

WE RESPOND TO GUEST REVIEWS

YOU DELIVER EXCEPTIONAL
GUEST EXPERIENCES





MONITOR



RESPOND



COLLECT



EQUIP

WHAT WE DO - ENGAGING SOCIAL BUTTERFLIES

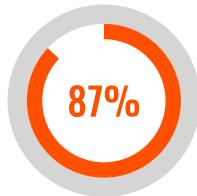
Our team of hospitality industry experts monitors and responds to all reviews, in all responsible channels within 24-48 hours, with an authentic and engaging voice. We are committed to strengthening your online reputation with higher rankings, increasing brand loyalty, and promoting social engagement. Managing responses effectively is critical to increasing brand awareness, maintaining a positive image and growing overall revenue.

HOW GUESTS CHOOSE YOUR HOTEL

Today's travelers visit multiple online review sites to help them decide where to visit and stay. They trust the reviews of other travelers and allow them to influence their choices.



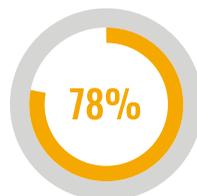
95%
of travelers trust online reviews*



87%
of travelers believe an appropriate response to a bad review improves their impression of a hotel*



85%
of travelers read up to 10 reviews when making a decision*



78%
of travelers claim reviews help them feel more confident in their decisions*

Hotel responses help enhance a hotel's online reputation by improving rankings, increasing brand loyalty, building a trust with their current and future guests, and enhancing social engagement.

*Source: Nerval Infographic January 2016

DESIGNING A SOLUTION FOR YOU

iResponse® offers a variety of services to meet the individual needs of hotels, as well as ownership and management groups. We understand that each hotel is different, so we offer our services based on a hotel's needs and budget.

- We provide support to hotels representing 920,000+ rooms across full service, select service and extended stay for multiple brands so we are well-acquainted with review response requirements across hotel brands.
- We partner with you to meet your specific brand requirements. Plus, you have the option to choose among the OTA and third-party sites that you would like us to monitor and engage with guests on your behalf.
- Marriott has partnered with iResponse as an agency of record for reputation management. Our team has been working with Marriott for several years and provides authentic and unique responses to negative and positive reviews in the appropriate brand voice.
- With all our services, we alert your management team to a comment that might be concerning and advise of in-house guest comments that may warrant immediate service recovery.



READY TO SIGN UP?

Interested in learning more about what iResponse can do for you?

Schedule a free consultation at iResponse.com or call 800.528.3135.