

Managing Your Online Reputation

Best Practices for Responding to Online Reviews

Michelle Wohl - @revinate

michelle@revinate.com



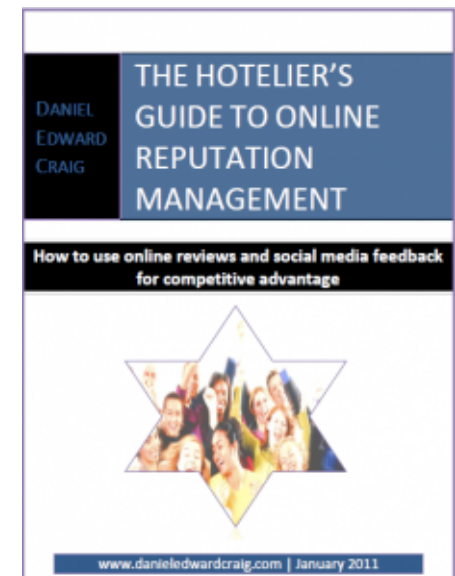
Daniel Edward Craig - @dcraig

dec@danieledwardcraig.com



Guest: Daniel Edward Craig

- Author and former GM turned hotel consultant
- Speaks and blogs regularly on topics of online reputation management, social media, and story telling for hotels
- Author of the hotelier's guide to online reputation management (e-Book)



Responding to Online Reviews in 2011

- 72% will respond to both positive and negative reviews
- 14% will respond only to negative reviews
- 13% will respond only to positive reviews
- 1% have no plans to respond to reviews



Approach to online reputation management

1. Monitoring & Measuring
2. Discussing & Resolving
3. Responding
4. Encouraging Reviews & Feedback



Cycle of positivity

Cycle of Positivity



What sites allow responses?

- TripAdvisor*
- Expedia
- Hotels.com
- Yelp*
- TravelPost

* Also allows private messaging



TripAdvisor



- Hotel representatives register as ‘owners’
- One response per review; no edits and reviewers can’t respond to hotel responses
- All responses are moderated for content
 - Can’t be directed to author of review or TripAdvisor staff
 - No commenting on TripAdvisor policies
 - No profanity, threats, insults, all caps, etc
 - No Web addresses, emails or phone numbers
 - No hearsay or content not related to tourists



Expedia / Hotels.com



- Hotel representatives register at Expedia Partner Central
- Guidelines
 - Keep response focused on the review with no additional marketing or promotion of your property
 - Professional and direct tone
 - Speak to all readers in your response
 - Don't mention other hotels or chains
 - No offensive language or objectionable content
 - < 300 words



Yelp



- Business owners must first upload a real photo before responding to make the message more personal
- No specific guidelines but on Yelp reviews are often written in a fun manner, so show some personality



The other sites...

- All the other review sites don't yet allow public management responses
 - Orbitz
 - Priceline
 - Booking.com (allows private response)
 - Travelocity
 - Yahoo Travel



What do hotels need to consider?

1. Which reviews should you respond to?

Most negative reviews occasional positive reviews.

2. Who should respond?

A senior manager with good judgment & writing skills.

3. When should you respond?

ASAP, ideally within 48 hours, after investigated & resolved



What do hotels need to consider?

4. What should you say?

Not too much. Thank, apologize & explain.

5. How should you say it?

Be friendly, humble, and brief. Not defensive, patronizing, or dramatic.

6. What if claims are false?

Set the record straight, diplomatically. If harmful, dispute with host site.



Bed Bugs

TripAdvisor




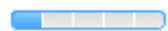
Posted: Oct 8, 2010

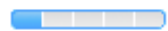
Trip type: Leisure


Recommended: No

 Cleanliness

 Location

 Rooms

 Service

 Sleep Quality

[More »](#)

bed **bugs!** itchy, crappy, bed **bugs** in 304!

The hotel appeared nice. But I came home with about a dozen bed bug bites. The hotel offered me ZERO compensation for this & were basically idiots. I'm so disappointed, I always try to look past things....but this is ridiculous. There was also such a seedy crowd surrounding the hotel! "How could you not bring me crack?!" was a conversation I REALLY heard outside. Ugh.

- by malabama8 (Birmingham, Alabama) on 10/7/10. Stay date: October 2010

[« Hide review](#)

[- Email Review](#)

[- Reply at Tripadvisor](#)



Management Response

Response from [REDACTED] General Manager on 10/15/10

It is rare for this issue to be a problem for this hotel. As with most hotels that cater to travelers from all over the world, we are bothered with this troublesome little creature from time to time, but we appreciate your alert and we have responded accordingly by eliminating the issue. We take this issue very seriously and because we do we have a special service go through all of our guest rooms on a regular basis, whether there is a problem or not.

It is surprising and unfortunate that you had such a bad experience at our hotel. While we are near some colorful aspects of the city, our hotel is known for our safe environment and convenient proximity to dining, theatre and tourist attractions.

The next time you visit our hotel please feel free to contact any of our managers for personal assurance that your stay will be comfortable.



Daniel's suggestion

“We take such comments extremely seriously. Upon receiving your complaint, we hired an outside company to inspect the room and they found no trace of infestation in this room or any other room in the hotel. We are truly sorry to hear of the discomfort you’ve experienced but cannot accept responsibility in this case. We pride ourselves on offering a safe, clean environment for all guests.”



Renovation/Noise

Stayed here for 1 week there were renovations going on and air hammers went at it all day long every day. They never gave any indication that this was going on when we reserved, or we would have went some place else. All I got from them was "we're sorry" that sure is an understatement to say the least. I can't think of anyone that is a sorrier excuse for a host. I guess for their apology and \$1.00 I could have gotten a cup of coffee from McDonalds. If your planning on coming here I suggest you beat your head against a wall till you think clearer. What a hell hole

Reviewer ratings for this hotel:

●●○○○ Value

●●●○○ Service

●●○○○ Location

●●○○○ Sleep Quality

●●●○○ Cleanliness

Date of stay: July 2010

Visit was for: Business

Traveled with: Other

Member since: July 07, 2010



Management Response

Management response from [REDACTED]
Manager

(Management representative)
Jul 12, 2010

Dear Augeringin,

I apologize for the inconvenience you experienced during your recent stay. We make every attempt to keep our guests away from areas where they may hear expansion activity and I sincerely apologize that we were not able to do so during your visit. I am hopeful that you will give us another opportunity to serve you when our expansion is complete this fall.

Thank you for taking the time to share your comments.

Sincerely,

[REDACTED]
Director of Rooms



Staff Singled Out

I stay in these hotels ALL of the time. But this one is particular is the MAIN reason why I will NEVER stay in another [REDACTED] hotel AGAIN! The front desk receptionist JENNIFER -- should NOT be at a front desk ANYWHERE. She was snobby with a terrible attitude ever.



Pricing

There were also many additional costs associated with the room. In addition, to the \$120 / night cost, the hotel charges \$14.95 per 24 hours for internet (sluggish at best). Also, the hotel charged us \$5 for each short LOCAL phone call. This charge is absolutely absurd when calling within the city.

Reviewer ratings for this hotel:



Pricing Response Suggestion

“Our pricing is comparable to similar properties in this area, and we feel we give good value given our central location and extensive facilities.

However, we value your comments, and I will review them with our management team.

Thank you for taking the time to share your feedback.”



Everything is great!



flyfish0... 
grand rapids,
michigan
4 contributions

“Fantastic - wonderfull!!!”



Date of review: Feb 5, 2011

From the valet parking, bellman, concierge, front desk staff, and restaurant staff - an absolutely wonderful experience. The accomodations were superb with attention to detail top notch in everyway. The only thing that surprised us was that there were no coffee makers in the room - however, a wonderful coffee bar was available in the main lobby. We will defintely be staying there again when we visit Chicago in September for a wedding! Keep up the good work! and - the location is terrific for shopping at Water Tower!!!

Reviewer ratings for this hotel:

 Value	 Service
 Rooms	 Sleep Quality
 Location	
 Cleanliness	

Date of stay: February 2011

Visit was for: Leisure

Traveled with: With Spouse/Partner

Member since: September 21, 2008

Would you recommend this hotel to a friend? Yes

Was this review helpful? Yes



Management Response

Management response from J [REDACTED] Executive
Assistant Manager - Operations

(Management representative)

Feb 7, 2011

Dear Flyfish08,

Thank you for taking the time to share your very kind words and feedback. It was a wonderful way to start the week. I will be sure to share everything with the entire team.

We value your business and look forward to welcoming you back to [REDACTED] real soon.

My very best,

[REDACTED] - Operations

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



Can responding to reviews help?

- “There is anecdotal evidence that a hotel's handling of a negative review can have a greater impact on travellers' impressions than the review itself.” *Amelie Hurst, TripAdvisor*
- Actual Review on TripAdvisor: “I travel to Chicago on business frequently and have stayed at several Marriott properties in the area. I really like the Blackstone, but decided to stay at the Courtyard for this stay for one reason - I was very impressed that the marketing director took the time to comment on each TripAdvisor review. Once I got to the hotel, I found the service to be exceptional in all areas.”



Live Demo

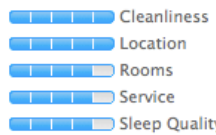
TripAdvisor



Posted: Mar 12, 2011

Trip type: Leisure

Recommended: Yes



[More »](#)

Possibly the best option on the strip

I took advantage of a special offer, and I was expecting a "second tier" room.

The room was, in fact, in a separate building (Spa Tower) but it was pretty nice.

Well kept with good view of the strip & fountains. Very large bathroom. Sure, you need to walk a little, but at least, from the lobby, you're not forced to cross the casino floor.

Excellent front ...

[Full review »](#)

- [Add a Ticket](#)
- [Email Review](#)
- [Publish to Social Buzz](#)
- [Reply at Tripadvisor](#)

Yelp



Posted: Mar 12, 2011

Stayed for a week,

Great time. The best bloody steak and eggs in the world. I think I am going to have to come back just for that !! Staff treated me like a rock star Fabulous....

- by Robert H. (Marietta, GA) on 3/11/11

- [Add a Ticket](#)
- [Email Review](#)
- [Publish to Social Buzz](#)
- [Add Owner Comment at Yelp](#)

Expedia



Posted: Mar 12, 2011

Recommended: Yes

"Great Hotel, not so great dining choices."

This is a great, clean hotel with excellent customer service. The hotel is very beautiful and the rooms are excellent. My biggest beef with the hotel is the dining choices. Although the restaurants at this hotel are considered one of the best in Vegas (we ate at Olives in a different trip, which is excellent by the way), I really wish they had ...

[Full review »](#)

- [Add a Ticket](#)
- [Email Review](#)
- [Publish to Social Buzz](#)
- [Reply at Expedia](#)
- [Reply by Email](#)



Resources

- Read our blogs and follow us on Twitter
- Daniel Edward Craig – dec@danieledwardcraig.com
www.danieledwardcraig.com @dcraig
- Michelle Wohl – michelle@revinate.com
www.revinate.com @revinate
- Watch for email with link to slides and video

