

Holiday Inn St Louis

At the end of 2011, we did a deep dive into our data to see how our customers were performing across numerous metrics. We looked for standouts among our hotel clients, and to no one's surprise we found many. One in particular is the Holiday Inn St Louis. This small, 119-room property was outperforming all other Revinata customers in terms of online review response rate as well as response time. I looked at the property's usage report and found that the sales manager, Lauren Barry, was their most active user so I reached out to see if she would be interested in sharing her story.



Lauren works for Lodging Hospitality Management, a small management group located in the Midwest. Lauren credits a lot of her success to the fact that her employer is always willing to look into new technologies and provide the tools she needs to be successful. One of her most critical tools is Revinata.

Prior to Revinata, Lauren was manually searching for her reviews and mentions across the Web using Google searches and TripAdvisor alerts. Now, she simply waits for her morning email from Revinata, which alerts her to any new reviews, comments, or photos and videos that tag the hotel.

She pays particular attention to the reviews because she knows how heavily customers rely on them prior to making their booking decisions. When reviews surface issues at the property, she brings them to the morning stand-up meeting and discusses the situation with the staff. They brainstorm what they could've done differently and how to avoid similar situations in the future.

Lauren will also immediately respond to all reviews where a public response is allowed. In fact, she responded to 100% of her reviews in 2011. She uses that communication to thank the guest for staying with them and ensuring that they know that their business is important to the hotel. On a mission to be the 'friendliest hotel in St Louis,' Lauren knows that prospective guests will see the personalized responses and know that the staff truly cares about the guests' experiences. She often hears from guests that they decided to stay at the hotel because of her review responses.

The Holiday Inn team is also highly focused on TripAdvisor's Popularity Index. Lauren's favorite part of the morning is seeing whether the hotel moved up in rank. Since signing up for Revinata service, the hotel has seen its rank go up twenty spots. The team is motivated watching their progress and during their morning meetings they report on 'TripAdvisor Timmy's' progress, which becomes a rallying cry for the whole staff.

Lauren also uses data in Revinata to get information on competitive hotels. By reading their reviews and accessing their sentiment scores, she can quickly spot the strengths and weaknesses of all the hotels in her comp set, which is important in sales negotiations.

Lauren and I spoke during the first big snow storm of the year and she was busy calling her local accounts to see if they needed 'snow rooms' for any stranded employees. I imagine these guests are now sitting down to

write their reviews about how this little friendly hotel saved them from a treacherous drive and made them feel at home in their own town.

About Revinatē

Revinatē helps hotels compete with a user-friendly software solution for managing and tracking reviews and media mentions on OTAs and social networks. Developed exclusively for the hospitality industry, Revinatē allows hotels to turn online guest feedback into actionable plans to quickly respond to competition and market demands, increase customer satisfaction and drive revenue. Revinatē is based in San Francisco and has clients worldwide. To learn more, visit www.revinatē.com.