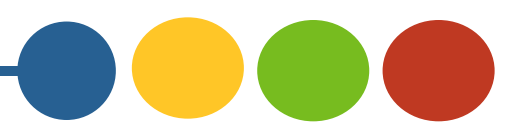
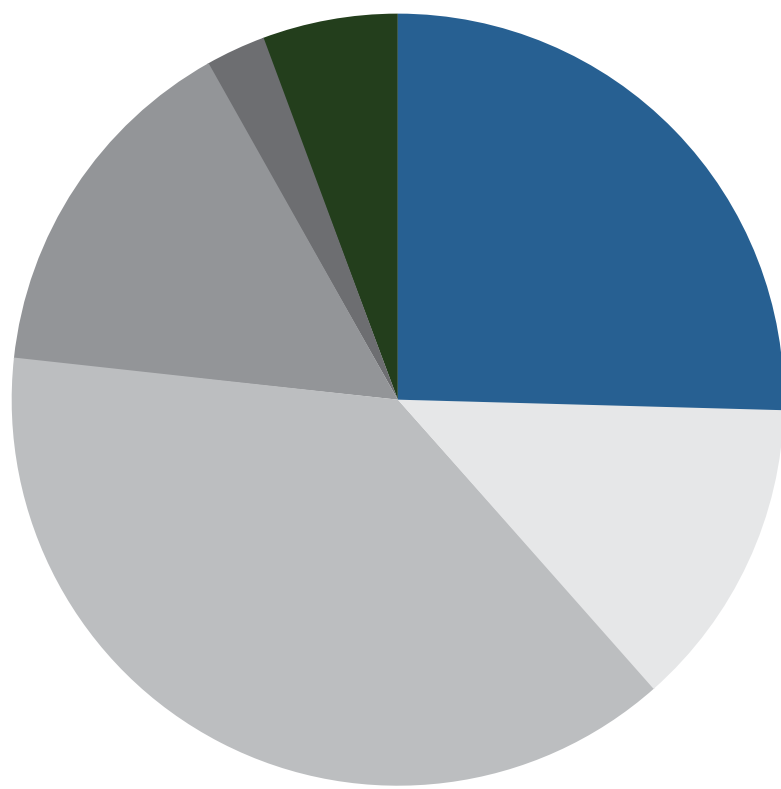


Marriott International PILOT



July 1, 2015 - May 31, 2016

OTA & 3RD PARTY DISTRIBUTION

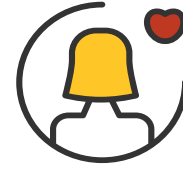


- TRIPADVISOR (25%)
- EXPEDIA (13%)
- BOOKING (38%)
- HOTELS (15%)
- GOOGLE (3%)
- TRAVELOCITY (6%)

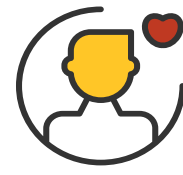
NUMBER OF REVIEWS

1756 reviews*

*Responsible reviews from Booking, Expedia, Expedia RealTime, FaceBook, Google, Hotels, Travelocity, TripAdvisor, Holidaycheck, Ctrip



Booking.com #1

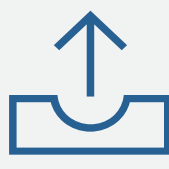


TripAdvisor #2

▶ RESPONSE RESULTS



96.1% RESPONSE RATIO - INCREASED BY 326% YOY



RESPONSES POSTED WITHIN 24-48 HOURS, KEEPING THESE HOTELS IN COMPLIANCE WITH MARRIOTT MANDATE



**GRI GROWTH

.8%

**Global Review Index is the score given by your guests based on their stay experience

**GRI BY SOURCE

TripAdvisor guests consistently gave a lower guest satisfaction rating (averaging 3.9% lower) than the rest of the OTA channels

3.9%
LOWER RATING from
TRIPADVISOR



GENERAL MANAGER SATISFACTION SCORE

100%

General Managers were 100% satisfied with iResponse services; "This service has helped us focus on operational aspects of the guest experience without losing the pulse of guest feedback".

🗨️ KEY LEARNINGS

We asked the PILOT hotel General Managers for their feedback and here are the top 5 items they identified to be of most value to them:

- *our services allowed them **more time to focus on the guest experience** while the guest was on property versus post stay
- *within a few weeks there was comfort level with the iResponse team understanding their property and handling guest feedback in **voice that was representative of the brand and hotel leadership**
- *the GMs **did not feel that they were disconnected** from guest feedback and were able to focus more on the overall feedback to look for themes and trends that could be addressed to improve guest satisfaction and revenue opportunities and **increasing their **GRI**
- *realization through this PILOT that they had double or triple number of reviews through **Booking.com** compared to **TripAdvisor**. GM's recognized the impact of **engaging in all responsible** review sites in increasing their ****GRI**
- *In many cases the brand **GSS volume is much higher** than review volume from OTAs and 3rd parties. Having the option of iResponse handling alert generating reviews in **guestVoice** is the key to in gaining full benefits of iResponse



CREATED BY
ROSE MENTRIE / IRESPONZE

🗨️ SCHEDULE a FREE
CONSULTATION

