



Guest Relations Course

Online

Online reviews



Course description

DEFINITION

POSITIVE AND NEGATIVE REVIEWS

TIPS FOR HANDLING REVIEWS

**ENCOURAGING GUESTS TO LEAVE A
REVIEW**

FAKE REVIEWS

TRIPADVISOR REVIEWS

EXERCISE: REPLY TO A REVIEW



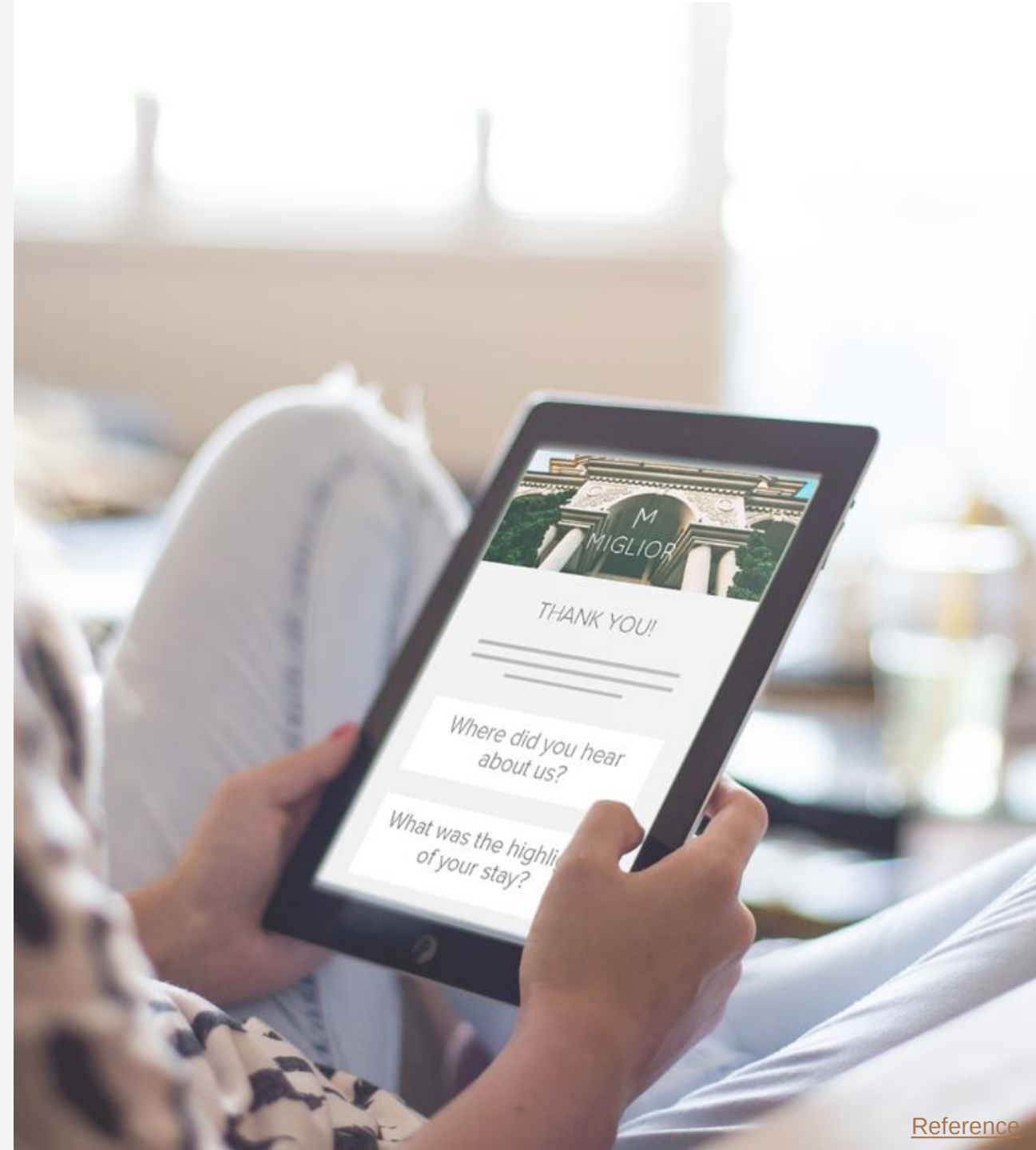
How do hotels receive notifications of a service failure ?

1. Face to face
2. Comment cards
3. Surveys
4. Online reviews

Which one do you think is the best ?

Comment cards

- Old school and difficult to follow up with the guest who complained.
- Anonymous = can't contact the guest.
- The hotel knows the issue and can try to fix it for the next guest.
- More steps, less submissions.
- Often, out of sight.



Surveys

- The hotel knows the issue and tries to fix it for the next guest.
- Other guests can't see the complaint.
- Not allowing for anonymous.
- Often too long to fill in.

Hotel Guest Survey

Did you feel welcome when you entered our hotel?

- ☐ Yes
- ☐ No

Please rate check-in process:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The check-in process was timely and efficient.	☐	☐	☐	☐	☐
The check-in staff was courteous.	☐	☐	☐	☐	☐
My reservation record was accurate.	☐	☐	☐	☐	☐

Please rate your guest room

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My room was furnished appropriately.	☐	☐	☐	☐	☐
My room was clean and comfortable.	☐	☐	☐	☐	☐
My bed and bedding were comfortable.	☐	☐	☐	☐	☐
Bathroom was clean and fully equipped.	☐	☐	☐	☐	☐

What is an Online Review?

A review of a product or a service made by a consumer who has experienced a service, or purchased a product.



Question for you



How quick should you respond to a negative online review ?

Positive Online Reviews

- Increasing the likelihood of guests choosing a specific hotel.
- Boosting guest loyalty by 73%.
- Making potential guests think that previous ones cared so much, that they took the time and wrote about it.
- Offering the hotel the possibility of learning a lot.



Negative Online Reviews

- Affect the brand reputation badly.
- Weaken the reliability of the hotel and its staff members.
- Show the true face of the hotel through manager's answer (a good answer can be beneficial).

Are all negative reviews rightful ?



Tips for handling negative reviews

1. Ask for further details.
2. Be kind, helpful & understanding.
3. Do not hide the negative reviews.
4. Answer them in public.
5. Use it as an opportunity for development.



How to encourage guests to write a review

- **Ask for a review in person, upon check-out**
- **Email guests after their departure**
- **Simplify the procedure**
- **Offer promotional gifts**

Fake reviews

Definition:

Any review submitted by someone who is either biased or did not have a personal experience with the business they are reviewing.



[Video](#)



The journey of a Tripadvisor Review



Video



Just a few rocks

Review of Stonehenge



I was disgusted to find this was just a few rocks to look at and nothing to do. They should knock it down and build an arcade or funfair. Don't waste your time what a silly place

How to properly reply to online reviews

- **Thank the guest by name (careful at spelling)**
- **Personalize the message**
- **Apologize**
- **Highlight the changes that will be made**
- **Place yourself in the guests' shoes**
- **Remain professional**
- **Keep in mind how will your feedback influence potential future guests**
- **Offer compensation (Rather dangerous !)**

Types of reply

- The (passive) aggressive reply
- Ignoring reply
- Copy paste answer
- Finally, a good reply

Example



Lewinelover wrote a review Jan 2019

5 contributions • 2 helpful votes



A real shame/Une Honte

"I already went to this hotel a few years ago when it was a Mercure. The heating was blocked and we nearly suffocated by heat during the night. The manager told me that it was not possible to adjust the temperature inside the room. He gave us ~~the~~ room for free. Fare enough. Obviously the hotel was not at international standards and it was sold to And when I came again in late december, it was over 25 degree!!! Suffocating. Nobody cared at the reception. The hotel manager did not even bother to apologize or to come back to me. Un vrai scandale...."

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Date of stay: December 2018

Trip type: Traveled with family



Location



Sleep Quality



Service

The (passive) aggressive reply



Response from [REDACTED], Directeur général at [REDACTED]



Responded Jan 27, 2019

Dear Client,

I would like to thank you for your comment.

I was unfortunately absent during your stay and deeply regret that you have had the same problem as last time.

Our heating is an ecologic central system without any possibilities to set an individual temperature by room. Due to the difference from outside during winter, the temperature felt in the rooms and it can be too warm for some of our guests. But we actually did not receive any other complains.

A complimentary stay cannot be offered for each stay in our Hotel for the same individual problem, even if this is a shame for you.

I hope to have the pleasure to welcome you again in our Hotel, maybe during another season.

Yours Faithfully,
General Manager

Ignore the guest reply



Tanja A wrote a review Nov 2019

📍Cologne, Germany • 7 contributions • 18 helpful votes



You want to feel old - go here....

"The hotel and the service are really ok... I started feeling comfortable here. I was thinking about staying in the mandarin oriental or Armani - wrong choice if you are 35 + :-)) The restaurant was nearly empty (on a friday night) and the bar was filled with people in the average age of 18.... so I felt like picking up my daughter. Sorry - the hotel must make a decision ... I will never come back again... I pay a fortune for a room and sit with teenies in a bar - no way..."

[Read more](#) ▼

Date of stay: November 2019

1 Helpful vote



Helpful



Share



Response from Giuseppe_Losciale, General Manager at Armani Hotel [REDACTED]

Responded Nov 16, 2019



Dear 269tanjaa, We are very sorry to read that you did not enjoy your stay in Armani Hotel [REDACTED]. Your comments are extremely important for us to improve our service in order to satisfy our guests' needs. I remain at your disposal should need any further assistance. Best Regards, Giuseppe Losciale General

Copy-paste reply



Response from Mandarin_NYC, Manager at Mandarin Oriental, New York

Responded Feb 28, 2020



Response from Mandarin_NYC, Manager at Mandarin Oriental, New York

Responded Nov 22, 2019



Response from Mandarin_NYC, Manager at Mandarin Oriental, New York

Responded Jan 13, 2020



Response from Mandarin_NYC, Manager at Mandarin Oriental, New York

Responded Jan 8, 2020



Response from Mandarin_NYC, Manager at Mandarin Oriental, New York

Responded Jan 13, 2020

Dear Jaclyn M,

This response

We appreciate you taking a moment to write about your experience with us at Mandarin Oriental, New York. We are sorry to hear that your experience did not live up to your expectations or those that we strive to provide to each of our guests. We invite you to email monyc-executiveoffice@mohg.com so we may further examine the issues you experienced.

This response

This response

Warm Regards,
Mandarin Oriental, New York Management Team

Finally, a good example



Could be a (fairly) good hotel instead of just OK

"A hotel with maybe the best location in Montreux is let down with management/operator disdain for its guests.

The rooms are large as and the hotel appears to be recently updated. The views from the lakefront rooms are stunning.

The front desk staff are efficient at doing exactly what is required from them - but don't expect anything more than a relatively efficient check in.

Nothing will be explained about the hotel, how the included tourist card works (we were only issued one - you need one for each guest to get the card's benefits, otherwise you will pay full price/fare for the guest without the card).

The bathroom is quite small, with an over bath shower - why don't all refurbished hotels offer walk in showers these days?

The rooms don't have in room coffee and tea making facilities. So this just appears to be a blatant price gouge on hotel guests who like a morning coffee without having to rely on room service or go outside the hotel to a cafe. This alone is a reason that I WILL NEVER STAY AT THIS HOTEL."

Read less ▲

A good reply



Response from GHSM001, Director of Sales at Grand Hotel Suisse Majestic



Responded Apr 27, 2017

Dear Brian C,

We thank you for taking the time to leave a comment about our hotel on TripAdvisor and we are truly sorry to learn your stay didn't go as expected. Our property being an historical building from 1870 and therefore unique, all guestrooms - and bathrooms - don't have the exact same size and some are indeed larger than others. At the time of the full refurbishment in 2010, our management has made the choice to keep bathtubs in our bathrooms in order to please the greatest number of guests: with a tub they can choose between taking a bath or a shower. If you were accompanied by someone while you stayed with us, you should have indeed get two public transportation passes. It is a Front Desk oversight and we do apologize about the trouble it caused you. Your much appreciated feedback will definitely be brought up to our recently arrived General Manager and thanks to it, we will be able to improve our service. Hopefully you will visit us again to witness how assiduously we take our guests comments.

Best regards, your Suisse-Majestic Team

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

Your turn



Destiny3737 wrote a review Aug 16

📍 Thousand Oaks, California • 1 contribution



HIPPA law / mask

"I have health problems and can't breathe with a mask. I do wear a shield that covers my whole face. Your security yelled and followed me around telling me I can't be here I or the security know of my health condition that I can not wear the type of mask she was telling me I have to wear."

[Read less](#) ▲

Date of stay: August 2020

Trip type: Traveled on business



Value



Location



Service



Rooms



Cleanliness



Sleep Quality

Your turn



Phileas Fogg wrote a review Jan 2020

15 contributions • 3 helpful votes



The service of the staff is not good

“The hotel is very nice but the staff does not know how to solve problems. They really need a lot of training. It is the most expensive hotel in the world but our stay was very unenjoyable. I wouldn't come back.”

[Read less](#) ▲

Date of stay: December 2019

Trip type: Traveled with friends



Value



Location



Service



Rooms



Cleanliness



Sleep Quality

Review collected in partnership with this hotel ⓘ

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



Thank you

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