

Erfolgreiches Reputationsmanagement: Wie Antworten auf Gästerezensionen den Umsatz ankurbeln und KI Ihnen dabei hilft

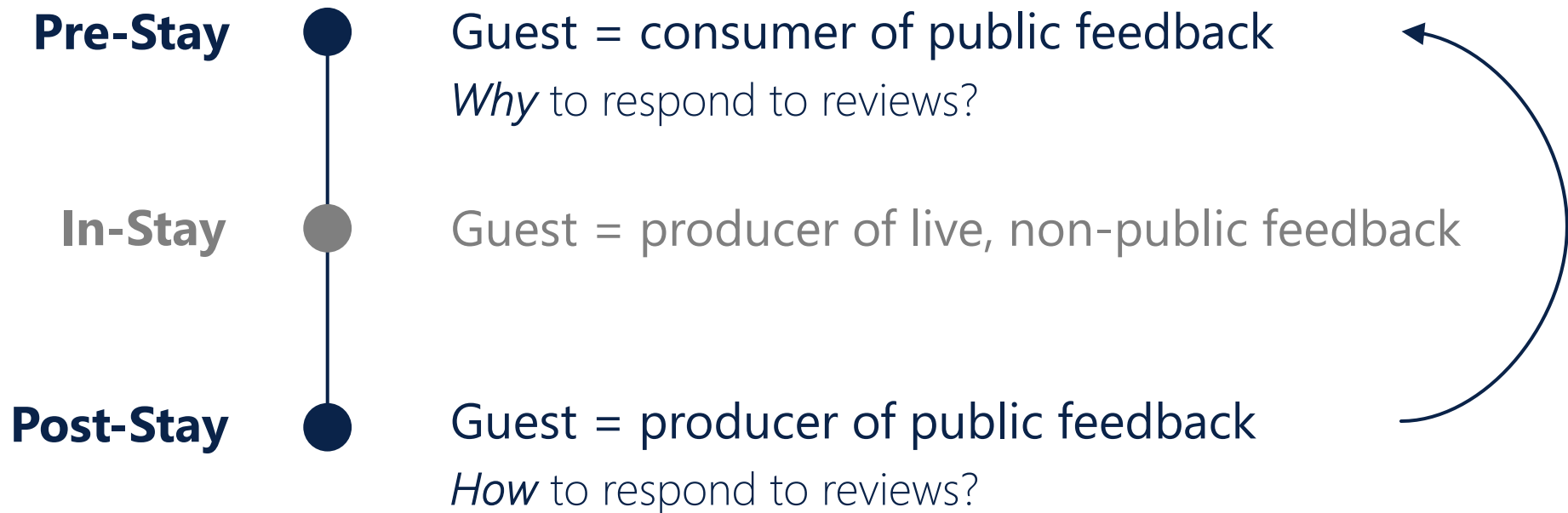


&



M A R A

The importance of feedback along the journey.



Why respond to online reviews?

Simple answer:

More replies = More Business

Huge impact of responses on booking decisions.

89%

check reviews
before booking

97%

read review
responses

2x likelihood

to book when a hotel
responds to all reviews

Replying boosts rating, nr. of reviews, and ranking.



Customer Experience

Study: Replying to Customer Reviews Results in Better Ratings



Effects of answering to reviews:

Average rating: + 0.12 stars

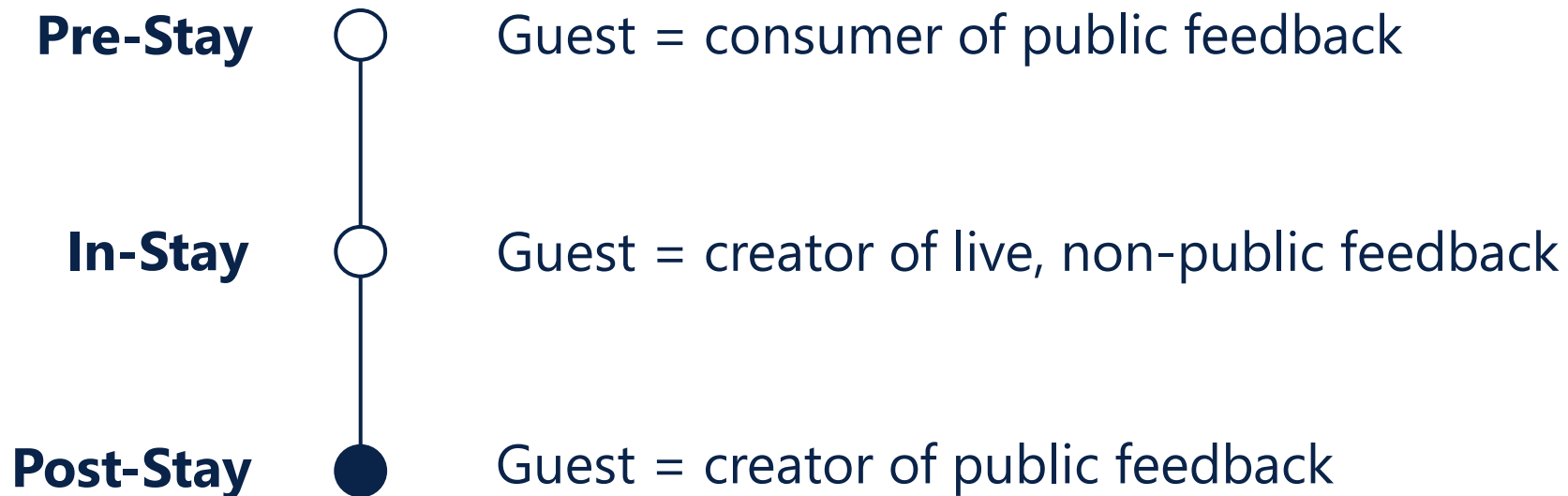
Nr. of reviews: + 12 %

→ Boost in search ranking

Answering many reviews leads to a virtuous cycle.

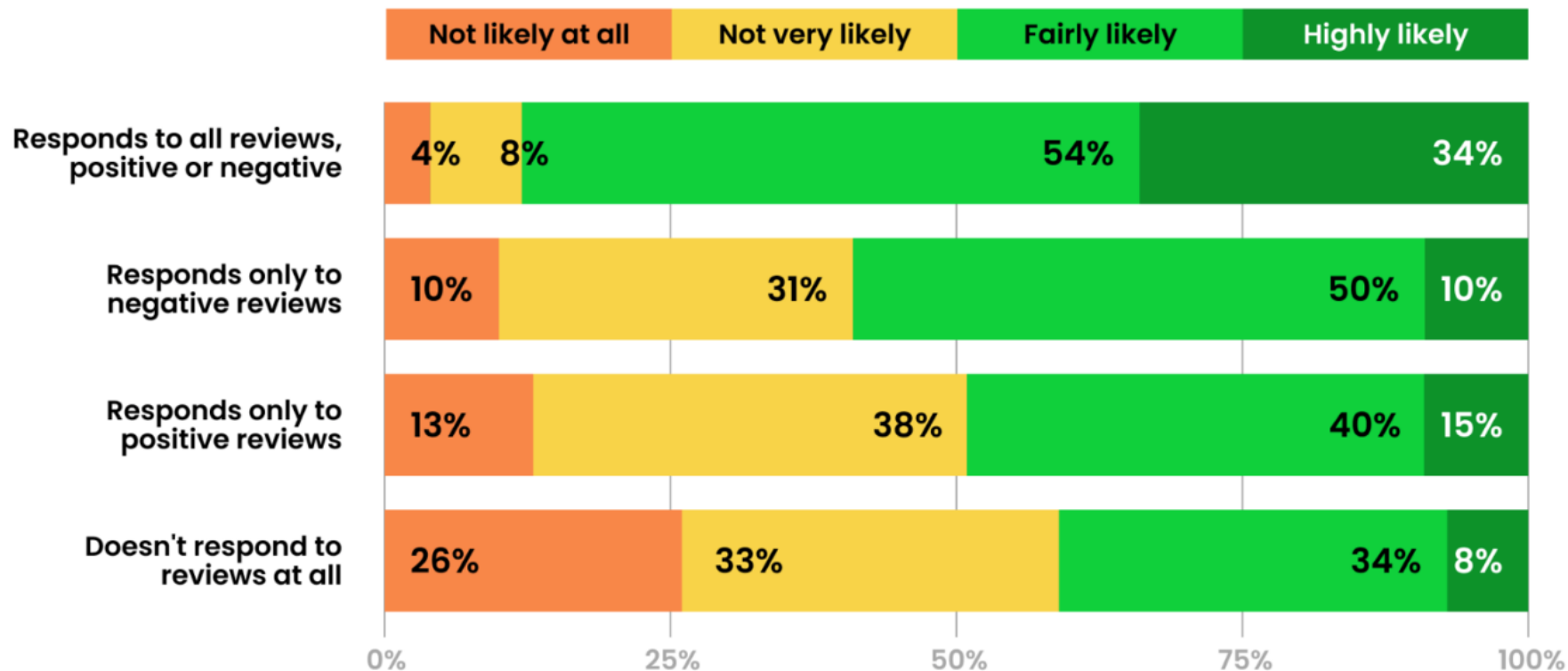


How to respond to online reviews?



Which reviews to answer? Ideally, respond to all reviews.

How likely are you to use a business that:



Rule number one:

Personalization, Personalization, Personalization

(But don't be repetitive in your responses)

Not responding > Responding with templates

In general, what makes a good review response?

It comes **promptly**
(within 1-3 days)

It's **appreciative**
and genuine

Reviewer's **key**
points addressed

Tone is **positive**
and conversational

It's not a novel but
short and sweet

Explains your
concept, if needed
(Don't overdo this one!)

Are unanswered reviews piling up?

Start with the most impactful reviews.

→ Answer the *most relevant** and *negative* reviews first (and fast)

* 'most relevant' = standard sorting of OTAs and Google Maps, i.e., the reviews that appear first when looking at your profile

How to respond to **negative reviews**

DOs

- ✓ Be friendly
- ✓ Show appreciation for feedback
- ✓ Provide constructive next steps
- ✓ Shift the tone, if needed

DON'Ts

- ✗ Don't take it personally
- ✗ Don't be defensive
- ✗ Don't blame the guest
- ✗ Don't repeat negative words

**If it's only two things that you
are taking with you from this talk:**

More replies = More Business

Your answer is there for the 100s of people
who check your reviews, not (only) the reviewer.

Following these guidelines is
challenging for most hoteliers
since it costs a lot of time and resources.

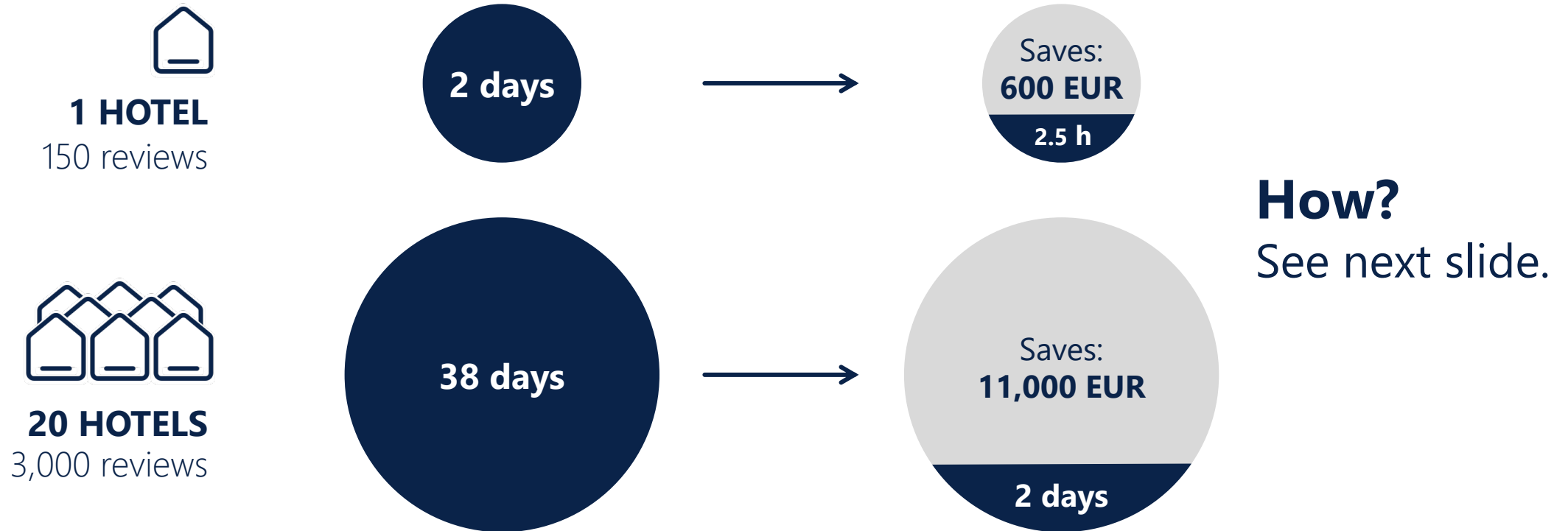


MARA

Individuelle Antworten auf
jede Gästebewertung
in Sekunden.



MARA saves up to 90% of labor monthly.

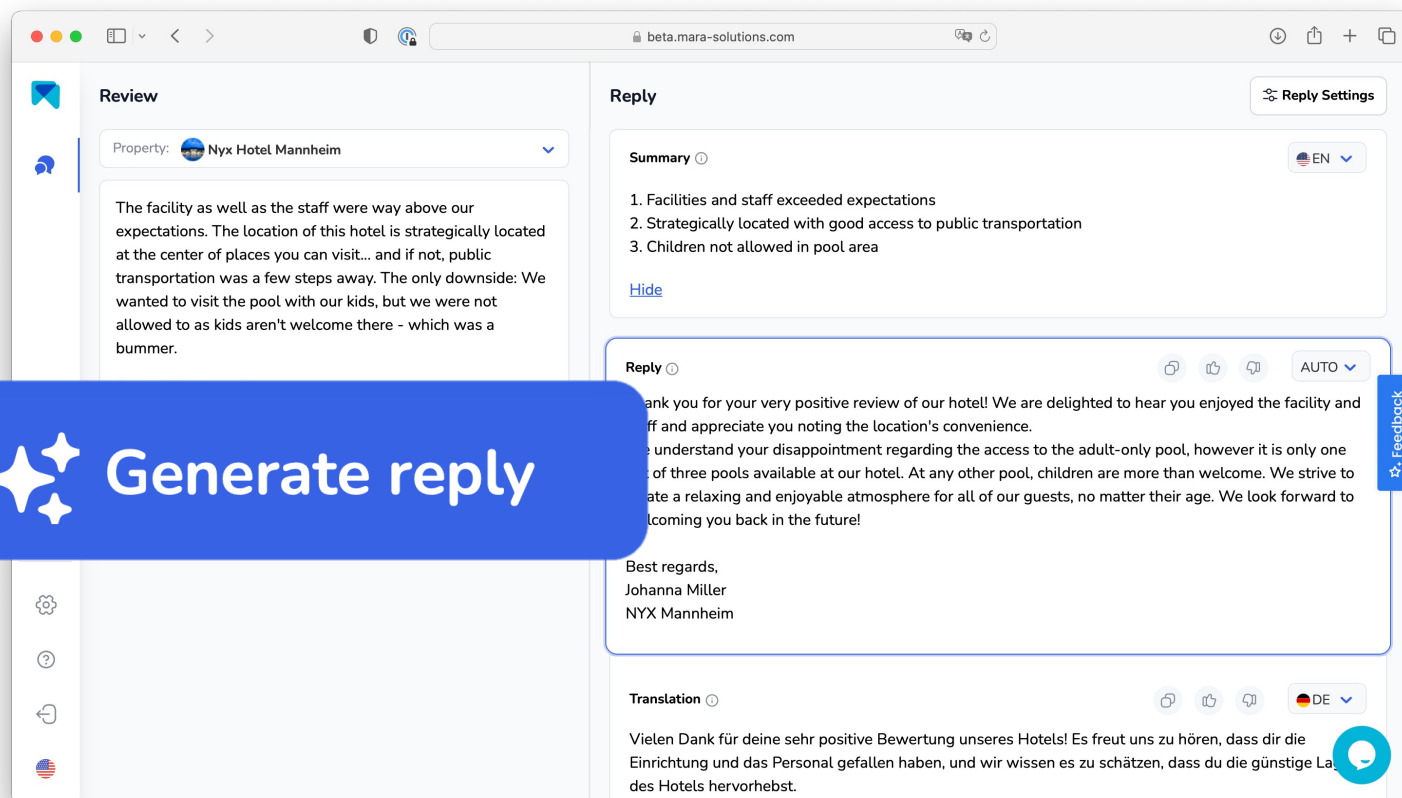


How?
See next slide.

Review replies with the click of a button.

Click.
That's it.

 A blue rounded rectangular button with a white starburst icon on the left and the text "Generate reply" in white on the right.



Success Story: **b'mine**

Responding to 600 – 800 reviews per month



Nothing else changed, except for using MARA



QR Code scannen und MARA selbst testen

- 20 kostenlose Antworten
- > 1 Stunde Zeitersparnis
- In 5 Minuten aufgesetzt
- Kein Abo, keine Zahlungsdaten
- Pläne starten bei 36 EUR/Monat

And/or contact me at m.lueders@mara.solutions.

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