

CASE STUDY

How Radisson Hotel Group™ Cut Review Response Time in Half

The client

Radisson Hotel Group™ has long been synonymous with quality service. As one of the world's fastest-growing hotel companies and operator of multiple brands including the Radisson Blu, Park Inn by Radisson, Radisson RED, and Radisson Collection brands, online reputation is of the utmost importance. This is what prompted the decision to implement ReviewPro's Guest Intelligence Suite (including Online Reputation Management and Guest Satisfaction Surveys) in January of 2017.

Challenges

Responding to online reviews is a complex but crucial task for all hoteliers. Radisson Hotel Group™ was clear that it needed to develop and optimize its strategy for responding to online reviews in a timely way, but knew it was too big a project to take on singlehandedly.

Solution

Having seen significant returns during the first six months of the partnership, the dynamic hotel group opted to implement ReviewPro's Auto Case Management (ACM) tool to streamline internal processes and

improve the review response strategy. Radisson Hotel Group™ approached the challenge head on, rolling out ACM in July 2017 across 364 properties in the EMEA region.

This effective 'plug-and-play' tool simplifies the review response process, dramatically increasing staff efficiency across the board. ReviewPro's management response dashboard, which analyzes response times and performance, is a vital component in the drive to optimize responding to reviews.



Radisson Blu Hotel, Berlin

How Radisson Hotel Group™ Uses Auto Case Management

Based on automation rules within the tool, the hotel's General Manager (GM) receives an alert when a negative guest review is published. If a response is posted within the time limit, the case is closed. If not, the case is automatically escalated to the customer care center in Dublin, who charge the hotel for this service.

By creating a 'view' for all negative reviews, managers can monitor review response performance at a glance on a hotel, brand, or group level.

Automation Rules

An essential feature of Auto Case Management is the automation rules. At Radisson Hotel Group™, cases are created and assigned automatically based on the following rules:

- The GM has 48 hours to respond to negative reviews.
- If no response within 48h, case is escalated automatically to customer care center.
- Applies to 7 key OTAs in 8 key languages.

Results

After 3 months:

- 8,429 cases created, 3,892 cases escalated.
- Response ratio increased YOY from 82% to 92%.
- Average response time YOY dropped from 6.3 days to 3.0 days.

“ ReviewPro is one step ahead of the game which is exactly what we need at Radisson Hotel Group™. They are constantly updating the tool to add new features to enrich the platform. The Case Management solution has dramatically improved our review response strategy. As a result of the success we are now piloting case management within in-stay surveys.”



Cristina Serra

Vice President Guest Experience & Product Development
Radisson Hotel Group™



Radisson Collection Royal Mile Edinburgh

Why Radisson Hotel Group™ Chose ReviewPro's ACM

The tool

- Automatic follow-up to guest feedback at the click of a button.
- Customized 'To Do' page for users, prioritizing tasks and promoting staff efficiency.
- Instant access to all details related to each case.
- Flexible reporting to monitor review response performance.

The ReviewPro team

- Unmatched speed to roll-out the new tool.
- Strategic and operational support throughout the implementation process.
- Continuous updates and enhancements of the tool.



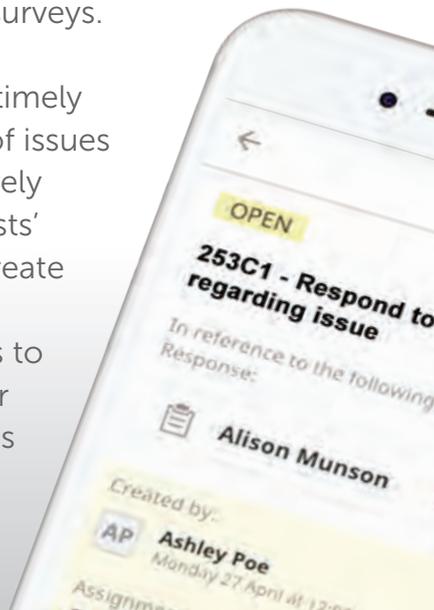
Radisson Collection Royal Mile Edinburgh

Auto Case Management

Streamline operations & drive service excellence

Create rules to automatically assign cases to individual staff members, departments, or workgroups based on specific guest feedback from online reviews or surveys.

Ensure the timely resolution of issues that negatively impact guests' stays and create remarkable experiences to exceed their expectations and drive positive reviews.



About ReviewPro

ReviewPro is the leading provider of guest experience improvement solutions for the hospitality industry worldwide. The company helps more than 35,000 hotels leverage online reputation and guest satisfaction survey analytics to enhance the guest experience and increase revenue.

For more information visit:

www.reviewpro.com

