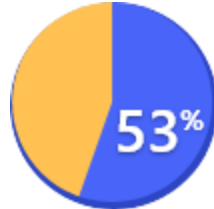


# Why are hotel reviews important?



**people use online reviews to select a hotel to stay**



**people wouldn't book at hotel with no reviews**



**TripAdvisor users believe that hotels that respond to reviews care for their guests.**

- Reviews strengthen your online presence
- Your guests can have a clear idea about your services
- Because of this, your bookings increase

On that note, your reviews and the way you respond to your reviews matters.

## Online reputation management for hotels: Here's everything you need to know

Hotel reputation management is a practice that includes tracking, managing and responding to all the hotel reviews received from all the platforms. By doing so, bookers get a clear idea about the service provided by the hotels and hotels get sense of trust. On the other hand, hotels can study guest behaviour and perform sentiment analysis. The data fetched from these exercises can help them in exploring the possibilities of overall business growth. Additionally, the right way of practicing hotel review management can lead hotels to enhanced brand value, more repeat guests and increased revenue.

# What is the right way to do online reputation management for hotels?

- Since reviews have a big impact on hotel business, hoteliers are supposed to track, collect and respond to all the reviews received from different platforms like OTAs, Facebook, hotel website, booking engine and others.
- Negative or positive, it is advisable to answer all the reviews with equal grace.
- Responding to such reviews develops trust on the lookers end leading them to book with you.
- The best way of online reputation management for hotels is to subscribe for a hotel reputation management system.

# Why having a hotel reputation management software is important?

- A hotel's online reputation software simplifies your operation of review management.
- It collects reviews from all the platforms at one place for you to respond to them easily, resulting to minimise your efforts and saves your time.
- The reputation monitoring software also looks after your star rating over different platforms.
- Improve your services and guest experience by generating different reports that gives you complete evaluation of your reviews, i.e your least, most favoured services and much more.

# How Critique simplifies reputation management for your hotel?



## It brings all your online reviews at one place

From OTAs and metasearch engines like TripAdvisor, to your hotel website and Google, this online reputation management software collects all your online reviews at one place. Thus, making your hotel review management more efficient.



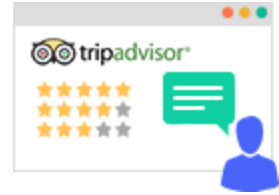
## It highlights the best of your hotel

This online reputation management system gives accurate evaluation of your property. So, you identify the most and least favoured services. Moreover, on receiving praise or criticism for any of your services, it also allows you to pass on the reviews to the corresponding department via email.



## Your review management gets organized

Our online reputation management system bifurcates your reviews with respect to the action needed. Along with that, it also identifies the platforms that put you in the limelight. Moreover, save and surf through your older reviews effortlessly using an online review software for your hotel.



## Gets you more reviews on TripAdvisor

eZee's hotel reputation management software is affiliated with TripAdvisor Review Express program. Under this program, you can collect more reviews on TripAdvisor for free. So it's not just managing reviews, but also getting more reviews.



## It conducts precise competitor analysis

This online hotel reputation management software also brings you your competitors' ratings. So you get to know the services and details that are being talked about. Moreover, you can also compare your business authority among your competitors.



## It performs sentimental analysis

To understand your guests' attitude while dropping the review, the online hotel reputation management software conducts sentimental analysis. So that you get their actual opinion about your services.



## It makes your responses faster

Since you get all your reviews at one place, you can respond to them faster. Besides, our reputation management software for hotels lets you save pre-drafted response templates. So you can easily edit and use them whenever required.



## It translates reviews in your language

Your global guests may drop reviews in their native language. In that case, this hotel reputation management software translates those reviews in a language you understand.



## It brings you detailed review reports

This hotel review management software gives you detailed performance insights of your services in a definite time duration through graphs and reports. So, you get a chance to improve the services that are less favoured.



## It lets you flaunt the best reviews

The online reputation management system will highlight your best reviews from all platforms on your booking engine and hotel website. This compels your visitor to book with you. Besides that, tweet those amazing reviews on your Twitter account using a review management system.