



BEFORE WE GET STARTED



You are all on mute



Please use your control panel to ask questions during the webinar



This webinar will be posted to Revinatē's Help Desk

YOUR PRESENTER



Stella Dacy

Training Programs Manager



01

Goal Setting

02

Tracking KPIs

03

Competitors

04

Visualizing Your Data

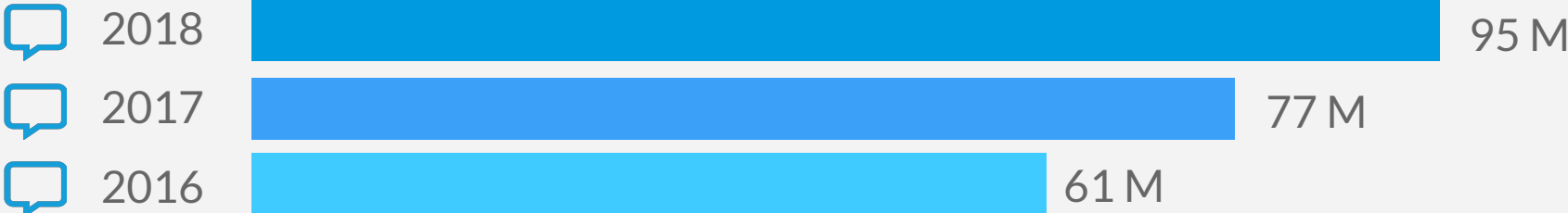
Meet Your Goals in 2019

Setting Up For Best Results

Goals

Key Performance Indicators and Benchmarking

GLOBAL REVIEW VOLUME BENCHMARKING

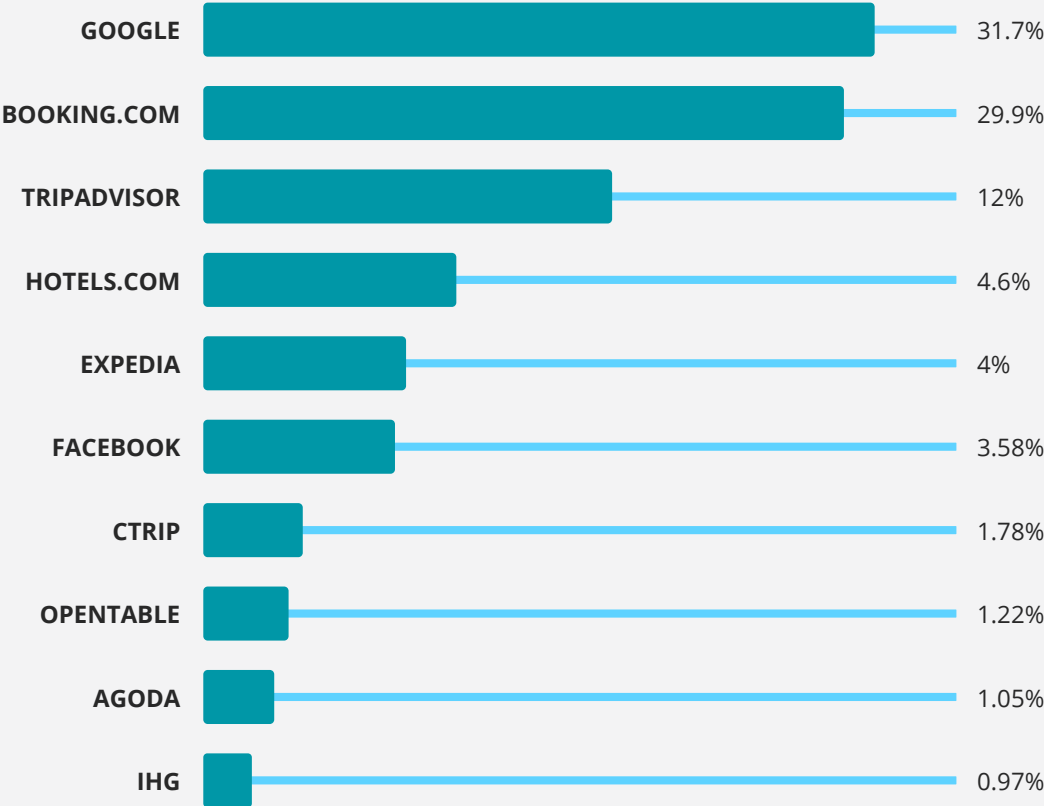


Based on 95 million reviews analyzed by Revinate in 2019

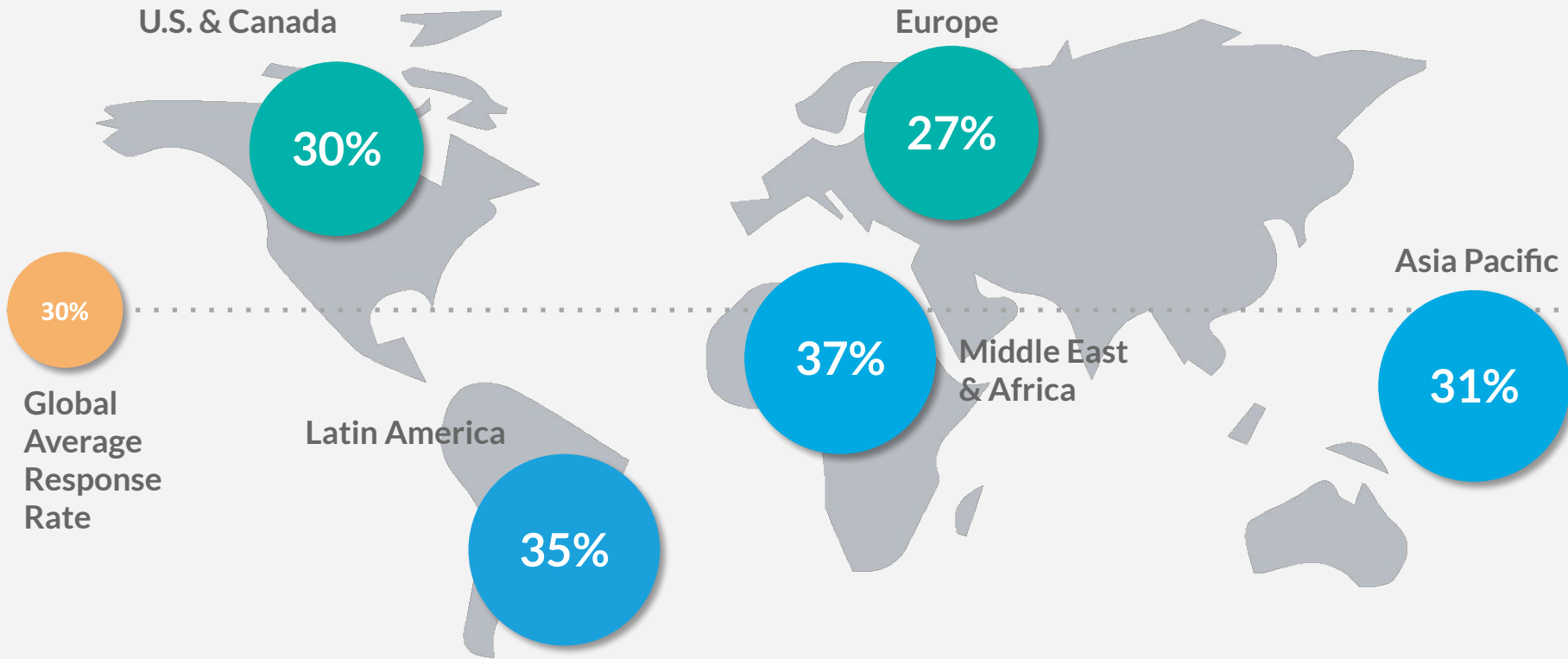
GLOBAL HOTEL REPUTATION: 2018 BENCHMARK REPORT



+8%
YEAR OVER YEAR



GLOBAL REVIEW RESPONSE RATE BY REGION





goals this month

- o heb een lock uit
- o mediteren & doe aan yoga
- o stress positief & stress less!

8 stap 1
opt maken
in

lasor

NOVEMBER

M	D	W	D	V	Z	Z
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

ende
vakantie



Tracking Key Performance Indicators



PROPERTY LEVEL GOALS

Update Goals

New Property Goal						
Review Rating	<input type="text" value="4.00"/>	Overall review star rating (0-5 scale). Example: <u>4.25</u>				
Positive Reviews (%)	<input type="text" value="85%"/>	The percentage of 4+ star reviews. Example: <u>85%</u>				
Recommended (%)	<input type="text" value="85%"/>	The percentage of reviews recommending the property. Example: <u>85%</u>				
NPS Score <small>The NPS score is calculated by $(\text{Passives} - \text{Detractors}) / (\text{Number of Responders}) * 100$</small>	<input type="text"/>	Overall NPS score (-100-100 scale). Example <u>40</u>				
Reviews/week/property	<input type="text" value="4"/>	The number of reviews per week per property. Example: <u>4</u>				
Surveys/week/property	<input type="text"/>	The number of surveys per week per property. Example: <u>4</u>				
TripAdvisor Popularity Index (%)	<input type="text" value="85%"/>	Percentile of TripAdvisor Property Index. Example: <u>85%</u> (top 15%)				
Review Response Coverage <small>% of reviews receiving management responses.</small>	<input type="text" value="60%"/> Overall	<input type="text" value="25%"/> 5 Star Reviews	<input type="text" value="25%"/> 4 Star Reviews	<input type="text" value="50%"/> 3 Star Reviews	<input type="text" value="100%"/> 2 Star Reviews	<input type="text" value="100%"/> 1 Star Reviews
Survey Response Coverage <small>% of surveys receiving management responses.</small>	<input type="text" value=""/> Overall	<input type="text" value=""/> Promoter (9 or 10 NPS response)	<input type="text" value=""/> Passive (7 or 8 NPS response)	<input type="text" value=""/> Detractor (1 - 6 NPS response)		
	<input type="button" value="UPDATE GOALS"/>	<input type="button" value="CANCEL"/>				

- USER SETTINGS
- Personal Information
- Email Digests
- Alerts
- Logout
- ACCOUNT
- Social Settings
- User Management
- Competitor Set
- Goals**
- Response Settings
- Saved Views
- Ticket Settings
- Surveys Not Sending Alert

CORPORATE LEVEL GOALS

Manage Goals

Manage the Goals by which your properties performance is tracked. Goals set at the Property Group level are inherited by all properties in the group. You may also set property-specific goals which will override any group-level goals.

Group Goals

Group Goals are used to measure overall group performance, and are inherited by all properties in the group that do not have Property Goals set below.

Property Group	Goals
1) All Properties - 18 properties	Update
2) Debbie's Group - 4 properties	Update
3) Dorset only - 10 properties	Update
4) Dorsett - 8 properties	Update
5) Northeast hotel group - 4 properties	Update
6) Silka group - 5 properties	Update
7) Stellar hotel group - 4 properties	Update
8) Tree Hotels - 3 properties	Update

Property Goals

Property Goals can optionally be used to override all Group Goals for any property that requires specific goals.

[ADD GOALS FOR A PROPERTY](#)

Property	Goals
1) Dorsett Regency Wuhan	Update Delete

My Dashboard



ADD A WIDGET ▾

New Reviews - Last 7 Days

157

Goal: 4 Competitor Avg: 59

Review Rating - Last 7 Days

4.8

Goal: 4.0 Competitor Avg: 4.0

Review Recommended % - Last 7 ...

N/A

Goal: 85% Competitor Avg: 59%

TripAdvisor Rank - Last 7 Days

#1

Goal: #96 Last 30 Days: #1

Recommended Actions



Read 157 recent reviews.



Manage 11 open tickets.



View trending topics.

Latest Feedback



Absolutely beautiful!



Jul 17, 2018



Iconic. Just do it.



Jul 17, 2018



MAGNIFICENT!

Dashboard

Track of all your key metrics on one page

Combine results from reviews and surveys

Customize the layout to see only the metrics that matter to you

My Dashboard

ADD A WIDGET

NPS - Month To Date -60.0 Last Month: -60.0	Average For Front Desk Serv... 2.94 (16 responses)	% Of No For Issue - Week To Da... 66.7% (15 responses)	Survey Completion - Month To... 15 Last Month Pace: 15
---	--	--	--

New Reviews - Last 7 Days
88
Goal: 30 Competitor Avg: 175

Recommendations

- Read 88 recent reviews.
- Respond to 2 negative reviews.
- Manage 244 open tickets.
- Read 35 new surveys.
- View trending topics.

Define Your Small Widget

Source: Surveys

Metric: Search...

- Department Score (0-100): Facilities
- Department Score (0-100): Front Desk
- Department Score (0-100): Gym
- Department Score (0-100): Housekeeping
- Department Score (0-100): Outdoors
- Department Score (0-100): Overall Score
- Department Score (0-100): Restaurants
- Likelihood to Recommend Rating
- Likelihood to Recommend Rating (0-100)
- NPS Score

FINISH

Export and Schedule

At the top of each page you will always find several exporting and scheduling options.

Set your favorite review filter and set this to be sent to you on a weekly basis, without logging in, without reminding yourself, be on top of your business

Export

Filters

PROPERTY: Avertine | PERIOD: January 17, 2018 - July 17, 2018 | CHANNEL: Facebook, TripAdvisor

Run export now

Schedule export

Daily

Weekly on the following day(s):

Sun Mon Tue Wed Thu Fri Sat

Monthly on the 1 of each month

Quarterly on the 1 of the month following each quarter

Delivery Method

Email

REVINATE SUPPORTX

Add other recipients...


FTP

SUBMIT

Guest Satisfaction 2.0

Have all of your most important metrics in one report.

Use the GS2 report as a leading report during your management team meetings.



GS2

Revinate, Inc.
Phone: +1 (415) 671-4703
support@revinate.com

www.Revinate.com
[Your Revinate Account >>](#)

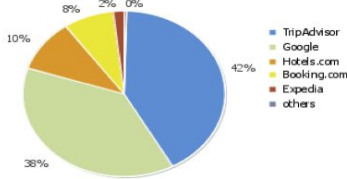
GS2 Overview

Avertine Hotel Columbus, OH

February 1, 2018 - February 28, 2018

	Feb '18	Since Last Month	Comp Rank	Comp Set	Comp Index	Goal	% of Goal
Review Rating	4.51	0%	#3	4.36	103.4	4.00	113%
Positive Reviews	88%	3%	#3	84%	104.3	85%	104%
Recommended	83%	-17%	#4	89%	93.5	85%	98%
# of Reviews	50	-21%	#4	52.6	95.1	16	313%
TripAdvisor Popularity Index	94%	0%	#2	84%	112.1	85%	111%

Reviews by Sites



- TripAdvisor
- Google
- Hotels.com
- Booking.com
- Expedia
- others

Competition Overview						
	Review Rating	Pos. Reviews	Recommended	# of Reviews	Review Share	TA Pop. Index
Avertine Hotel Columbus, OH	4.51	88%	83%	50	16%	94%
Hyatt Regency Columbus OH	4.27	87%	94%	45	14%	90%
Graton Gate Resort & Spa	4.70	96%	-	55	18%	77%
The Occidental House	3.96	71%	88%	49	16%	74%
Embassy Suites Columbus, OH	4.59	89%	92%	54	17%	96%
The Bushwater Hotel	4.24	78%	75%	60	19%	84%

Review Rating Detail					
	Feb '18	Since Last Month	Jan '18	Comp Rank	Comp Set
Overall	4.51	0%	4.51	#3	4.36
Cleanliness	4.44	-8%	4.82	#3	4.34
Location	4.58	-4%	4.78	#3	4.27
Rooms	4.44	-6%	4.74	#1	4.22
Service	4.29	-10%	4.79	#4	4.51
Value	4.32	-2%	4.41	#1	3.22

Category ratings are normalized from a sub-set of review sites (See Glossary)

Revinate, Inc.

Automate Reports to Stay on Top of Your Business

Subscribe to automated reports!

Scorecards provide a weekly snapshot of KPIs.

Daily Digests let you know your key metrics without having to log into the platform.

The image displays several overlapping screenshots from the REVINATE platform, illustrating the types of automated reports available:

- Scorecard:** A weekly report (dated 17 JUL 2018) showing key performance indicators (KPIs) for a property named 'Avertine'. It includes a 'Scorecard Highlights' section.
- Daily Digest:** A daily report (dated 17 JUL 2018) for 'Avertine' that provides a 'What's new?' overview. It features three main metrics:

NEW REVIEWS	REVIEW RATING	TRIPADVISOR RANK
14	4.86	#1

Below these metrics, it shows 'Last 30 Days: #1' and a section for 'CHANGES FROM LAST 3 MONTHS' with values: +21%, -20%, -18%, and +17%. It also includes a 'RATING (STARS)' section with 4.67 stars and 3.62 stars.
- Monthly Property GS2 Report:** A report for the month of June 2018, featuring a '2.00 Star Review on TripAdvisor' from a user named 'ceilia_escalera@revinate.com' posted on June 19, 2018. The review text reads: 'Too impersonal...very expensive but no amenities...older bathrooms with most difficult shower/ tubs'. Below the review is a 'READ THE REVIEW' button.
- 2.00 Star Review on TripAdvisor:** A detailed view of a review for a property, including the reviewer's name, the review text, and a 'READ THE REVIEW' button.

The REVINATE logo is visible at the top of each report screenshot. The bottom right corner of the image contains the text 'REVINATE UNIVERSITY WEBINARS'.

Competitors

SETTING UP COMPETITORS

- USER SETTINGS
 - Personal Information
 - Email Digests
 - Alerts
 - Logout
- ACCOUNT
 - Social Settings
 - User Management
 - Competitor Set**
 - Goals
 - Response Settings
 - Saved Views
 - Ticket Settings
 - Surveys Not Sending Alert

Competitor Set

Manage your competitor set here. You cannot delete a competitor from your set until **after 30 days** have passed from its added date.

Add a Competitor

You have 5 competitor properties, 0 pending, and 1 spots available for your Competitor Set list.

Competitor Set

Competitor Property	Added Date
Regal Jinfeng Hotel Shanghai	N/A
Parkview Hotel Shanghai	N/A
ParkYard Hotel Shanghai	N/A
Crowne Plaza Century Park Shanghai	N/A
Radisson Blu Pudong Century Park	N/A

Pending Properties

These properties are pending to be on your Competitor Set list. This may take up to a week.

Competitor Property	Added Date
No Pending Competitors found.	

COMPSET SELECTION

By STR report

By service scale

By geographical location

By group capacity - meeting space & rooms

By leisure facilities (swimming pool, spa, gym, etc.)



TRENDS AND COMPARISONS

Avertine

4.7 stars

872 Reviews



Parc 55 San Francisco, CA

4.0 stars

1,119 Reviews



Hotel Zetta San Francisco, CA

4.5 stars

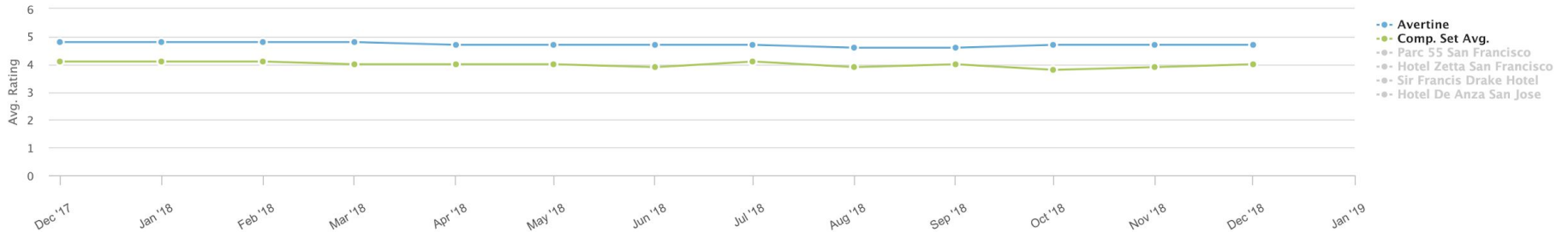
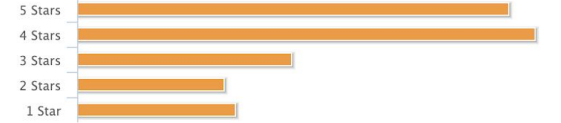
201 Reviews



Sir Francis Drake Hotel San Francisco, CA

3.6 stars

375 Reviews



SENTIMENT ANALYSIS

Analyze your competitor review content

PROPERTY

Avertine ▼

- Avertine
- Revinat Inn
- Hotel Revinat
- Revinat Park
- Guest Feedback Hotel

PERIOD

Jan 1, 2018 - Dec 31, 2018

CHANNEL

All Review Channels ▼

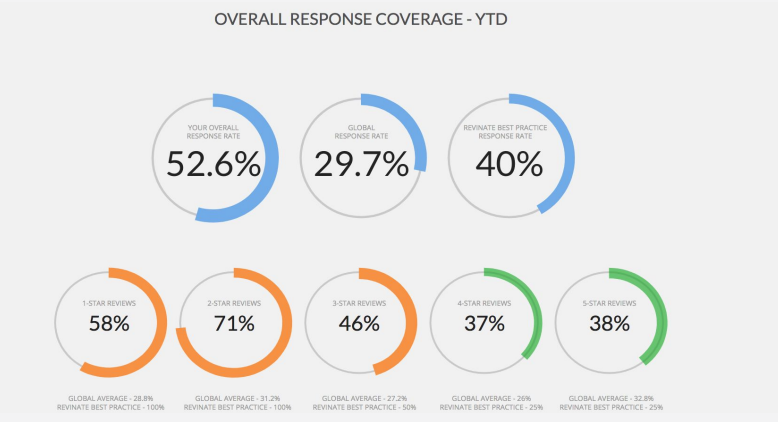
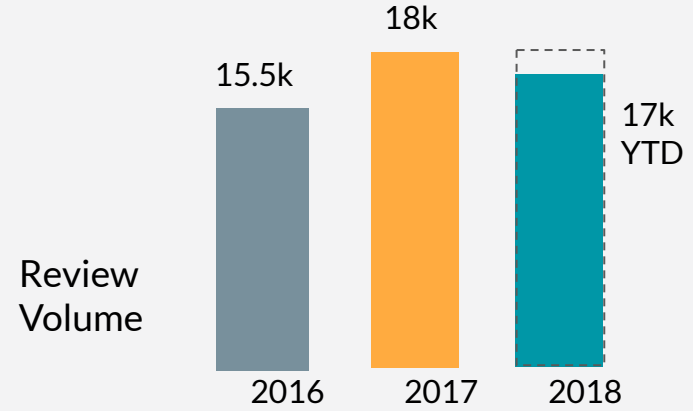
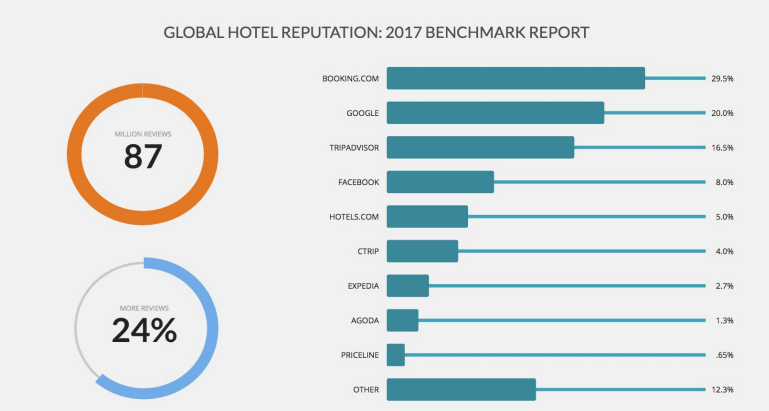
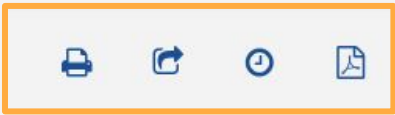
Negative Positive All

business cost cost & value ease of check-in elevators fees front desk attitude front desk helpfulness front desk knowledge front desk quality
attitude general staff helpfulness general staff quality hallways noise parking / valet
room cleanliness room comfort room condition room decor / design room lighting room location room size shuttle / transportation
surrounding area tv / dvd water pressure & temp



VISUALIZING YOUR DATA

VISUALIZING YOUR DATA



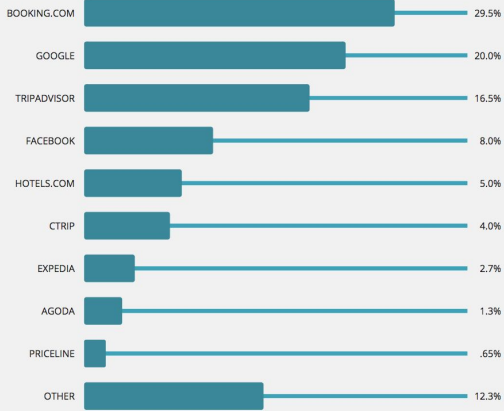
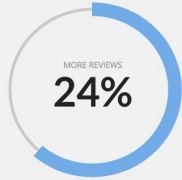
Feedback



- We loved the service and want to give a shout out to the many workers who helped make our week great.
- The property is meticulously maintained. The employees are all very nice and helpful.
- Our room was really clean no complaints staff is very attentive to details.

CHANNELS AND RESPONSE COVERAGE REPORTING

GLOBAL HOTEL REPUTATION: 2017 BENCHMARK REPORT



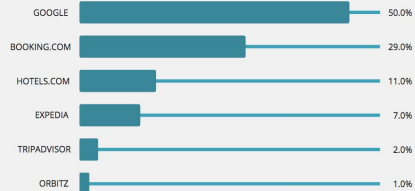
OVERALL RESPONSE COVERAGE - YTD



CHANNEL DISTRIBUTION - YTD



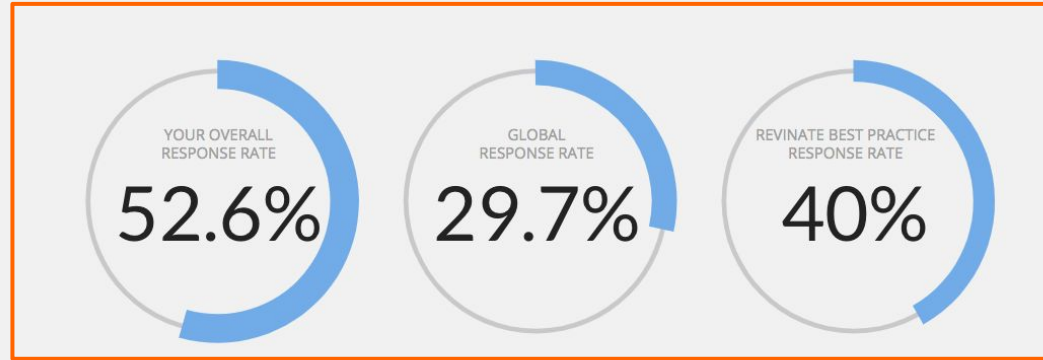
+34%
THIS YEAR
COMPARED TO
SAME TIME 2016



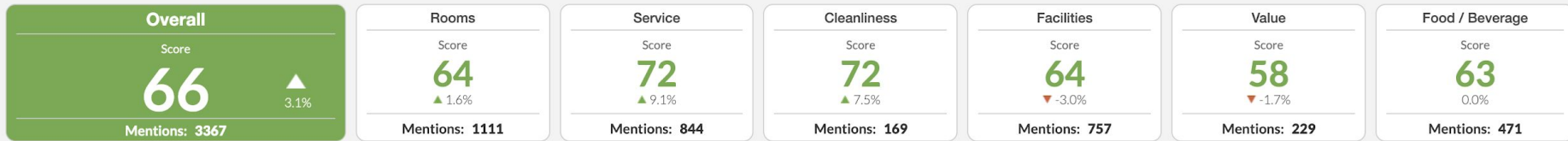
RESPONSE COVERAGE - YTD GOOGLE, TRIPADVISOR, BOOKING.COM, EXPEDIA, HOTELS.COM



OVERALL RESPONSE COVERAGE - YTD



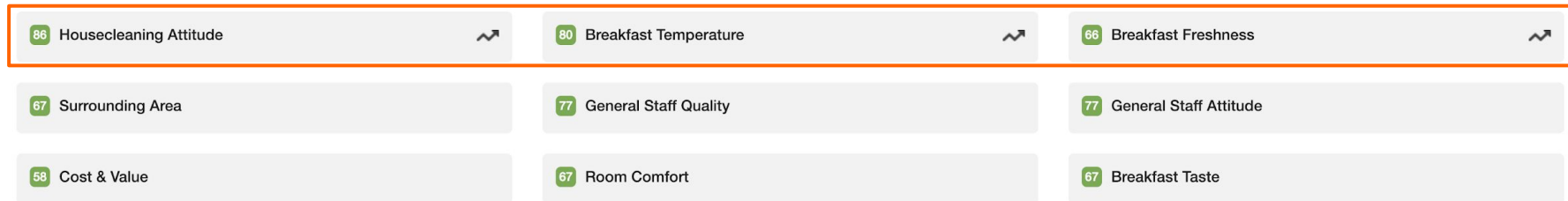
TRENDING SENTIMENTS



All sentiment

Negative Positive All

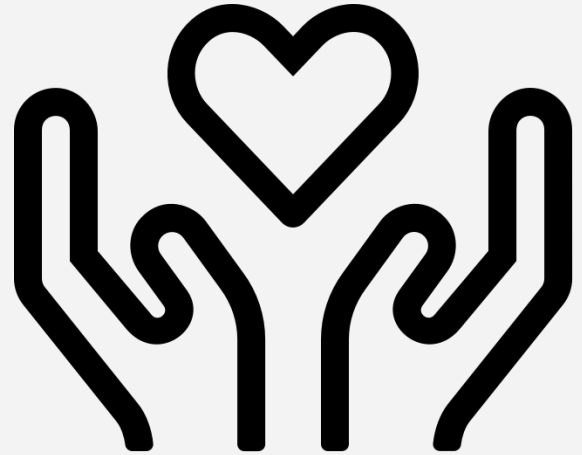
balcony bathroom condition bathroom decor / design cost cost & value ease of check-in freshness front desk attitude front desk quality **general staff attitude** general staff communication skills general staff helpfulness **general staff quality** housecleaning attitude internet access noise room cleanliness room comfort room condition room decor / design room location room size selection shuttle / transportation size / quantity **surrounding area** taste temperature

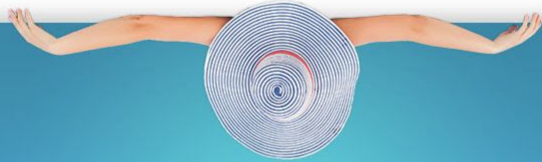


SHOW MORE

Personal

- We loved the service and want to give a shout out to the many workers who helped make our week great.
- The property is meticulously maintained. The employees are all very nice and helpful.
- Our room was really clean no complaints staff is very attentive to details.
- Stunning views, clean hotel. Friendly and helpful staff.
- The location is perfect, the resort very clean and well maintained, and the staff is top notch.
- The pools were great and the staff very friendly and we enjoyed on stay.





We listened to your feedback

take 15% off your next visit and see the changes!

[See whats new](#)

Dear Alana,

We look forward to welcoming you with an overall experience unlike any other. We have made improvements based on your feedback and created amenities to complement your upcoming stay and make it unforgettable. Again.

Take a peek at our new pool

[15% off booking](#)

Hotel Name | 123 Main St., City, ST 98765
1 (800) 123-4567



bathroom cleanliness bathroom condition bathroom linens **cost & value** ease of check-in front desk attitude front desk
 helpfulness front desk quality **general staff attitude** general staff
 helpfulness **general staff quality** internet access kitchen noise parking/valet pool restaurant cleanliness
 restaurant decor / design **room cleanliness** room comfort room condition room decor / design room odor room
 size surrounding area toiletries tv / dvd waitstaff speed of service water pressure & temp

Personalize your account to track KPIs

Benchmark against your own performance and your competitors'

Create reports that accurately track your goal progress

Thank You

Questions?

Help Desk & Support 24/7

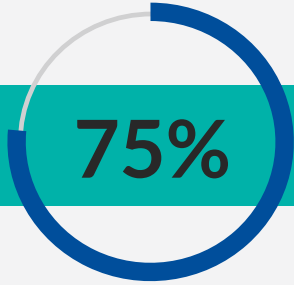
support@revinate.com

Training and Bootcamps

training@revinate.com

Revinate Community Blog

<https://learn.revinate.com/blog>



75%

of all Hotel Reviews

