

# **6 Questions You Should Ask Before Buying a Guest Feedback Management Solution**



**Guest feedback helps you measure your success, identify the most important improvements, and keep your online reputation strong. You need a guest feedback management solution that will help you respond to more of your online reviews, integrate survey responses into your online reviews, and continue to solicit guest feedback. When purchasing a guest feedback solution, ask yourself the following questions...**

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**1. Who will use  
the solution?**

Many social media listening tools and consumer review solutions have been built to serve the needs of e-commerce sites. But, many hotels have hospitality-specific needs that e-commerce solutions cannot meet. For example, you may need different access levels for different staff members, such as allowing Housekeeping staff to read comments but not to respond to them. Or, you might want a system that's built for use by the entire hotel ecosystem, including hotels, management groups, and brands.

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**2. Do you  
want to take  
advantage  
of your guest  
feedback?**

According to Phocuswright, 93% of consumers look at online reviews when booking travel. Your property's ranking on sites like TripAdvisor is dependent on your average rating and the quantity of your reviews. But, we've found that solicited feedback - i.e., reviews that you generate from guest surveys - tend to have a higher rating than organic feedback. The ability to solicit feedback via email and submit it to TripAdvisor can be huge for your online reputation. With a TripAdvisor-integrated product, you can use your solicited feedback to drive bookings.

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**3. How much  
depth do you  
need in your  
data and  
reporting?**



Your guest feedback is full of actionable insights for your operations and management teams. Guest feedback solutions that include sentiment analysis allow you to see trends in your guest feedback. If your company is international, a solution that provides built-in translation enables you to gain insights from reviews posted in other languages. It's also beneficial to see your survey results side-by-side with guest data in your CRM system, so that you can use it for marketing and guest engagement efforts. Finally, integration with TripAdvisor allows you to get a holistic analysis of all of your feedback, both organic and solicited.

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**4. What billing  
model will work  
best for you?**

Guest feedback solutions come in a variety of price ranges and billing models. It's important to evaluate what you'll be getting for the money. Does the vendor offer a flat fee per account, or does it charge by the user? Does the vendor make regular updates to the product, and does it charge extra for those updates? Is 24/7 support included in the license or subscription amount?

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**5. What about  
implementation  
and integration?**

A good guest feedback solution should help you and your staff do your jobs more effectively and efficiently, but adopting new systems within a hotel can be a headache. Evaluate a guest feedback solution by testing its interface for ease-of-use. You should also investigate the onboarding process to determine how long it will take and how much support your solution vendor will provide.

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**6. Will you get  
help when you  
need it?**

Even the most user-friendly technology sometimes provokes questions. Find out what the solution vendor offers for service and support. Good customer support, training, and professional services can have value far beyond what you're getting in just the technology.

To learn more about how Revinate can help you determine your guest feedback management needs, contact us at [info@revinate.com](mailto:info@revinate.com).





