



ANSWERING COMMENTS GUIDE

Quality Corporate Department July 2023

MINOR
HOTELS


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HOTELS • RESORTS • SPAS

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Hotels & Resorts


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A modern hotel lobby with a large, vibrant floral mural on the wall. Several curved, light-colored reception desks are arranged in a row, each supported by a thick, dark wooden pedestal. Potted plants are placed around the desks. The scene is dimly lit, with a blue tint.

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NH ANSWERING GUIDE


KEY FINDINGS & OBJECTIVES

1.1 KEY FINDINGS

It is proved that answering to reviews will help us to:

- ✔ Connect with our guests, find out what they really want
- ✔ Promote our hotels
- ✔ Lead to higher levels of service and confidence in our brand
- ✔ Increase our business
- ✔ Offer us a chance for service recovery
- ✔ Discover opportunities for improvement, driving satisfaction and loyalty
- ✔ Reduce operating costs





87% of respondents say “An appropriate management response of a bad reviews improves my impression of the hotel”.

77% of respondents say “seeing a hotel management response to reviews makes me believe that it cares more about it’s guests”.

62% of those who were surveyed said that they are more likely to book a hotel that responds to review compared to a relatively similar hotel that does not respond to reviews.

Consumers are more appreciative of responses to negative reviews rather than positive ones.

1.2 GOALS-STRATEGY - Internal customer survey

Internal Customer SURVEYS

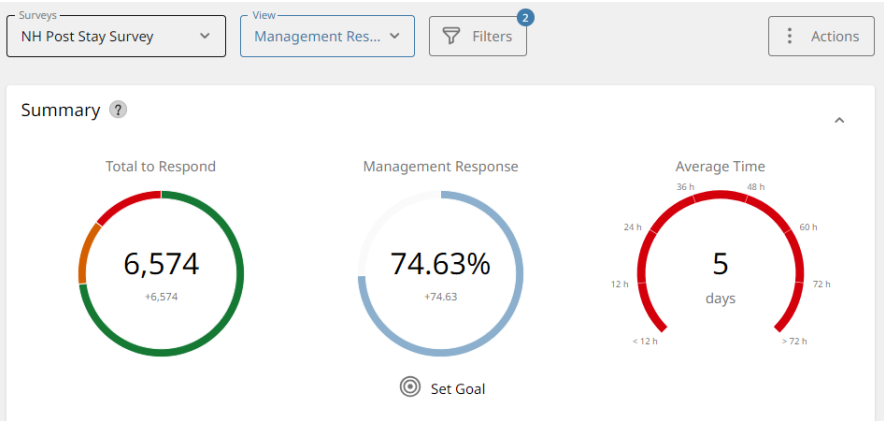
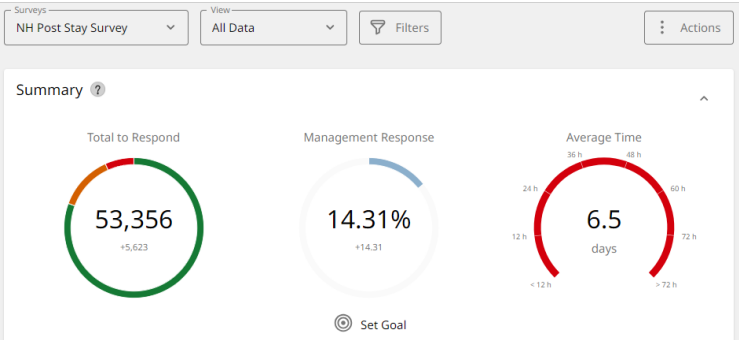
■ Benchmark shared by ReviewPro

- ❖ Answer 100% of detractors before
- ❖ Answer at least 80 % of Neutral/passives
- ❖ Answer at least 60 % of promoters

48h / 2 days

72h / 3 days

120h / 5 days



Distribution	Responded / Total	Response Ratio	Goal	Avg.Time
All	4,906 / 6,574	74.63% +74.63	Target	5 d +5.0 d
Positive	3,619 / 4,798	75.43% +75.43	Target	4.9 d +4.9 d
Neutral	615 / 835	73.65% +73.65	Target	5.3 d +5.3 d
Negative	672 / 941	71.41% +71.41	Target	5.5 d +5.5 d

1.2 GOALS-STRATEGY: Online Reviews

Online Reviews

■ Benchmark shared by ReviewPro

- ❖ Answer 100% of detractors before
- ❖ Answer at least 80 % of Neutral/passives
- ❖ Answer at least 60 % of promoters

48h / 2 days

72h / 3 days

120h / 5 days

Shiji REVIEWPRO

Booking.com

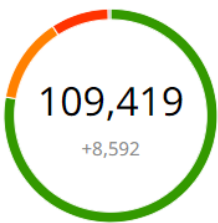
tripadvisor

Expedia

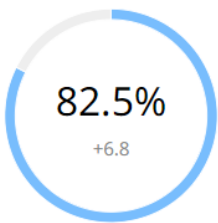
Google

Summary ?

Responsible Reviews

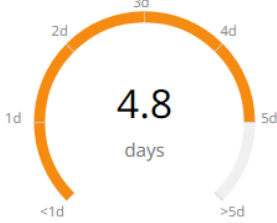


Management Response



Set Goal

Average Time



Distribution	Responded	Response Ratio	Avg. Time
All	90,305 / 109,419	82.5%	4.8 d
Positive	71,377 / 85,155	83.8%	4.8 d
Neutral	11,594 / 14,263	81.3%	4.7 d
Negative	7,312 / 9,604	76.1%	5.5 d
Not Rated	22 / 397	5.5%	10.5 d



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*GUIDELINES & RECOMMENDATIONS
FOR ANSWERING TO OUR GUESTS*

2.1 RECOMENDATIONS

Here are the main points you should take into consideration when answering reviews:

We should **respond** to agreed reviews **within 48 hours in a personal and professional manner**. This will demonstrate our commitment to listening and acting on guest feedback.



For positive reviews reinforce hotel strengths and invite the guest to share the experience and return.



For negative reviews, apologize for their experience, inform them what you will do to address the problem, invite the guest to contact you for resolution and describe how the problem was resolved.



Sometimes the best strategy for dealing with negative reviews is to simply ignore them. If you can answer “yes” to any of the following questions, it may be smarter not to respond to the review at all:



1. Are other users of the website already disagreeing with the initial review?
2. Has the user left many negative reviews on the site – Is he/she a ‘born complainer’
3. Is this the only negative review out of dozens of positive ones?

There are two things you need to do before you start typing anything in your response box:

1. Try to determine the facts of the situation.
2. Make sure you’ve calmed down and are seeing both sides of the situation before you start your response.



2.2 ANSWER STRUCTURE

Consider the following structure to answer any kind of review and take some time to personalize the answer.

1. THANK THE GUEST

"...Thank you for the trust you have placed in our hotel, "Hotel name" and for taking the time to write to us in detail the problems you experienced whilst staying with us.. ..."

2. APOLOGIZE, ACKNOWLEDGE & EXPLAIN + ACTION PLAN

"...please accept our sincere apologies for the treatment received on behalf of our staff while staying at our hotel. I have brought this to the Front Desk Manager's attention and also ensure you that all the Front Desk Employees will follow correctly our procedures and standards as, to make every guest feel special and cared, is one of our main premises ..."

3. FAREWELL

"...Finally, we are grateful that you have given us the opportunity to share your comments and we ensure you that they are valued . We are looking forward to welcome you back at "Hotel name".

Yours sincerely"

4. PERSONALIZED ANSWER

"...Name & Position



Use the templates
available in
ReviewPro.

2.3 HOW TO RESPOND OUR GUEST: DO'S & DON'TS

ANSWERING REVIEWS

😊 DO'S

- ✔ Always try to respond in a calm manner. Take your time. Potential customers will see how you approach challenging circumstances, it shows that you are attentive and receptive to any feedback and will leave a lasting impression.
- ✔ Remember that **a complaint is an opportunity** to recover our guest's experience. **Use it to turn a negative review into a positive experience.** Try to communicate new improvements to be done, it is important to state that you've taken the feedback seriously and **made positive changes. An explanation should be provided.**
- ✔ Even when we are not responsible for something that has occurred, **apologize for the way the customer is feeling:** "I am sorry you felt unsatisfied with your experience..." **Maybe it is not your fault but it's your responsibility**
- ✔ Management responses are great opportunities to tell guests and customers that you are thankful for their positive comments, as well as constructive feedback for all the staff involved.
- ✔ **Check the grammar** before sending a written communication to our guests. Read carefully the written message: **Don't use capital or bold letters** unless it is necessary for brands or to remark a positive item.
- ✔ **Subscribe to the different notifications** service from on-line public sites, so you will be aware at the moment it is being published.
- ✔ While replying to any review on public sites, it is much more relevant and increases the values, to answer in a constructive way to negative review than dozens of positive ones.
- ✔ Whenever possible, mention our new behaviors: **care, deliver, ease and surprise** and our new experience principles: **feel the place, feel at ease, feel special and the brilliant basics.**

2.3 HOW TO RESPOND OUR GUEST: DO'S & DON'TS

ANSWERING REVIEWS

☹ DON'TS

- ✗ **Don't write anything that sounds angry, sarcastic, discriminatory or negative.** Whether the review is critical or glowing your reply should always be polite and professional. **Never give the feeling of being "offended"**
- ✗ **Don't use "stock" answers. Don't generalize. Make sure that every response is unique and specific to each guest.** Put a human tone and face to the hotel.
- ✗ **Always double-check your responses and grammar. Don't use capital or bold letters** unless it is necessary for brands or to remark a positive item. **Don't repeat sentences**
- ✗ **Never use on-line translations as Google nor use online jargon. It is not possible to edit or delete your responses after submission.** If you need help for a specific translation, please send the translation to the Customer Care Department through the BU QA Manager.
- ✗ **Do not provide any personal data of the guest (for privacy reasons) or give the telephone/e-mail of the Manager (if needed use generic address).**
- ✗ **Do not employ criticism** of the page where it is posted, mention other public webs, or ask the guest to book through other channels (especially if comment is posted on a booking page).
- ✗ **Do not offer any discount, refund or invitation.**
- ✗ **Do not use templates to answer to reviews on public web sites, try to personalize every response and answer to the specific comments left.**

2.4. COMMENTS USUAL TYPOLOGIES: NH CUSTOMER SURVEY

What if the reviews are...?

ALL POSITIVE



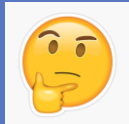
- A. Thank and remark in cases where staff is named.
- B. Inform that it will be shared with the team .
- C. Give a personal answer
- D. Remark the new upgrades
- E. Mention our new brand attributes & experience principles if possible.

NO COMMENTS



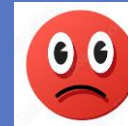
- A. Thank for providing us with the scores , and worried about them if negative scored.
- B. Respond to the demand of being contacted by offering help.

REQUESTS & SUGGESTIONS



- A. If any question is made, answer it.
- B. Give thanks for the suggestions.
- C. Tell the guest how much we value the suggestion (even if it does not apply)
- D. Mention our new brand attributes & experience principles if possible.

NEGATIVE COMMENTS



- A. Investigate what could have happened in order to provide a proper answer.
- B. Thank for the comments provided, that will help us to prevent this from happening again. Inform about the actions to be taken shortly (Service, Refurbishment, Wifi...) If it was not our fault, apologize for the way the guest felt.
- C. If it can't be solved, don't give any false expectations and try to calm down the guest by offering a special treatment during next stay.

ABOUT DISCOVERY ISSUES



- A. To join the program, send the guest the link from our web.
- B. Points issues: inform the guest about the actions to be taken: forward to the loyalty team in order to give the proper answer: nhdiscovery@nh-hotels.com.

NEGATIVE COMMENTS THAT MENTION THE HOTEL MANAGER



When a guest is mentioning a bad treatment or behaviour of the Hotel Management, just ask the QA BU Manager to reply to the guest, providing all the information by e-mail.

2.4. COMMENTS USUAL TYPOLOGIES: PUBLIC WEBSITES (TRIPADVISOR, BOOKING, HOLIDAY CHECK, HRS...)

If you can answer “yes “ to any of the following questions, It may be smarter not to respond to the review at all.....

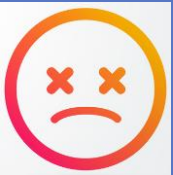
And what if the reviews are...?

1. Are other users of the website already disagreeing with the initial review?

2. Has the user left many negative reviews on the site – is he/she a ‘born complainer’?

3. Is this the only negative review out of dozens of positive ones?....

NEGATIVES THAT VIOLATE GUIDELINES



- A. The comment violates any of the guidelines established by the external websites.
- B. The comments clearly does not correspond to our hotel.
- C. Contains discriminatory or offensive language.
- D. The guest writes in the name of another guest .
- F. If we suspect that the review has been written by a competitor of the hotel and we can prove it.
- G. Guest is threatening us to post a bad review

ALL POSITIVE



- A. Select those that really need to be answered. Don´t respond at all
- B. Give special care to those who mention names of staff.
- C. Inform that we will share comments with the team.
- D. Give a personal answer.
- E. Comment the improvements and mention our new brand attributes & experience principles.

NEGATIVE COMMENTS



- A. Investigate what could have happened in order to provide a proper answer.
- B. If it can´t be solved, let the guest know that you will value the comments.
- C. If it can be solved, apologize, give thanks for the comments provided, and let the guest know how it will help us to prevent this from happening again. Inform about actions to be taken shortly (Service, Refurbishment, Wifi, maintenance...)
- D. If it was not our fault, apologize for the way the guest felt. Try to give a reasonable explanation.

REQUESTS & SUGGESTIONS



- A. If any question is made, answer it.
- B. Give thanks for the suggestions.
- C. Tell the guest how much we value the suggestion (even if it does not apply)
- D. Mention our new brand attributes & experience principles if possible.

2.5 EXAMPLES FOR ANSWERING: Positive reviews



POSITIVE REVIEWS

Dear XXX

Thank you for choosing to stay with us and I am glad to hear that your experience with us was a memorable one! We look forward to welcoming you back to the hotel in the near future. Please don't hesitate to contact us if you need any help or information.

With Kind Regards,

POSITIVE REVIEWS WITH REFERING TO THE STAFF

Dear XXX

Thank you for taking time to review our property. I am glad to hear that we will be your top choice when you visit our City and that you receive the treatment we deserve to give to all our guests, as it is our standard. I will be sharing all your comments with all the staff involved, to motivate them and to remain on their duties in the same way. We look forward to welcoming you back soon. Please don't hesitate to contact us if you need any help or information.

Yours Sincerely,

POSITIVE REVIEW TO A LOYAL REGULAR GUEST

Dear XXX

Many thanks you for taking time to review our property. It brings us a lot of pride and joy to hear that you're an avid fan of our hotel. We really appreciate your business, your loyalty and your trust and our staff are always willing to help you with anything. Please, don't hesitate to call us if there's anything we can help you with for your next trip.

Best regards,

POSITIVE REVIEWS STAYING FOR A SPECIAL CELEBRATION

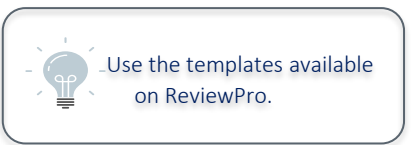
Dear XXX

Many thanks for choosing us and happy XXXXX. We are so glad to hear that your experience was so delighted and that you felt surprised during such a special occasion. We hope to welcome you and your wife/husband/daughter/friend/etc. back to the hotel in the near future to offer you another memorable experience.

Please don't hesitate to contact us at hotelname@nh-hotels.com if you have any other special need or information.

Yours Sincerely,

2.5 EXAMPLES FOR ANSWERING: Negative reviews



NEGATIVE REVIEWS – GENERAL COMPLAINT

Dear XXX

We appreciate you taking the time to provide us with such candid feedback of your stay while staying with us at “Hotel name”. We are very sorry to hear that your stay did not meet expectations and truly apologize for this bad experience. We are taking corrective measures to avoid these (personalize on issues) from happening again. Please email us with a phone number or email address so that we can discuss your issues personally. We really hope that you give us another chance to show you all the improvements done and change the perception of your experience.

Yours Sincerely,

NEGATIVE REVIEWS – PRODUCT WITH NO INVESTMENT PLANNED

Dear XXX

Thank you for the trust given to our hotel while choosing us for your stay at “Hotel name”.

We regret we did not cover your expectations and would like to thank you for your comments regarding the many areas we should improve on. I truly apologize for the inconveniences that you experienced during your stay and regret that your stay did not meet with your expectations.

Yours Sincerely,

NEGATIVE REVIEWS – PRODUCT WITH INVESTMENT PLANNED

Dear XXX

Thank you for the trust given to our hotel while choosing us for your stay at “Hotel name”.

We regret we did not cover your expectations and would like to thank you for your comments regarding the many areas we should improve on and about our customer service , in which we will work hard in order to make you feel special and cared for, as it is one of our main premises.

Regarding the room maintenance, the refurbishment is expected for next (fill in with period). We are currently implementing all the new standards that our guests deserve to offer an extraordinary experience as our so called Brilliant Basics: new mattresses, bases, televisions sets, pillows, shower heads, coffee/tea services in room, etc....

We really hope you provide us a second chance to welcome you soon back to our hotel so that you can appreciate and perceive the changes we have planned.

Yours Sincerely,

2.5 EXAMPLES FOR ANSWERING: Negative reviews



NEGATIVE REVIEWS - F&B ISSUES

Dear XXX

Thank you for the trust given to our hotel while choosing us for your stay at "Hotel name".

We regret we did not cover your expectations and would like to thank you for your comments regarding the many areas we should improve on and about our customer service, in which we will work hard in order to make you feel special and cared for, as it is one of our main premises. However, it surprises me a lot your comment referring to our Breakfast/Room Service/Restaurant, as we are very often praised about it. We will verify what could have happened on the day of your stay that could have caused this impression.

We would really hope you give us a second chance to welcome you back to the "Hotel name" very soon.

Yours Sincerely,

NEGATIVE REVIEWS – CUSTOMER SERVICE ISSUES

Dear XXX

First and foremost, we would like to take this opportunity to thank you for choosing us for your stay at "Hotel name" as well as for taking the time to send us your comments by reviewing us.

I'm very worried about the customer service provided as one of our main objectives is to provide an excellent customer service. Please Mr. XXX, I would really appreciate if you give us more information about your comments at hotelname@nh-hotels.com to ensure this experience is not repeated with future guests of the hotel. This matter will be followed up and additional training for all concerned.

Please accept our most sincere apologies for any inconvenience this situation may have caused you.

Thank you again for your comments and we hope that you give us a second chance, to show you that we are able to provide a better service.

Yours Sincerely,

2.5 EXAMPLES: CUSTOMER SURVEY REQUEST WITH NO COMMENTS LEFT



INSPIRATION ANSWERS FOR REVIEWS WITHOUT ANY COMMENT LEFT

ANSWER TO A REQUEST WITHOUT COMMENTS AND **BAD** SCORES

Dear Mr. / Mrs. XXX,

I would like to thank you for the time you took to complete the Customer Satisfaction Survey relating to your stay at the “Hotel name”.

Responding to your request to be contacted, I would like to inform you that I’m concerned about the negative scores and would appreciate if you would email us any comments or suggestions you wish to make. Please provide us with your telephone number and the preferred hour you would like to be contacted and I will be pleased to call you back.

I remain at your entire disposal.

Yours sincerely,

ANSWER TO A REQUEST WITHOUT COMMENTS AND **GOOD** SCORES

Dear Mr. / Mrs. XXX,

I would like to thank you for the time you took to complete the Customer Satisfaction Survey relating to your stay at the “Hotel name” and for your positive evaluation.

Responding to your request to be contacted, I would like to inform you that I’m at your entire disposal for any comments or suggestions you wish to make. Please provide me with your telephone number and the preferred hour you would like to be contacted and I will be pleased to call you back.

I look forward to welcoming you back in the near future.

Yours sincerely

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