REVINATE
UNIVERSITY

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 Revinate's Help Desk

REVINATE UNIVERSITY WEBINARS

Surveys Reporting 101

Master the Fundamentals

THANKS FOR JOINING US TODAY

01 Surveys Basics

02 Satisfaction Scores

03 Department Scores

04 Review

YOUR MODERATOR

Stella Dacy

Training Programs Manager

REVINATE UNIVERSITY WEBINARS

YOUR PRESENTER

Kathleen Coldren

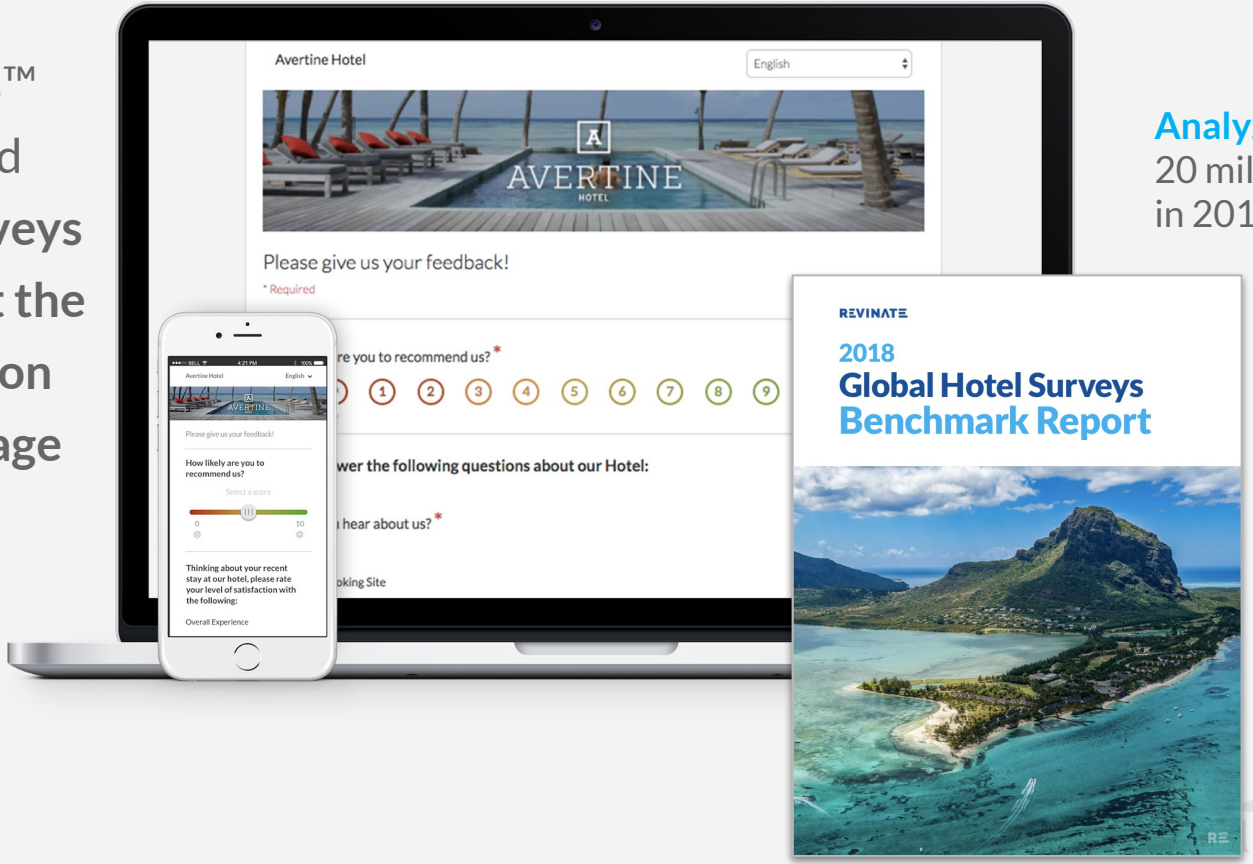
Customer Success Analyst

REVINATE UNIVERSITY WEBINARS

01

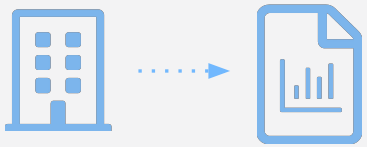
Survey Basics

Revinate Surveys™ allows you to send **review-style surveys** to guests, and **get the critical information** you need to **manage and improve operations**.



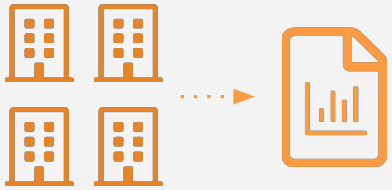
Analyzed
20 million Surveys in 2017

REVINATE UNIVERSITY WEBINARS



Property-Level Reporting

- Benchmark performance against your portfolio
- Understand your strengths and weaknesses
- Analyze positive and negative trends



Corporate-Level Reporting

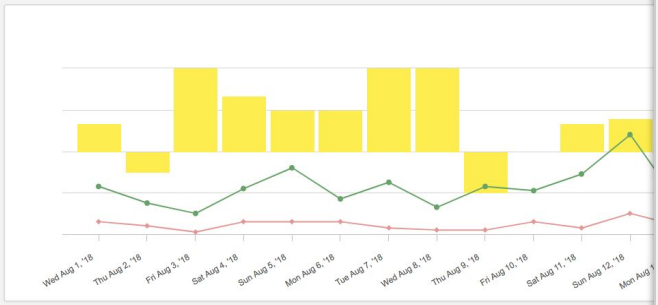
- Compare performance against your own portfolio
- Manage goals and KPIs across all properties

DELIVERABILITY / ENGAGEMENT

ALL SURVEYS | SENTIMENT ANALYSIS | REPORTS | ADMINISTRATION | GUEST

Survey Overview

PERIOD: Aug 1, 2018 - Aug 27, 2018 | COMPARE TO: Jul 1, 2018 - Jul 31, 2018 | VIEW BY: Day



Survey Overview	August 1, 2018
Emails sent	
Surveys (% Emails sent)	
Average rating	
Net Promoter Score	

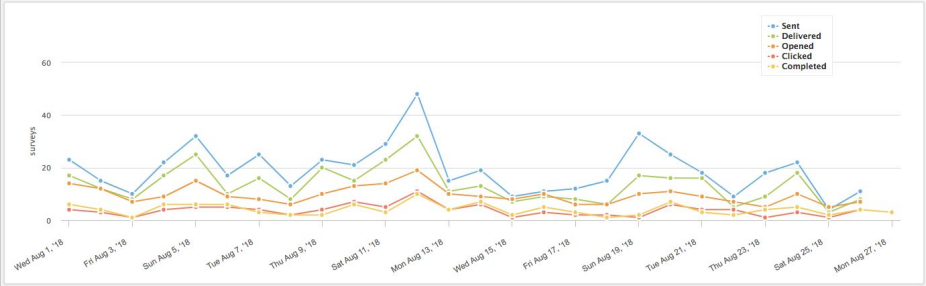
Net Promoter Score	
NPS Responses (% Surveys)	
0-6 | Detractors (% Responses)	
7-8 | Passives (% Responses)	
9-10 | Promoters (% Responses)	

Coverage	
Surveys responded to (% Surveys)	

ALL SURVEYS | SENTIMENT ANALYSIS | REPORTS | ADMINISTRATION | GUEST LIST | TUTORIALS

Email Statistics

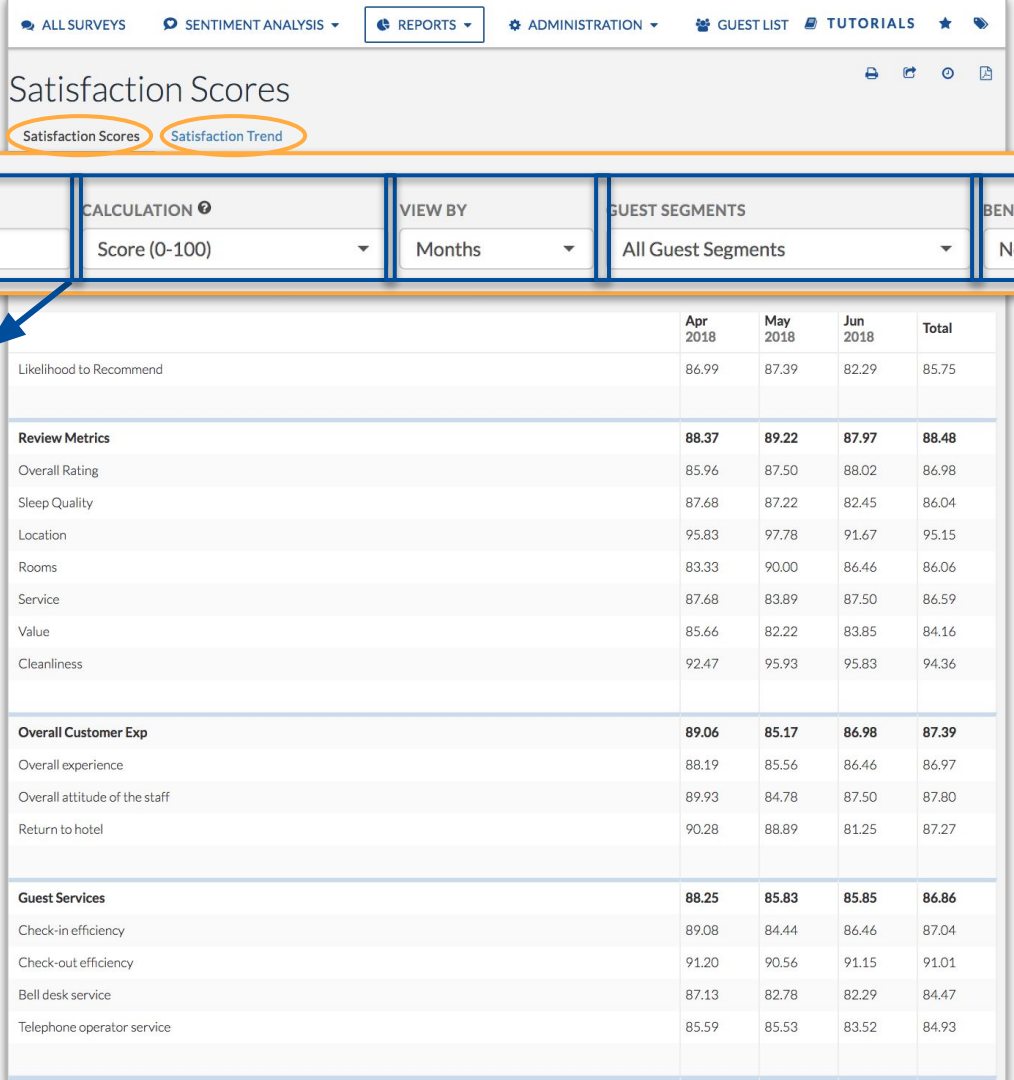
PERIOD: Aug 1, 2018 - Aug 27, 2018 | COMPARE TO: Jul 1, 2018 - Jul 31, 2018 | VIEW BY: Day



Email Statistics	Aug 1, 2018 - Aug 27, 2018	Comparison Change	Jul 1, 2018 - Jul 31, 2018
Email Funnel			
Sent	499	-34%	760
Delivered (% Sent)	349 (70%)	-37% (-4%)	555 (73%)
Opened (% Delivered)	249 (71%)	-30% (+11%)	356 (64%)
Clicked (% Opened)	97 (39%)	-26% (+5%)	131 (37%)
Completed (% Sent)	109 (22%)	-23% (+16%)	142 (19%)
Completed (% Delivered)	109 (31%)	-23% (+19%)	142 (26%)
Email Opt-Out			
Unsubscribed (% Sent)	3 (1%)	-63% (0%)	8 (1%)
Spam Reported (% Sent)	1 (0%)	+100% (0%)	0 (0%)
Deliverability Issues			
Email Invalid (% Sent)	33 (7%)	0% (+75%)	33 (4%)
Dropped (% Sent)	5 (1%)	-78% (-67%)	23 (3%)
Bounced (% Sent)	119 (24%)	-24% (+14%)	157 (21%)

02

Satisfaction Scores



1. **Score (0-100):** Normalize on a 0-100 scale
2. **Average:** the average rating from 1-5
3. **Net Score:** % promoters- % detractors
4. **% Promoters:** % of people who answered higher than 80 on the Score (0-100) basis
5. **% Passives:** % of people who answered less than 80, but more than 60 on the Score (0-100) basis
6. **% Detractors:** % of people who answered less than 60 on the Score (0-100) basis
7. **Response:** number of total responses to these questions

	Apr 2018	May 2018	Jun 2018	Total
Likelihood to Recommend	86.99	87.39	82.29	85.75
Review Metrics	**88.37**	**89.22**	**87.97**	**88.48**
Overall Rating	85.96	87.50	88.02	86.98
Sleep Quality	87.68	87.22	82.45	86.04
Location	95.83	97.78	91.67	95.15
Rooms	83.33	90.00	86.46	86.06
Service	87.68	83.89	87.50	86.59
Value	85.66	82.22	83.85	84.16
Cleanliness	92.47	95.93	95.83	94.36
Overall Customer Exp	**89.06**	**85.17**	**86.98**	**87.39**
Overall experience	88.19	85.56	86.46	86.97
Overall attitude of the staff	89.93	84.78	87.50	87.80
Return to hotel	90.28	88.89	81.25	87.27
Guest Services	**88.25**	**85.83**	**85.85**	**86.86**
Check-in efficiency	89.08	84.44	86.46	87.04
Check-out efficiency	91.20	90.56	91.15	91.01
Bell desk service	87.13	82.78	82.29	84.47
Telephone operator service	85.59	85.53	83.52	84.93

REVINATE UNIVERSITY WEBINARS

Live Demonstration

How did my survey question scores vary between those guests who experienced a problem and those who did not?

- Period: Select your date range
- Calculation: Score (0-100) *or* Average
- View by: IssueExp
- Export: CSV

REVINATE UNIVERSITY WEBINARS

03

Department Scores

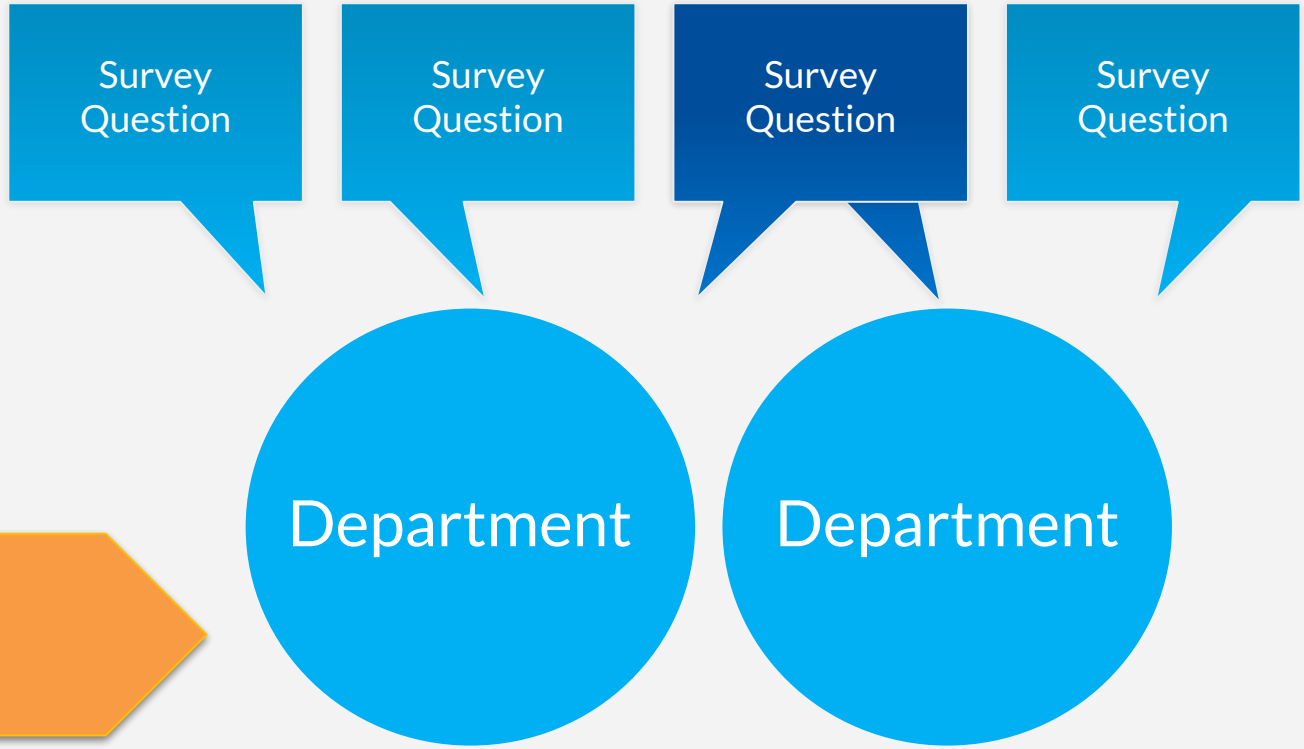
Reporting

Assign questions to departments so that you can report on and track performance

Goal Setting

You can set goals for departments or survey questions to be measured at the property or corporate level

- Facilities
- Housekeeping
- F&B
- Friendliness



TIP

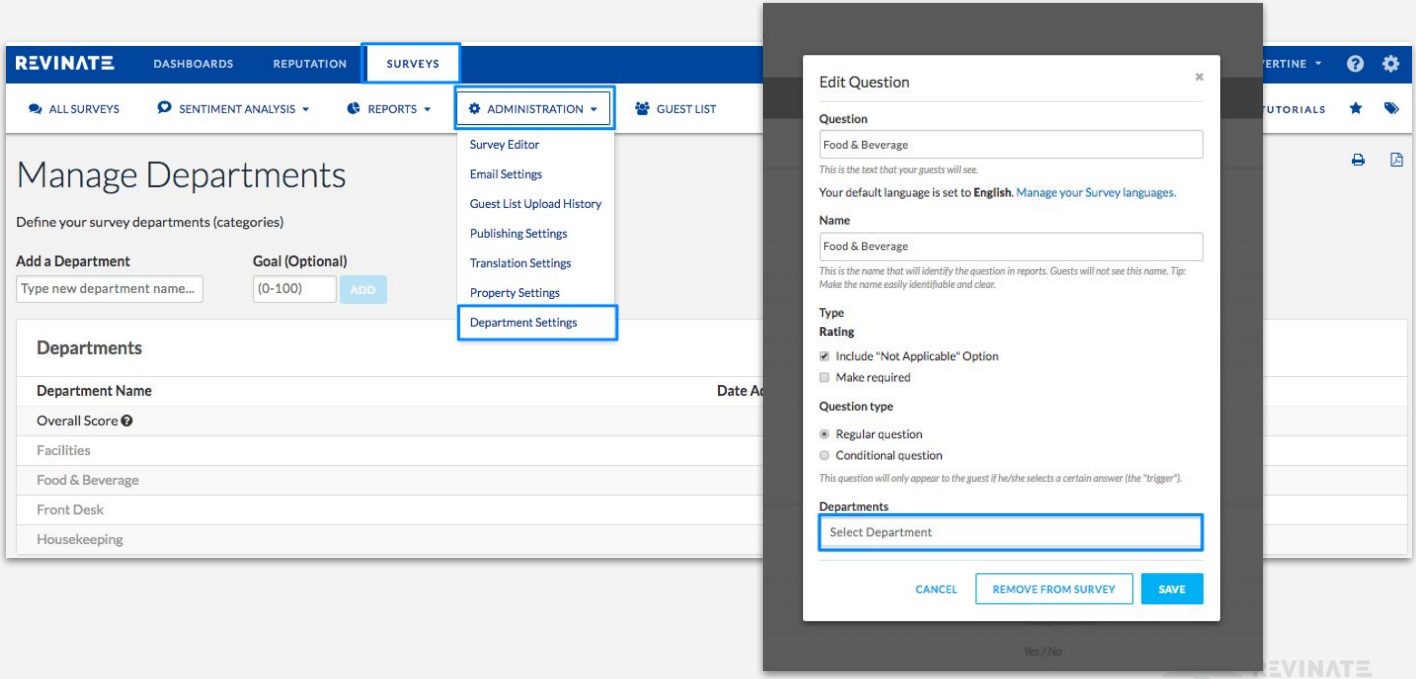
Create a custom widget for your Dashboard to track goals and department metrics.

REVINATE UNIVERSITY WEBINARS

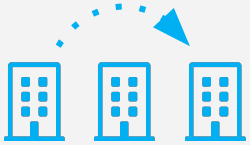
Setting up your departments

Corporate Level

Manage your departments on the Department Settings page. A department can comprise of just one survey question or multiple, a question can also be rolled up into more than one department.



REVINATE UNIVERSITY WEBINARS



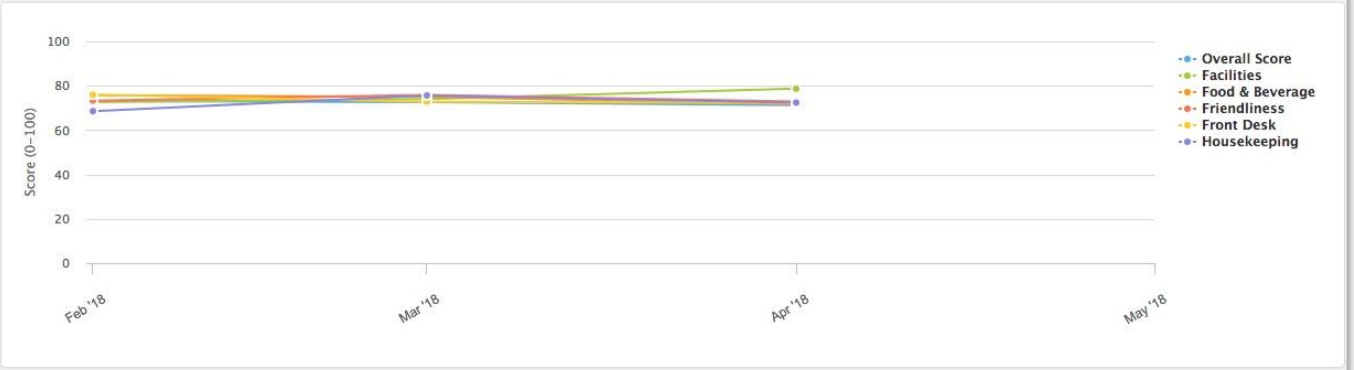
Corporate users have the ability to compare department performance across properties.

ALL SURVEYS | SENTIMENT ANALYSIS | REPORTS | ADMINISTRATION | GUEST LIST | TUTORIALS

Department Trends

DEPARTMENT	SURVEY	PERIOD	VIEW BY	GUEST SEGMENTS	BENCHMARK TYPE
All	Survey	Feb 1, 2018 - Apr 30, 2018	Months	All Guest Segments	None

SHOW RESPONSE COUNT OFF



+ Expand All	Feb 2018	Mar 2018	Apr 2018	Total
Overall Score	73.17	72.68	71.25	72.62
Facilities	72.63	74.03	78.69	74.28
Food & Beverage	75.71	75.00	71.63	74.79
Friendliness	73.30	75.93	72.89	74.32
Front Desk	75.95	72.79	72.32	74.14
Housekeeping	68.55	75.64	72.41	72.49

Live Demonstration

I want to know how my department has performed each month and where to improve.

- Period: Year to date
- Expand All
- Export: CSV

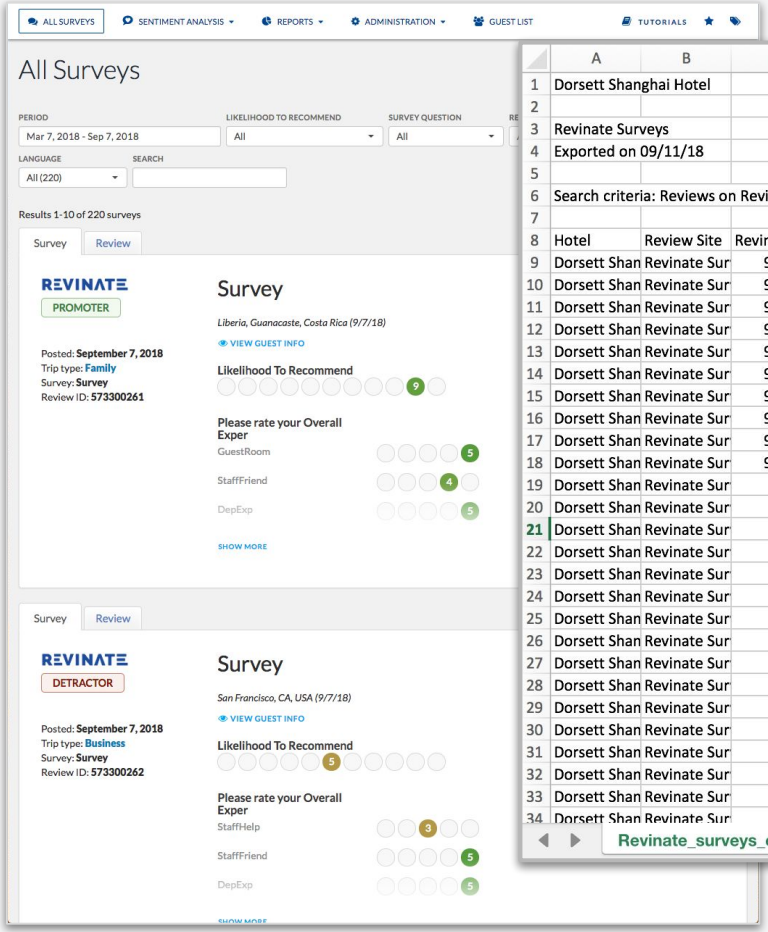
REVINATE UNIVERSITY WEBINARS

I want to know which are my top performing departments for this quarter based goals.

- Period: Select your date range
- Benchmark: Goal
- Export: PDF

REVINATE UNIVERSITY WEBINARS

BONUS REPORTING TIP



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Dorsett Shanghai Hotel													
2														
3	Revinate Surveys													
4	Exported on 09/11/18													
5														
6	Search criteria: Reviews on Revinate Surveys from March 11, 2018 to September 11, 2018													
7														
8	Hotel	Review Site	Revinate Coll	Review Date	Rating	Review Title	Review	Subrating: Cl	Subrating: Lc	Subrating: Rc	Subrating: Se	Subrating: Va	Subrating: Sl	Trip Type
9	Dorsett Shan	Revinate Sur	9/11/18	9/11/18	5	Lovely!!!	I have just returned from staying one ni			4	4	5	5	couples
10	Dorsett Shan	Revinate Sur	9/11/18	9/11/18	4	Has its ups a	I am a die ha	4	4	3			3	friends
11	Dorsett Shan	Revinate Sur	9/11/18	9/11/18	4	Great place f	We stayed h	5					5	family
12	Dorsett Shan	Revinate Sur	9/11/18	9/11/18	2	Dusty rooms	Some of the items on the		1			5	4	business
13	Dorsett Shan	Revinate Sur	9/11/18	9/11/18	5	Lovely!!!	I have just returned from s		4		1		4	friends
14	Dorsett Shan	Revinate Sur	9/10/18	9/10/18	5	Great place f	We stayed h	2	5	4	4			business
15	Dorsett Shan	Revinate Sur	9/10/18	9/10/18	4	It could be sp	If you book this hotel, you probably alre			5		5		family
16	Dorsett Shan	Revinate Sur	9/10/18	9/10/18	3	Has its ups a	I am a die hard Vdara gues		5		5		1	family
17	Dorsett Shan	Revinate Sur	9/10/18	9/10/18	5	Disorganized	First the good: nice modern clean hotel			4			5	business
18	Dorsett Shan	Revinate Sur	9/10/18	9/10/18	5	Nice rooms,	We stayed in	4	4	2	4	4	4	friends
19	Dorsett Shan	Revinate Sur	9/9/18	9/9/18	5	Disorganized	First the goo	4	4					business
20	Dorsett Shan	Revinate Sur	9/9/18	9/9/18	1	Lovely, but...	The room wa	5	3	4			5	solo
21	Dorsett Shan	Revinate Sur	9/9/18	9/9/18	4	Has its ups a	I am a die ha	2	1	5		4	4	friends
22	Dorsett Shan	Revinate Sur	9/9/18	9/9/18	4	Lovely, but...	The room was gorgeous -		4		1	5		family
23	Dorsett Shan	Revinate Sur	9/9/18	9/9/18	4	Dusty rooms	Some of the	4		4	4	5		business
24	Dorsett Shan	Revinate Sur	9/8/18	9/8/18	4	Good for fam	We stayed at	5			1	3		solo
25	Dorsett Shan	Revinate Sur	9/8/18	9/8/18	4	Nice rooms,	We stayed in	4	5			2	3	solo
26	Dorsett Shan	Revinate Sur	9/8/18	9/8/18	5	Good for fam	We stayed at the hotel over the MLK Jr.			3				solo
27	Dorsett Shan	Revinate Sur	9/8/18	9/8/18	5	It could be sp	If you book t	1	1	5	5			couples
28	Dorsett Shan	Revinate Sur	9/8/18	9/8/18	5	Disorganized	First the good: nice moder		5			5		friends
29	Dorsett Shan	Revinate Sur	9/7/18	9/7/18	5	Has its ups a	I am a die hard Vdara guest, but thought I might try this property once since the						5	family
30	Dorsett Shan	Revinate Sur	9/7/18	9/7/18	4	It could be sp	If you book t	4	3	5	5		4	business
31	Dorsett Shan	Revinate Sur	9/7/18	9/7/18	5	Good for fam	We stayed at	5	3	1	3		5	couples
32	Dorsett Shan	Revinate Sur	9/7/18	9/7/18	4	Depends on	Reservations	4		4	4		4	business
33	Dorsett Shan	Revinate Sur	9/7/18	9/7/18	5	Lovely!!!	I have just returned from staying one night at Trump				5			family
34	Dorsett Shan	Revinate Sur	9/6/18	9/6/18	2	Dusty rooms	Some of the	3		4	1			solo

Revinate_surveys_export_48659_2

REVINATE UNIVERSITY WEBINARS

04

Review

ROUND UP

Identify Your Goals

Identify what business question you want answered to get the most from your survey

Be Relevant

Make sure your survey is designed to be targeted and focused; it is an essential tool to better your business

Take Action

Commit to an immediate plan based on weaknesses identified by your guests

REVINATE UNIVERSITY WEBINARS

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