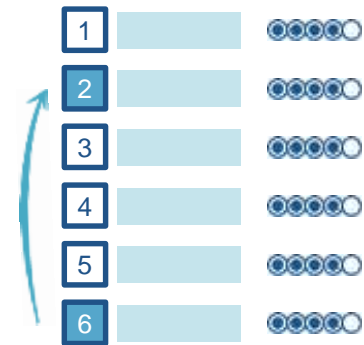
POST-STAY SURVEYS WITH TRIPADVISOR SUBMISSION



Review Frequency
409% increase
in volume



Review Origin
3 out of 4 come from
Revinate platform



Popularity Index
15% average increase
(up to 70% or 60 spots)

REVINATE PROMOTION: ROI



Cornell
University
School of Hotel
Administration

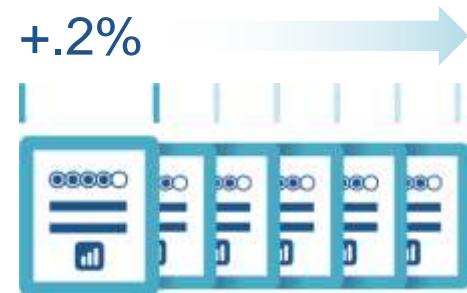
Ratings impact

For every 1 point increase in rating, the odds of being selected increase by 14.2%



Reviews impact

For every new review a hotel receives, its odds of being selected increases by .2%



LAS SUITES: A SUCCESS STORY

Review Rating

INCREASED REVIEW SCORE 21% FROM 3.7 TO

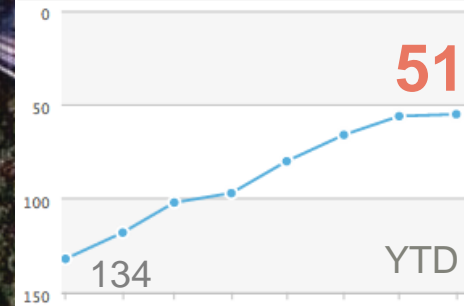
4.5

Reviews Pace, Total Reviews

INCREASED GUEST FEEDBACK BY

710%

TripAdvisor Popularity Index



HOTEL.BRUSSELS: A SUCCESS STORY

Review Rating

RECEIVED

41%

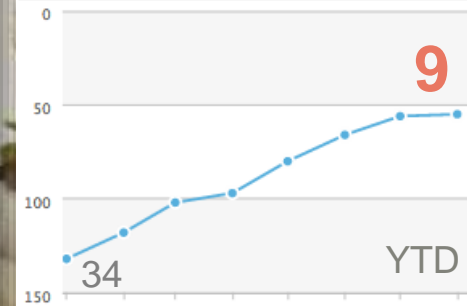
MORE POSITIVE REVIEWS THAN WITHOUT SURVEYS

Reviews Pace, Total Reviews

INCREASED GUEST FEEDBACK BY

350%

TripAdvisor Popularity Index



MORNING STAR EXPRESS: A SUCCESS STORY

Review Rating

INCREASED REVIEW RATING FROM 3.8 TO

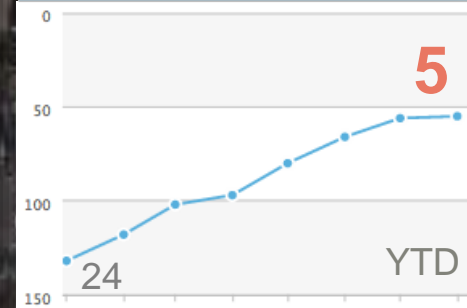
4.1

Reviews Pace, Total Reviews

INCREASED GUEST FEEDBACK BY

200%

TripAdvisor Popularity Index



Peter Yap

peter@revinate.com

