

# reputation management

john thompson  
vp, shared services

*and*

stephen hardenburg  
director, market & guest information



let the destination reach you.

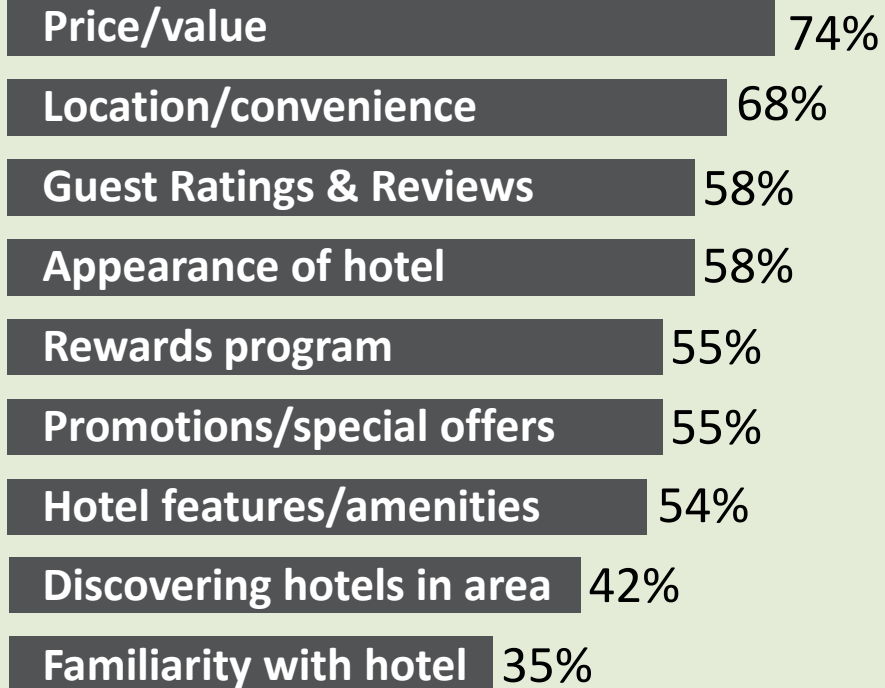




# What is reputation management?

Guest ratings  
& reviews is  
one of the top  
reasons why  
guests book

## Importance to purchase decision



# current reputation management process

- Guest Complaints
  - Managed through Guest Relations Response on ChoiceCentral
  - Compliance fees for unresponsive hotels (\$150)
- Response module within Medallia
  - View GIS surveys and online ratings & reviews
  - Ability to respond directly from Medallia
  - No compliance (currently)





let the destination reach you.

# *new* reputation management process

- Begins January 1, 2014
- Ascend Hotels **must respond** to:
  - Guest Complaints (same process as today)
  - Negative GIS Surveys (LTR of 7 or below on 10-point scale)
  - Negative reviews on CH.com\* (2 or below on 5-point scale)
- Hotels must respond within 72 hours
- Failure to respond will result in a \$150 non-responsive fee per infraction
- Hotels will not be required to respond to third party review sites at this time





let the destination reach you.

# Ratings & Reviews on CH.com

- Beginning in January, guests will have the ability to write reviews on ChoiceHotels.com
- All reviews will be available for response through Medallia
- Reviews will go through moderation by Bazaarvoice
- All reviews will be for confirmed stays
- Will limit exposure to competitors by reducing downstream traffic to TripAdvisor





# Ratings & Reviews on CH.com

let the destination reach you.

- Ratings will be generated based on LTR scores on GIS surveys
- Reviews that include a rating of two stars or less will require a hotel response
- For initial launch, the site will be pre-populated with reviews – taken from past 6 months of GIS comments
- Hotels will be sent an advance copy of the reviews that will be posted

*GIS Likelihood Equivalent of 5 to Recommend Star User Ratings*

---

## 8.51

★★★★★

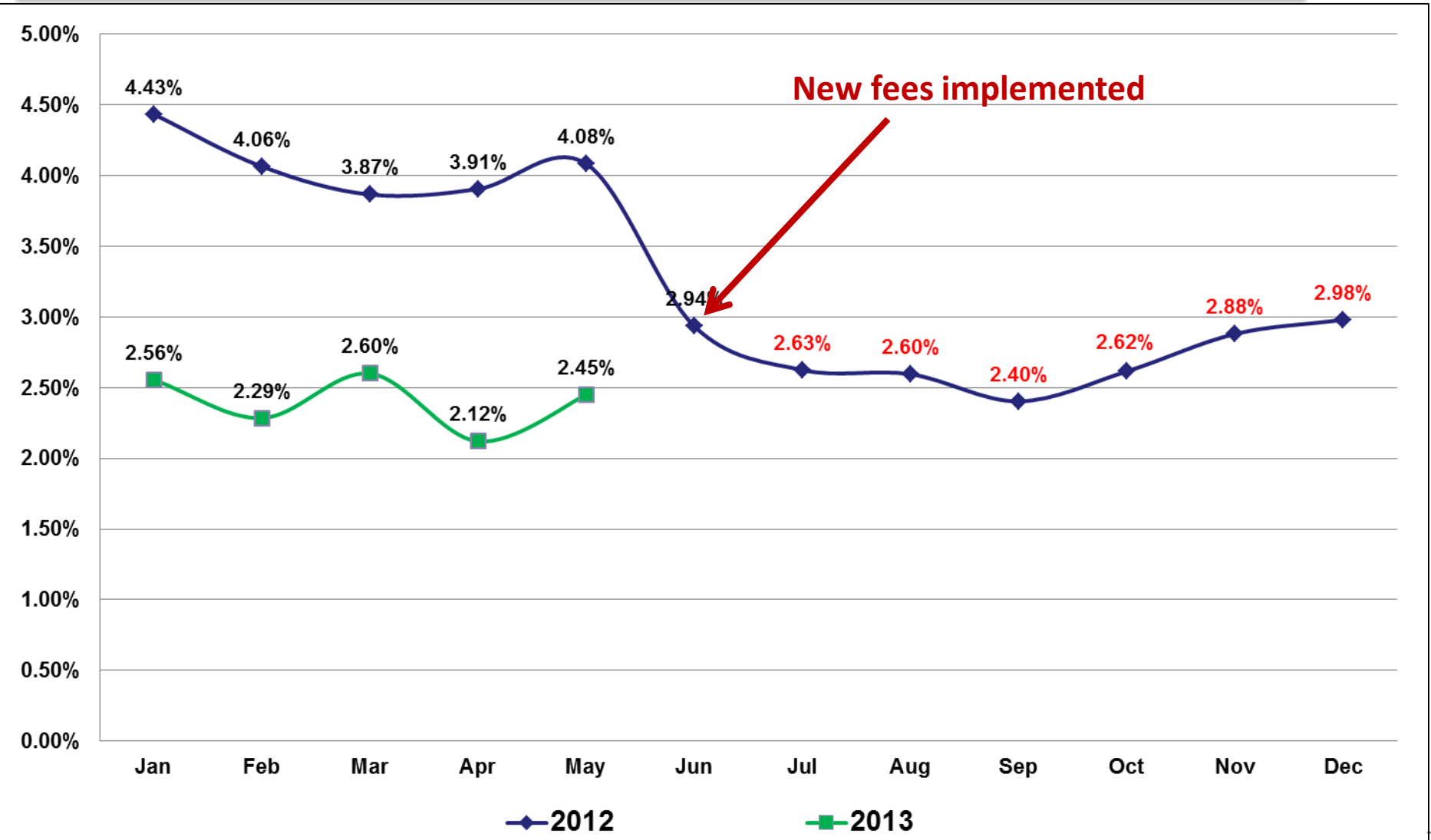
STAR RATING	AC
4.5-5.0	27.10%
4.0-4.5	41.40%
3.5-4.0	25.70%
3.0-3.5	2.90%
2.5-3.0	2.90%
2.0-2.5	0.00%
1.5-2.0	0.00%
1.0-1.5	0.00%
1.0 or less	0.00%

Overall Experience as a Guest	Extremely Dissatisfied		Dissatisfied		Neither		Satisfied		Extremely Satisfied	
Medallia's 10 point scale	1	2	3	4	5	6	7	8	9	10
Choice's 5 point scale	★		★★		★★★		★★★★		★★★★★	

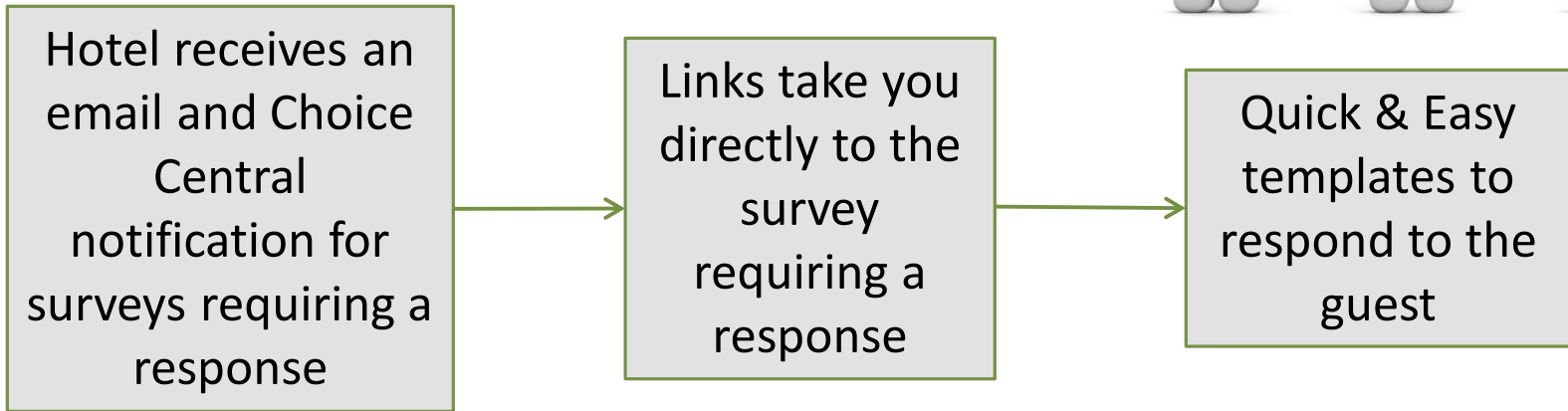


# unresponsive guest complaints

let the destination reach you.

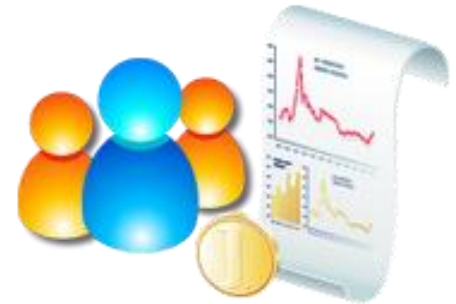


# a simple process



## Over the past 12 months...

- 78% have responded to guest surveys
- 79% have responded to online reviews





[← Respond ▾](#)
[Bookmark](#)

- Templates
- Blank response
- Thank you
- Compliment
- Apology
- Thank you (second option)
- Compliment (second option)
- Apology (second option)

**Thank you**

Dear Ann,

Thank you for taking the time to complete our online survey regarding your recent stay at our hotel.

Your feedback is very important to us and we can assure you that we will use this information to do everything possible to create an enjoyable experience for each of our guests. We hope to see you again soon!

tin, Ken	Checkin date	4/23/13
a99		

**Compliment**

Dear Ann,

Thank you for taking the time to complete our online survey regarding your recent stay at our hotel.

We very much appreciate and value your feedback and will share it with our team. Your survey responses will serve as encouragement to all of our staff as we strive to continuously improve the quality of our services to provide an exceptional experience for our guests. It is always a pleasure to receive positive feedback.

Thank you again for sharing your experience, and we hope your next visit will be even more pleasant than the previous one.

**Activity** Dates and Times are in GMT-0

**StandardReport**

**Satisfaction Top Drivers**

- Likelihood to Recommend (LTR)
- Overall condition of your room/suite

**Apology**

Dear Ann,

Thank you for taking the time to complete our online survey regarding your recent stay at our hotel.

On behalf of our entire team, I would like to apologize for failing to exceed your expectations. Your satisfaction is important to us and we will be using the feedback you provided to make improvements to ensure we offer an exceptional experience for our guests in the future.

I hope that you will consider staying with us again so that we can have another chance to provide you with a superior experience.





# SC477 Hotel Florence

let the destination reach you.

## Matthew Raines



- Responded to **100%** of surveys
- Responded to **75%** of online reviews

AVG. SCORE

Red = less than 10 responses

Rank	Hotel Name	Address	Avg. Score
#1	<b>YOU SC477 Ascend Collection Florence</b>	126 West Evans Street	4.8
#2	Residence Inn Florence	2660 Hospitality Blvd, Florence, South Ca...	4.7
#3	Hampton Inn & Suites-Florence North I-95	1735 Stokes...	4.6
#4	Holiday Inn Express Hotel & Suites	3440 W Radio Dr, Floren...	4.5
#5	Hampton Inn & Suites Florence-Civic Ctr	3000 W Radio D...	4.4
#6	Courtyard by Marriott	2680 Hospitality Blvd, Florence, South Car...	4.4
#7	Country Inn & Suites Florence SC	1739 Mandeville Rd, Floren...	4.2
#8	Best Western Executive Inn	1534 Hwy 38 W, Latta, South Caroli...	4.0

- #3 Likelihood to Recommend
- #1 Online Review Scores





# PA635 Carnegie Inn & Spa

let the destination reach you.

## Mark Morath & Pete Weaver



- Responded to **100%** of surveys
- Responded to **100%** of online reviews  
*(past 6 months)*

AVG. SCORE

Red = less than 10 responses

Rank	Property Name	Address	Avg. Score
#1	<b>YOU PA635 Ascend Collection State College</b>	100 Cricklew...	4.7
#2	Country Inn & Sts by Carlson Penn State	1357 East Colleg...	4.7
#3	Fairfield Inn & Suites	9970 Shaner Blvd, Huntingdon, Pennsylvani...	4.6
#4	Best Western Nittany Inn Milroy	5 Commerce Dr, Milroy, Pen...	4.5
#5	Hampton Inn & Suites	1955 Waddle Rd, State College, Pennsylv...	4.4
#6	Fairfield Inn & Suites State College	2215 N Atherton St, Stat...	4.4
#7	Best Western Plus University Park Inn &	115 Premiere Dr...	4.4

- #10 Likelihood to Recommend
- #3 Online Review Scores





let the destination reach you.

# MD281 The Inn at Henderson's Wharf

## Brett Henry



- Responded to **99%** of surveys
- Responded to **68%** of online reviews  
*(past 6 months)*

AVG. SCORE

Red = less than 10 responses

Rank	Property Name	Address	Avg. Score
#1	<b>you</b> MD281 Ascend Collection Baltimore	1000 Fell St.	4.7
#2	Residence Inn Baltimore Downtown	17 Light St, Baltimore,...	4.5
#3	Hilton Garden Inn Baltimore Inner Harbor	625 S Preside...	4.4
#4	Hampton Inn & Suites Inner Harbor	131 E Redwood St, Balt...	4.3
#5	Baltimore Marriott Waterfront	700 Aliceanna St, Baltimore,...	4.3
#6	Renaissance Baltimore Harborplace Hotel	202 E Pratt St,...	4.2
#7	Baltimore Marriott Inner Harbor	110 S Eutaw St, Baltimore,...	4.1

- #22 Likelihood to Recommend
- #4 Online Review Scores



# tips for responding to guest feedback



- ✓ Respond promptly
- ✓ Thank them for their feedback
- ✓ Address any specific compliments/complaints
- ✓ Customize your reply
- ✓ Be polite and professional



## resources available

- Training modules on ChoiceU.com
- Discussion forums, user guides, best practices
- GM Coaching Line
- Your BPC





thank you

