

# REVIEWS BEST PRACTICES

*User-generated reviews are one of the most effective marketing and sales tools within the travel industry.*

- 1: Why are Review Important?
- 2: Be Authentic
- 3: Avoid “3<sup>rd</sup> Party” Submissions
- 4: Tactics to Capture Reviews
- 5: Using the Information

# Why are Reviews Important?

- People spend more time online researching before booking travel than they do any other product or service and they depend on reviews from other travelers when planning their own trips.

A recent PhoCusWright study<sup>1</sup> revealed the impact reviews have on travelers' decision-making:

- 83% of respondents indicated that reviews help them pick the right hotel
- 80% read at least 6 – 12 reviews prior to booking
- 53% won't commit to a booking until they read reviews

- Consistently collecting reviews yields a more accurate assessment of your property. [[Cornell Hospitality Quarterly](#)]
- Reviews can boost your search result ranking by generating new, relevant user-generated content.
- A free way to assess how your business is performing.

# Be Authentic

The BaazarVoice authenticity policy is in place to protect and uphold the credibility of reviews.

*Three authentic reviews are much more valuable, both to the customer and search engines, than ten reviews that all look to be from the same person and can be considered fraudulent.*

# Avoid “3<sup>rd</sup> Party” Submissions

- Directly related to authenticity, each review needs to be manually submitted by each, individual guest.
- If reviews are handwritten or emailed and you submit these reviews into the Bazaarvoice platform the reviews will be rejected as fraud.
- **If you're currently doing this – STOP!**

# Tactics: On-Site Kiosk

- Create a station in your lobby or front desk area to provides guests an opportunity to submit a review before departing.
  - Guides: allow clients to submit a review on your phone or tablet.
- **Guidelines to follow:**
  - Set browser to incognito or private browsing.
  - Each guest should open up a new review screen.
    - Make the review page your browser’s homepage so that each guest can open up a unique session.
  - These tactics will minimized caching and cookie issues that could create “duplicate” users that will appear as fraudulent reviews.

# Tactics: Post-Visit Follow Up

- Link directly to ssURL review page from email, newsletters, text messages, and social.
  - New feature coming in 2017
- Allows client easy access to submit a review.
- Encourage adding pictures and video in the review.
- Incentivize.
  - Orvis + Partner Options
    - Orvis to recognize and award one reviewer each year with a \$1,000 Orvis Gift Card.

# Using the Information - Insights

- Reviews are a free way to assess how your business is performing.
  - Highlight what's going well and where improvements can be made.
- Trends in reviews also reveal insights into guest expectations and how to better meet them.
  - Look through your negative reviews to try isolating the miscommunication, unmet expectation or other undesirable experience that caused the negative review(s) in the first place.

# Using the Information – Marketing & Negative Reviews

- Use positive reviews in marketing materials.
  - Amplifying positive reviews is an excellent way to enhance brand messaging with authentic customer content.
  - Including quotes can increase clicks and engagement on emails, ads and social posts.
- Negative reviews are a good thing, when responded to correctly.
  - Draft a response and our professional copywriters will help refine the message before posting.

**When brands embrace responding to negative feedback in a public open forum:**

- 41% think the brand “really cares about customers”
- 35% think the brand has “excellent customer service”
- 22% think the brand is trustworthy