



QUICK GUIDE TO

MASTERING RESPONSES

1

Always say "Thank You"

You should start your responses with a quick "thank you"!



Thank them for their ideas & feedback.



Even if the comment posted is with a negative tone.



Vary the language used in your response not to sound robotic.

2

Keep it brief

Absolutely keep your response to the point.



No need to repeat every detail they have already mentioned.



No need to mention every action that will be taken to correct the problem.



Assure your guest that you brought this issue to the attention of the individual who can ensure that proper training is in place.

3

Proofread & proofread again

→ Having grammatical errors or misspelling will make your response seem less credible.

→ Ask someone else to review your response before posting.

→ Your ability to see what is written versus what you meant to write is diminished the more time you see the same content.



4 & 5

Do's & Must's

Do's

- ✓ Vary your language for each response
- ✓ Mention details of the review
- ✓ Try to be specific
- ✓ Each review deserves personal attention

Must's

- ✗ Alert the GM should if a guest raises a serious problem or you spot a recurring theme, such as:
 - liability to the hotel, unresolved*
 - security issues, bed bugs (not other insects), or doubtful reviews.*

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SCHEDULE a FREE CONSULTATION



At **iResponze**, we know that responding to reviews requires consistent attention and a strategy for developing and maintaining your hotel's personality. We have helped many clients meet the challenge, and we have learned a lot about how to be successful with your current and future guests. If you apply the action items listed above, you can meet the challenges of responding. Of course, we would welcome the opportunity to show how we can meet the challenge for you and your staff, leaving all of you more time to interact with the guests in front of you.