



hotelinking

Personalised
Guest
Satisfaction
Surveys.



Paradise Hotel

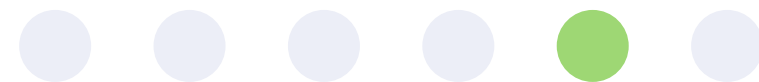
The average score granted by our guests is 8.5

What do you think about the service provided by hotel associates?

MOVE THE CURSOR FROM LEFT TO RIGHT AND SELECT THE SCORE YOU WANT.



Next



Personalised Guest Satisfaction Surveys.

Fostering the loyalty of your guests is essential to increase your direct sales. A satisfied customer can come back and recommend your property.

This is why we introduce a new service to obtain valuable information from your guests: 'personalised guest satisfaction surveys'.



What are they?

It is a kind of survey that completes the current guest satisfaction survey that Hotelinking offers.

This survey can be personalised for each hotel and enables you to ask more specific questions to guests about the property and the services you offer. It can be sent together with the satisfaction survey or at a later stage once this has been sent.

Thanks to these personalised guest satisfaction surveys, you can learn what your guests think about you and implement improvement actions.



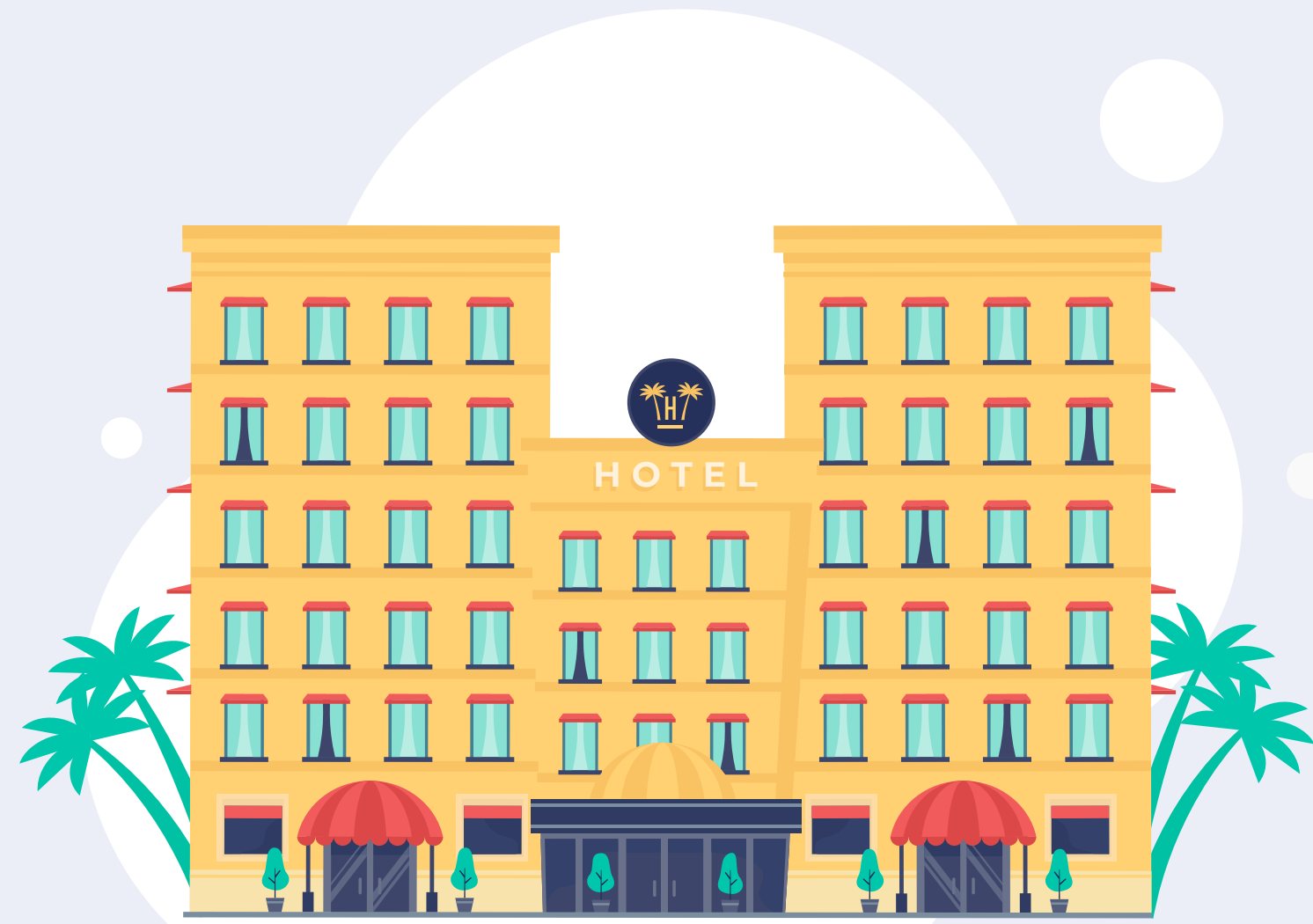
Foster guest loyalty.

By asking them for their opinion about the service they have received, you create a feeling of differentiation, showing interest for them, and they will feel closer to your brand. They will possibly keep you in mind for future reservations.



Encourage direct sales.

The feedback you will obtain from your guests will enable you to improve your services, and with this information you will be able to run personalised marketing campaigns that can potentially become new direct reservations.



Attract new customers.

A happy guest comes back and also recommends. By making your guests happy, they will be your best brand ambassadors.



I Grow as a brand.

The information you will receive will enable you to improve your services and grow as a brand:

If you listen to the opinions of your guests and you make the changes they recommend, you will be creating a service tailored to their needs.



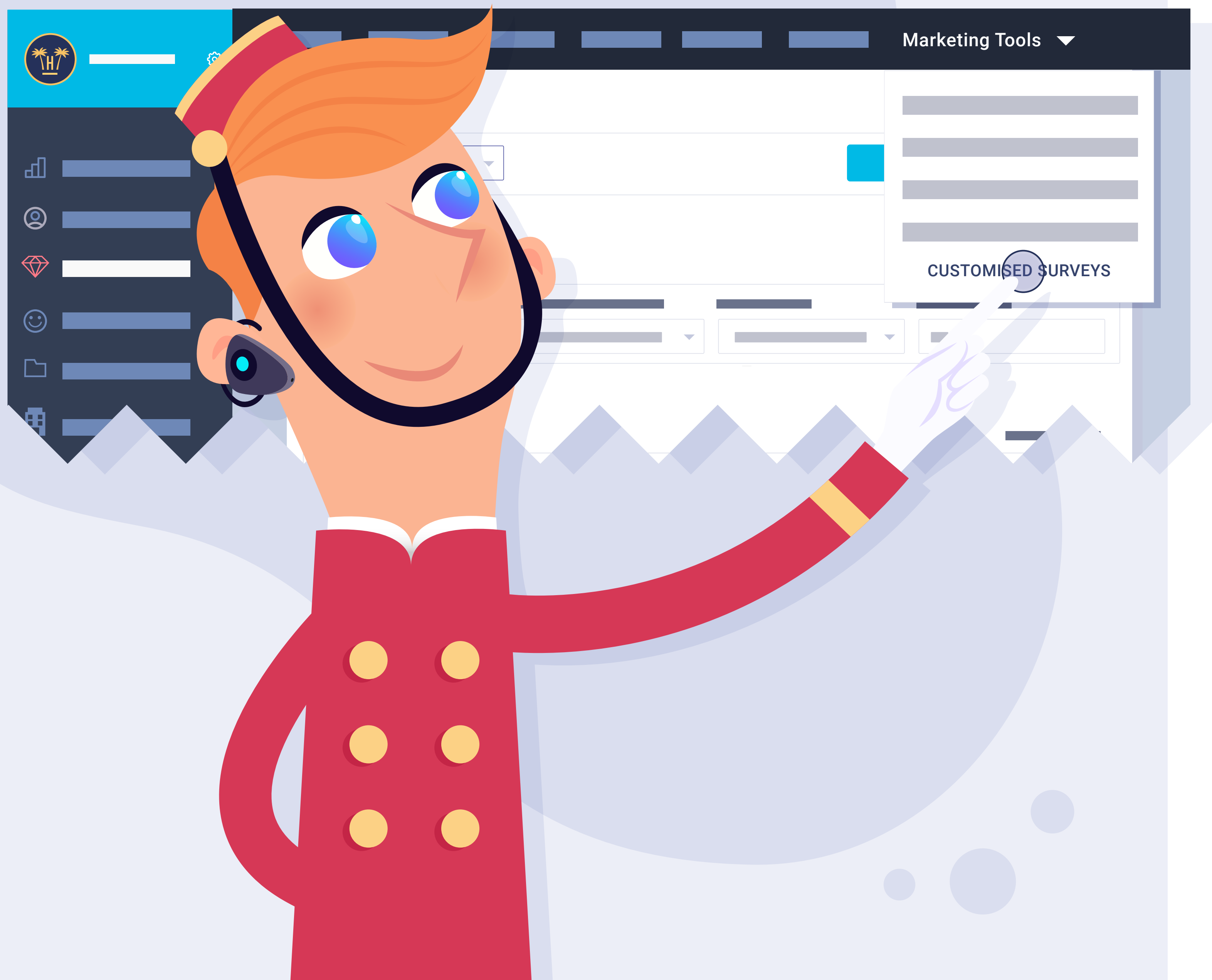
I Mailing options.

Currently, Hotelinking offers the satisfaction survey that includes just one evaluation and the possibility of leaving a comment with the observations of the guest.

With this new service, on our dashboard we can create personalised guest satisfaction surveys and select if we want to send it to the guest together with the current guest satisfaction survey or send it at a later stage.



**Creation of
personalised
guest satisfaction
surveys.**



Accessible from my dashboard.

To create the surveys, we will go to our current dashboard, in the upper menu we will select the 'Marketing Tools' option, which will unveil the different options; click on 'customised surveys'.

Custom surveys

Activate personalised surveys

Custom surveys configuration

Allow an optional comment for each question in the customized survey

Send warning email if a question score is found below the minimum score set for satisfaction survey

Time that must pass to send the personalised surveys

Send personalised survey email at the same time as the satisfaction one

Send personalised survey email after than satisfaction one

Save changes

Use questions by:

Chain
 Hotel

Customized satisfaction survey categories and questions - Hotel
Create category

Hotel	Delete category
Questions What do you think about the hotel so far?	Optional <input checked="" type="checkbox"/> Delete <input checked="" type="checkbox"/>
Add question	Language en

General or specific questions by hotel.

It is possible to select the same questions for all the chain or different questions by hotel.

Also, a comment field can be added to each question, which will be showed when checking the survey.

Use questions by: Chain Hotel

Create category

Customized satisfaction survey categories and questions - Hotel

Hotel

Delete category

Questions

Optional

Delete

What do you think about the hotel so far?



Add question

Language



en

Cleanliness

Delete category

Questions

Optional

Delete

What do you think about the cleanliness of the rooms?



Add question

Language



en

Comfort

Delete category

Questions

Optional

Delete

What do you think about the comfort of the rooms?



Add question

Language



en

Creation of categories and questions.

First of all, we must create a category, as many as we like, and then all questions related to that category. We can create up to 50 questions in total.

To facilitate its use, we have a survey by default with a series of categories and questions.

We can eliminate or add new categories or create new questions in addition to the already existing categories.

Create questions



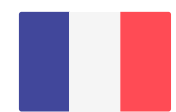
Questions are asked depending on language



Questions are asked depending on language



Questions are asked depending on language



Questions are asked depending on language



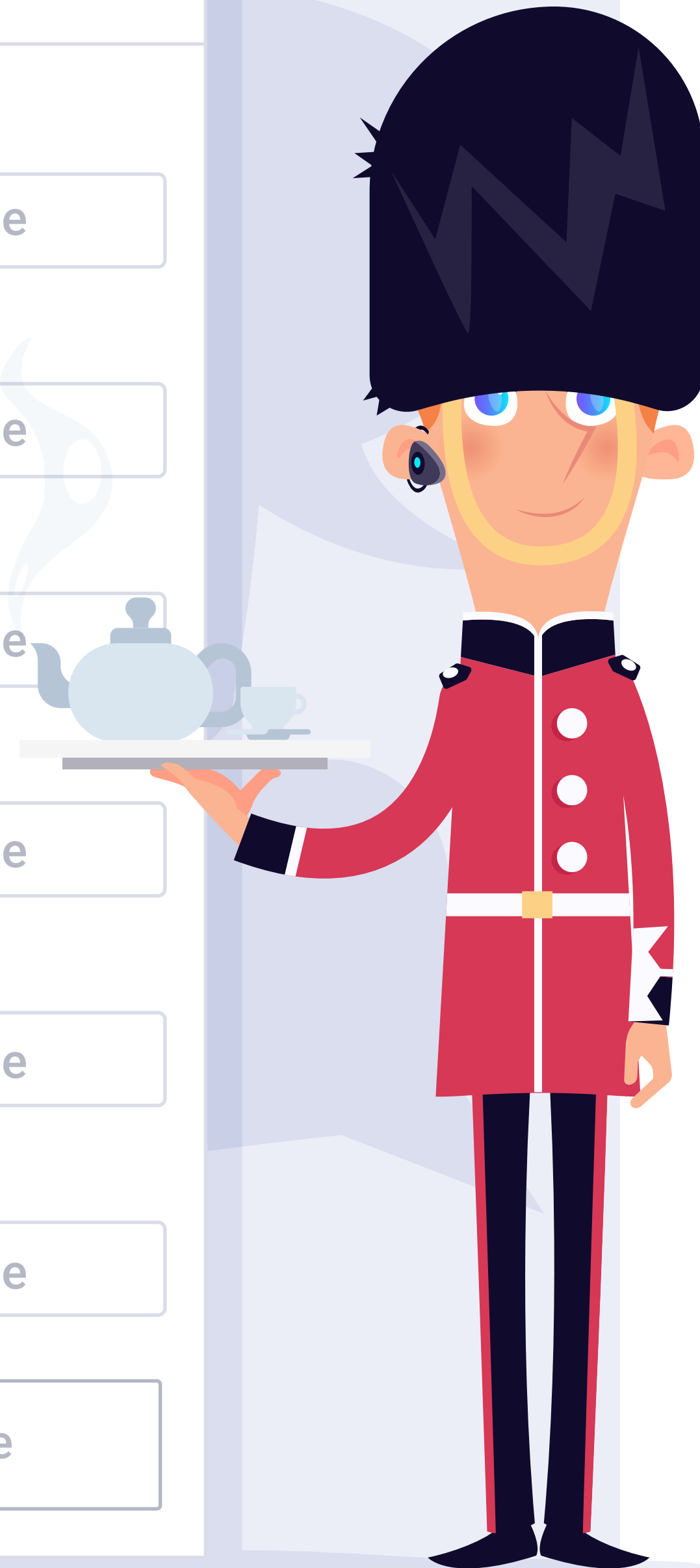
Questions are asked depending on language



Questions are asked depending on language

Create questions

Close



Languages.

Both the categories and the questions can be created in the different languages that the dashboard currently supports:

- Spanish.
- English.
- German.
- French.
- Italian.
- Catalan.

1 Time that must pass to send customised surveys

Send personalised survey and satisfaction survey at the same time

2 Time that must pass to send customised surveys

Send personalised survey and satisfaction survey at the same time

6 days 5 hours



When shall I send the survey?

Option 1: if we keep the box active, the personalised survey will be sent together with the guest satisfaction survey.

Option 2: we can choose to send the survey a few days after the guest satisfaction survey has been submitted, in this case we only have to indicate the number of days and hours afterwards when we would like it to be sent.



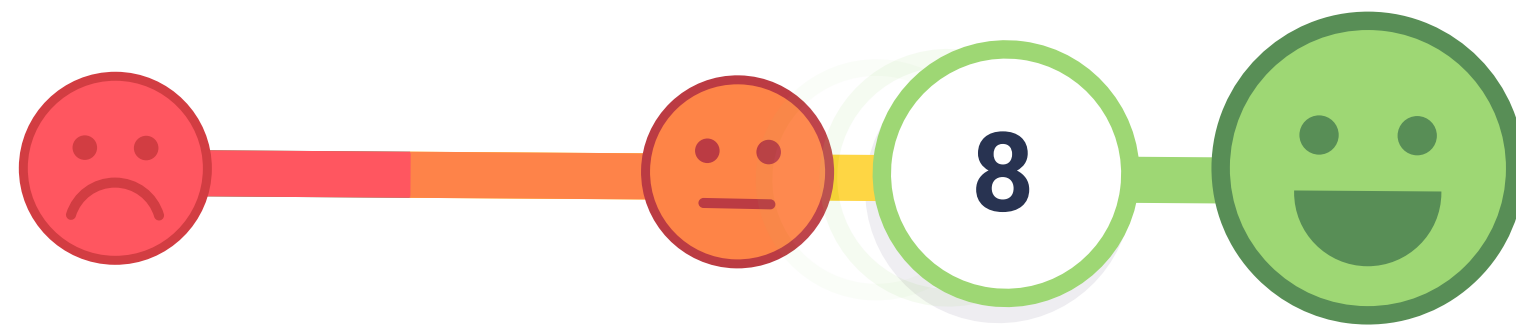
**How
personalised
guest satisfaction
surveys work.**



Paradise Hotel

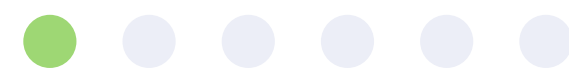
What do you think of the hotel so far?

MOVE THE CURSOR FROM LEFT TO RIGHT



 Leave a comment.

Next



**Sending the
'personalised survey'
together with the
'satisfaction survey'.
(1/3).**

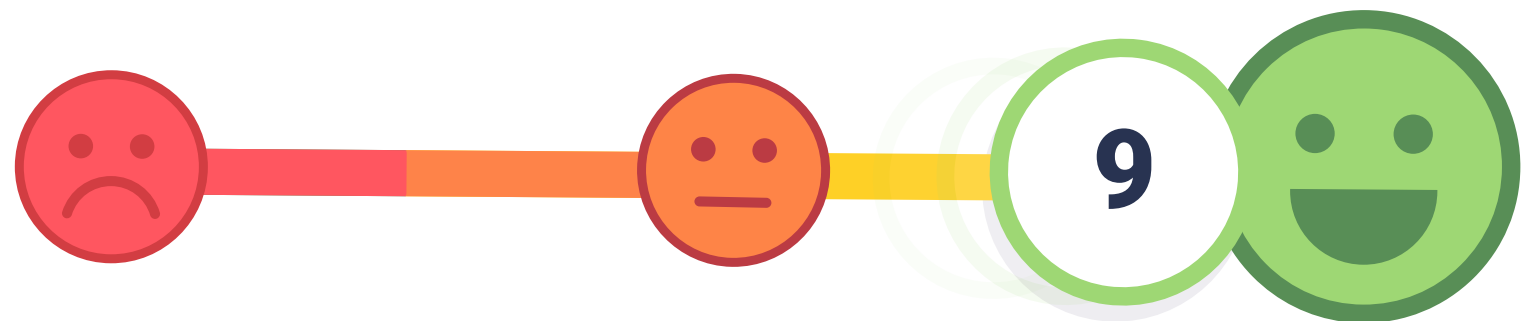
If the satisfaction survey is active, the detailed survey will appear just after adding the comment and clicking on 'next'.



Paradise Hotel

Satisfaction with hotel cleanliness.

MOVE THE CURSOR FROM LEFT TO RIGHT



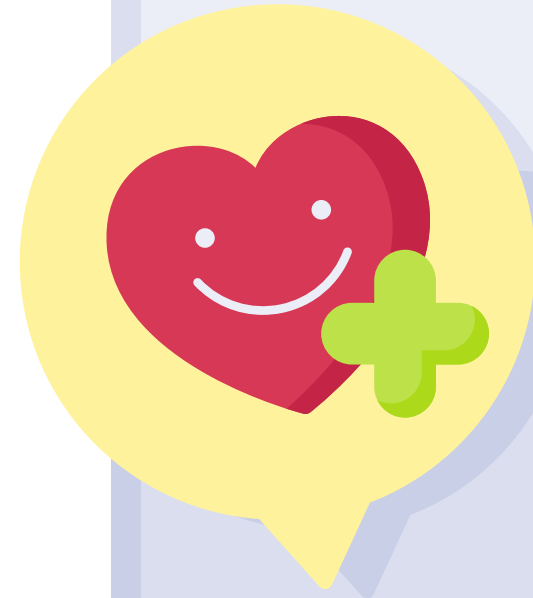
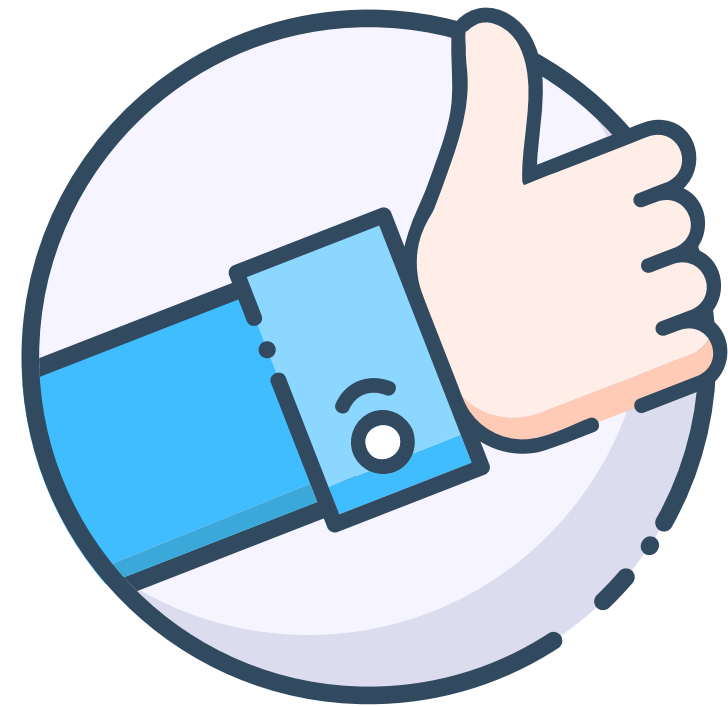
 Leave a comment.

Next



**Sending the
'personalised survey'
together with the
'satisfaction survey'.
(2/3).**

The guest will have to rate the rest of the questions.



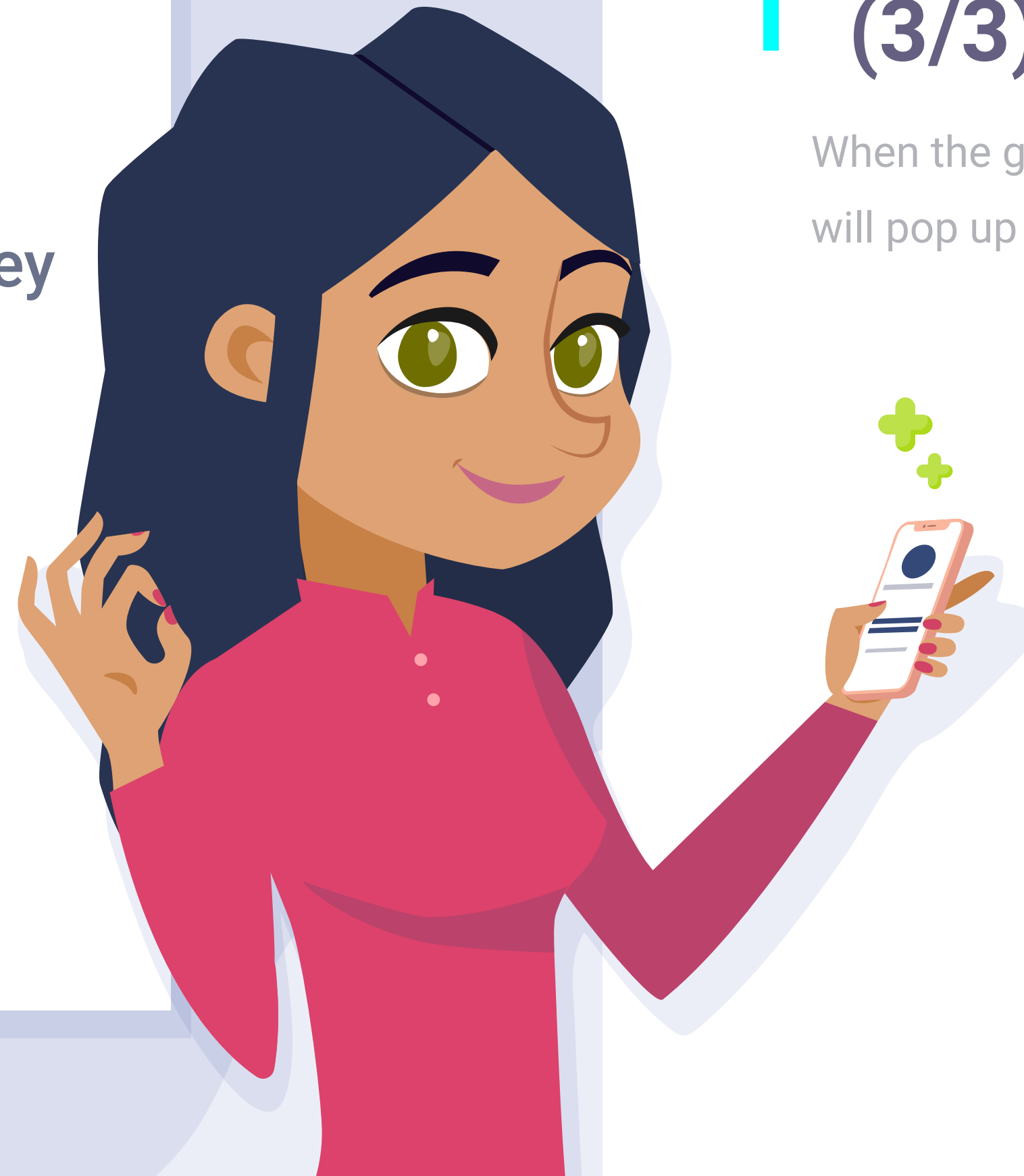
Sending the 'personalised survey' together with the 'satisfaction survey'. (3/3).

When the guest rates the last question, a screen will pop up thanking them for their opinion.

Thank you for completing the survey

Your answers will help us
to improve our services

YOU MAY NOW CLOSE THIS WINDOW





From: Paradise Hotel

Subject: Dear Miss Labaki, please send us your comments

Dear Miss Labaki,

Thank you for taking a few seconds to provide us with your detailed comments on your stay with us.

During your stay, you granted us a score of 8.7, and you also published the following comment:



Please, help us to understand better how satisfied you were with the following areas: cleanliness, comfort, facilities, staff, value for money and location.

[Go to survey](#)



Sending the 'personalised survey' at a later stage.

As we have previously indicated, from the dashboard we can also program the survey to be sent 'x' days after having received the satisfaction survey.

The satisfaction survey must always be sent before. In this case, a second e-mail will be sent reminding them that they already submitted a satisfaction survey and a second button that will take them to the personalised survey. Once it is completed, they will receive a thank you e-mail.



From: Paradise Hotel

Subject: Dear Miss Labaki, please rate your satisfaction and help us to improve.



**Dear Miss Labaki,
remember to evaluate your degree
of satisfaction and help us to improve
your stay.**

We hope that you are having a delightful stay with us.
We remind you that you can rate your level of satisfaction
from 0 to 10 and leave a comment so that we can
improve your stay (should it be necessary).

[Rate your satisfaction](#)

Thank you very much, Paradise Hotel.



Reminder.

Should the user not have completed any of the surveys, we have the option of sending a new e-mail in which they can add the overall evaluation and the comment of the satisfaction survey to then fill in the personalised survey.

When they finish, they will receive a confirmation e-mail thanking them.

hotelinking

AUTOMATED NOTIFICATION SATISFACTION SURVEY

One guest has rated **Hotel Paraíso** below the cut-off mark (8) in the personalised satisfaction survey.

RATING AND SCORE

6.5

Not bad, but it can be improved

ANSWERS TO THE PERSONALISED SURVEY

Question	Answer	Category
Degree of satisfaction with the cleanliness of the hotel Comment: DK/NA	6.5	Cleanliness
Degree of satisfaction with the comfort of the facilities Comment: DK/NA	6.3	Comfort
Degree of satisfaction with the maintenance of the facilities Comment: DK/NA	5.7	Facilities
Degree of satisfaction with the attention of Comment: DK/NA	6.6	Staff

Notifications of the results of the survey.

If the results of the satisfaction survey are below the established cut-off mark, the hotel staff will receive an email with the guest rating and comments.

In the event that the hotel has activated the personalised surveys and the rating is below the cut-off mark, an email will also be sent..





The Dashboard



Custom surveys configuration

Go back

Warnings

When user satisfaction score is under 5 send a warning email to staff emails listed below



When user satisfaction score is higher than 9 send review email to user



Send a notification warning email to staff in this list (separated by comma)

Use this email for all hotels

! Cut-off marks.

Two different cut-off marks can be configured:
If the clients give a score below the established mark in the satisfaction survey, a notification email is sent to the personnel indicated in the field below.

If the clients give a scores above the established mark in the satisfaction survey, a [review email](#) will be sent to the clients

How to see surveys (1/2).

We can see the surveys completed by our guests on the dashboard, where the satisfaction surveys are.

The dashboard displays a table of guest ratings and comments. The header shows 'Guest ratings and comments (8.5)' with a total of 352. The table includes columns for Widget choice, Assisted, Guest, Hotel, Room id, Location, Rating, Comment, Time-lapse to respond, and When. The first row shows a 5-star rating for Sarah Labaki at Paraiso, with a comment 'I very much enjoyed my stay' and a response time of 2 days and 4 hours on 2019-04-30 at 10:35:05.

Widget choice	Assisted	Guest	Hotel	Room id	Location	Rating	Comment	Time-lapse to respond	When	Actions
★	●	Sarah Labaki	Paraiso	124	es_ES	8.5	I very much enjoyed my stay	2 days and 4 hours	2019-04-30 10:35:05	✉️ 👁️
★	●									✉️
★	●									✉️ 👁️
★	●									✉️
★	●									✉️
★	●									✉️
★	●									✉️

☺ Total: 352 ⏪ Atrás

Search hotel Dates Start to End

Widget choice	Assisted	Guest	Hotel	Room id	Location	Rating	Comment	Time-lapse to respond	When	Actions
★	●	Sarah Labaki	Paraíso	124	es_ES	8.5	I very much enjoyed my stay	2 days and 4 hours	2019-04-30 10:35:05	✉
☆	●									✉ i
★	●									✉
☆	●									✉ i
★	●									✉
★	●									✉

Detailed view (2019-04-29 08:45:36) ✕

Question	Answer	Comment	Category
	8		Facilities
	7		Facilities
	10	NS / NC	Staff

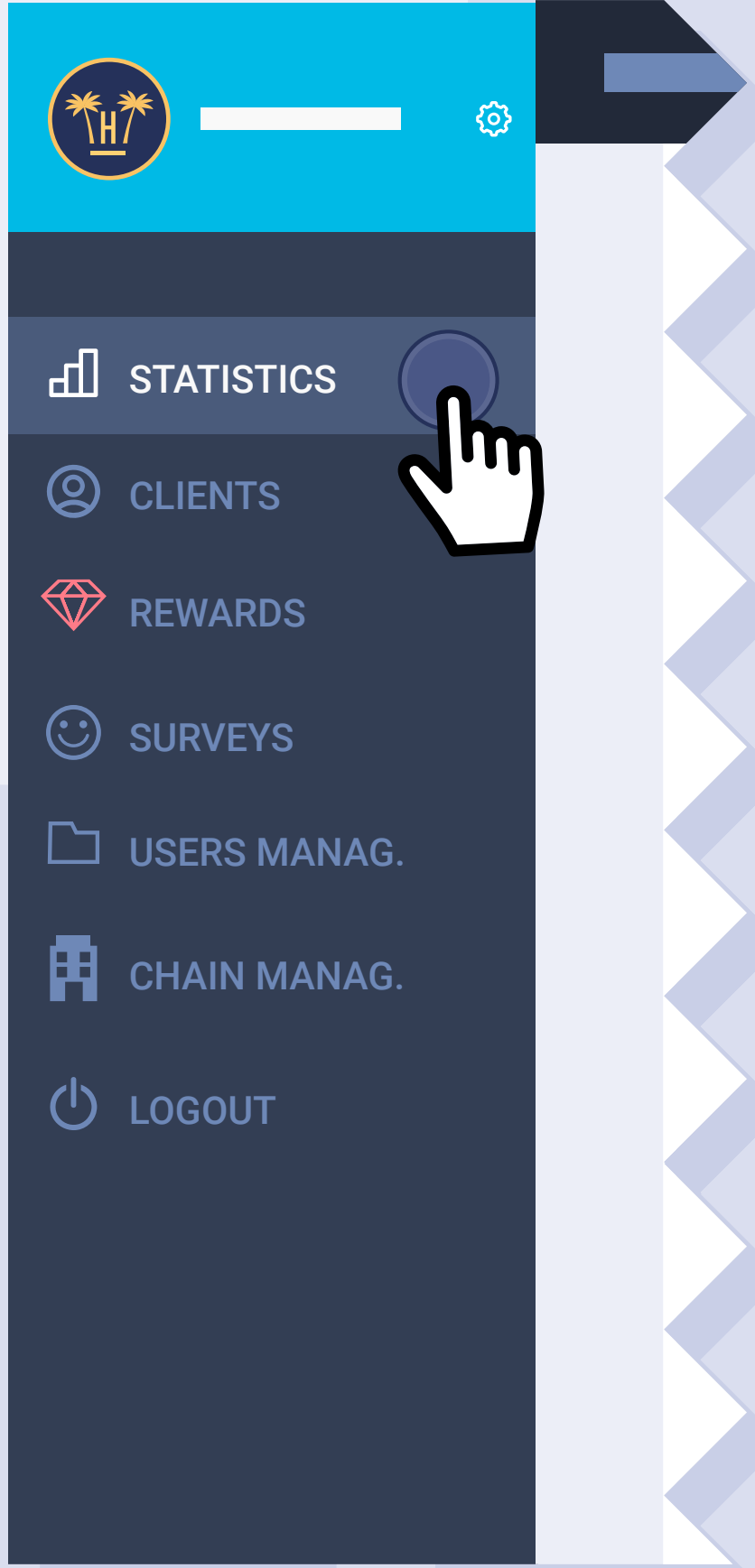
How to see surveys (2/2).

Users who have completed the personalised survey have a button with an (i); when clicking on it, it shows the answers to the surveys.

We can also see the overall score that we have obtained from all the surveys.

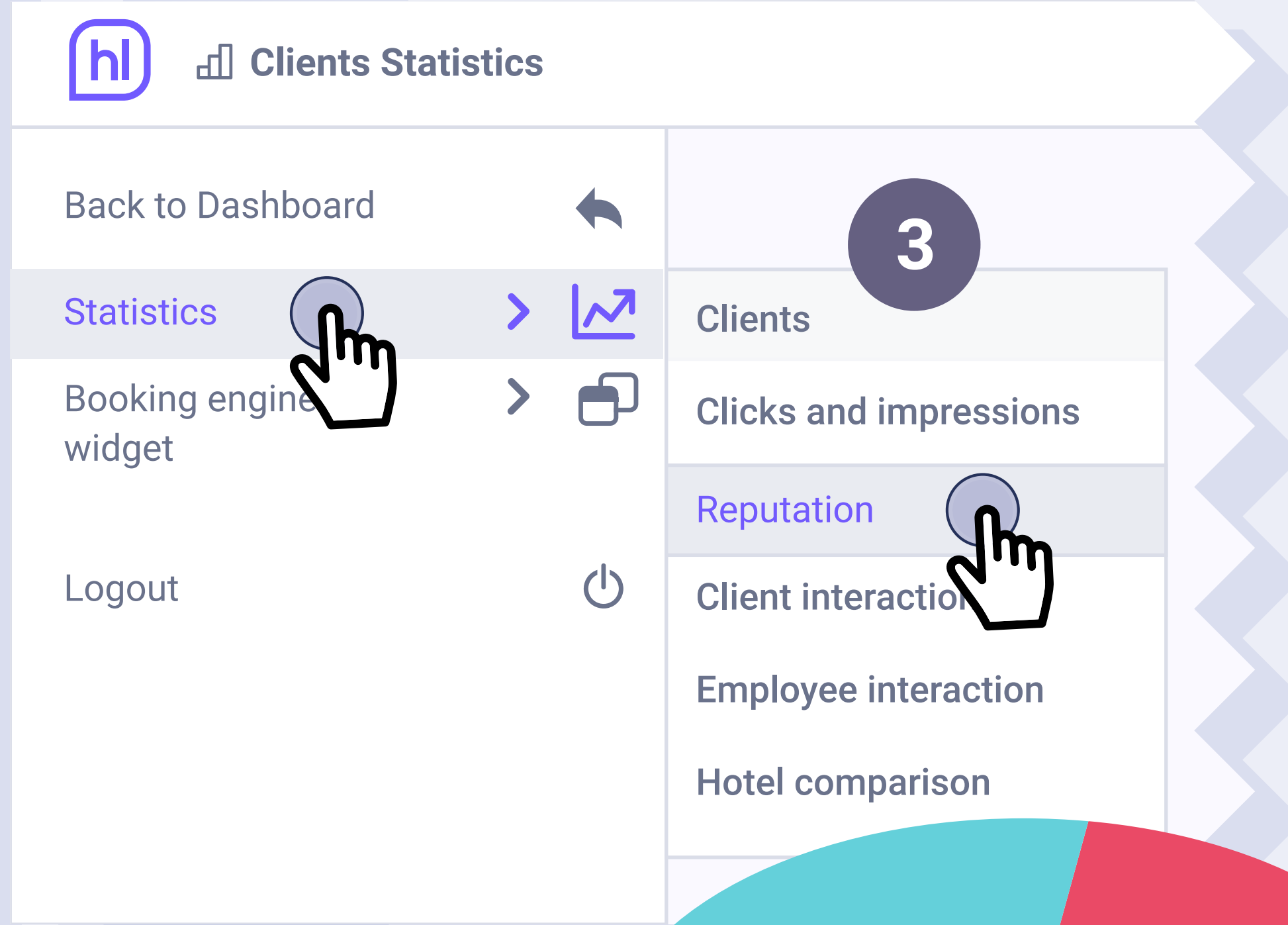


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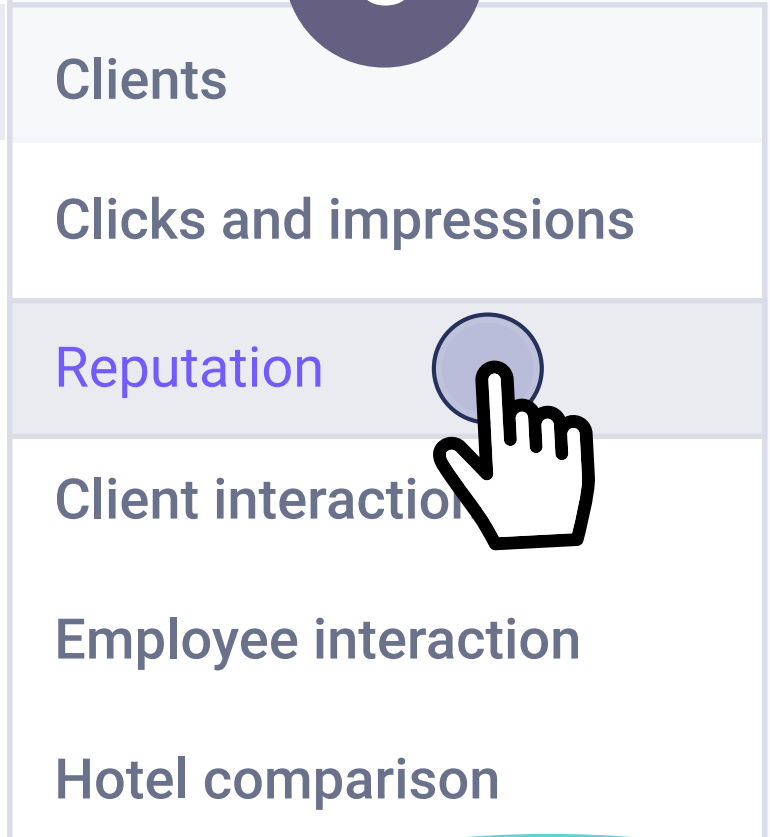


DASHBOARD

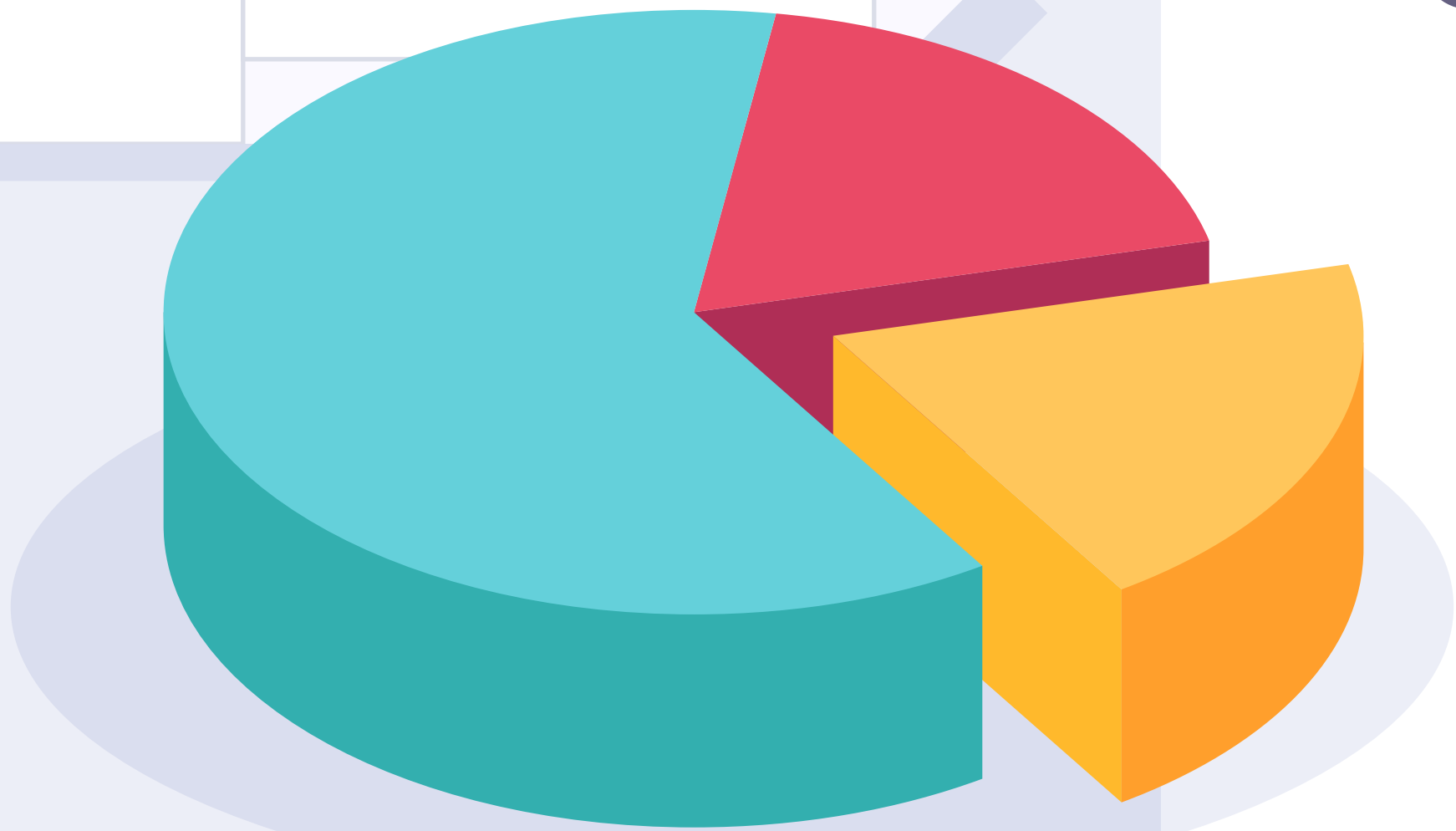
2



3



STATISTICS

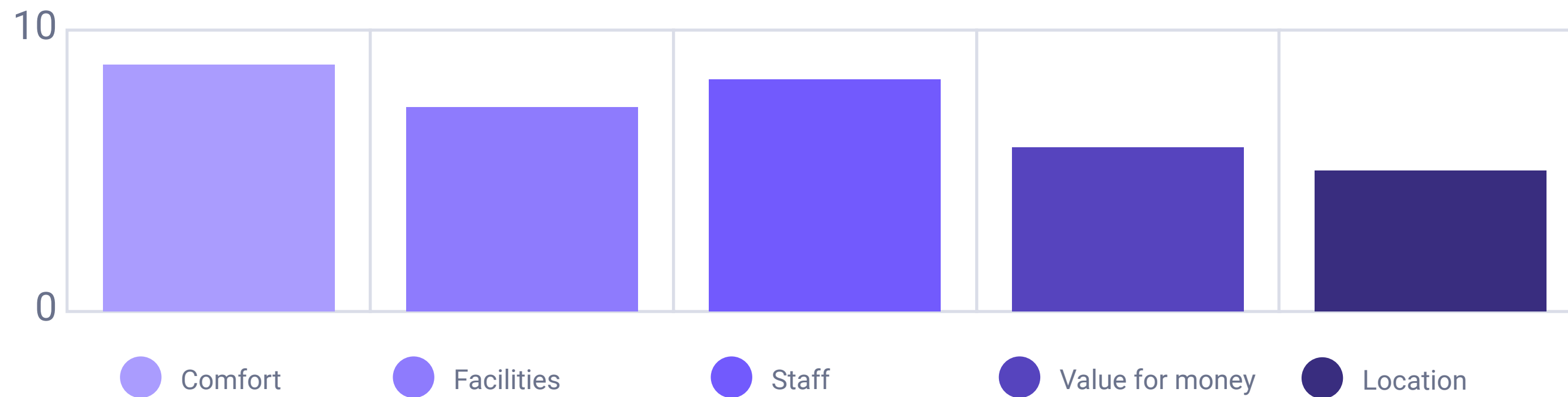


Statistics (1/2).

We also have a statistics panel.

- 1 We access it from the menu option on the left: 'statistics'.
- 2 Once inside, the 'statistics' option appears again, we click on it, and a new drop-down menu appears.
- 3 We select the 'Reputation' option.

Average per category



Comfort

QUESTION	TOTAL ANSWERS	AVERAGE SCORE
QUESTION	54	8
QUESTION	36	9.5
QUESTION	48	7

Location

QUESTION	TOTAL ANSWERS	AVERAGE SCORE
QUESTION	43	9

Statistics (2/2).

On this panel, we can see the overall score we have obtained per area. And a detail of the number of answers obtained per question.





GUEST JOURNEY
AUTOMATION PLATFORM

www.hotelinking.com | sales@hotelinking.com