

RepuFact



**Improve
guest
relationship
management
with rich
customer
data**

Online reviews are an important tool for hoteliers to gauge customer sentiment and overall brand acceptance among target segment. Monitoring guest reviews and responding to them is imperative for hotels to ensure a positive reputation among the online travel community. But how often do hoteliers leverage online reviews to improve their internal operations and personalise guest service?

RepuFact™ – the next-gen guest intelligence and analytics solution – enables hoteliers to streamline online review management as well as deep-dive into reviews to analyse guest preference patterns and satisfaction levels. RepuFact is built using advanced web browsing technologies that track guest reviews across all online channels – review sites, social media platforms, blogs, travelogues, news, pictures and videos – and allows hoteliers to respond to them from an easy-to-use dashboard. The product's ability to semantically dissect guest reviews and apply them to specific hotel departments empowers hoteliers to assess internal operations better, action functional changes and transform guest experience.

RepuFact plays a more significant role in your enterprise than a simple reputation management solution. It offers data that can directly impact your bottomline profitability by allowing you to identify niche market segments and unique product opportunities by tracking guest likes and dislikes.

Leverage
RepuFact –
advanced guest
intelligence and
analytics
solution from
RezNext



Key features of RepuFact:

- **Single screen to view and respond to all online reviews**

RepuFact collates reviews from over 120 global websites across 25+ international languages and presents them on a single dashboard. Hoteliers can monitor all reviews and respond to them from one screen thereby simplifying review management as well as saving time.

- **Collect guest feedback**

RepuFact provides a platform to help hotels collect customer reviews while the guest is at the hotel or post check-out in form of texts, videos and photographs. Such reviews can then be published on relevant review sites online through the solution.

- **Analyse data to provide consumer insights**

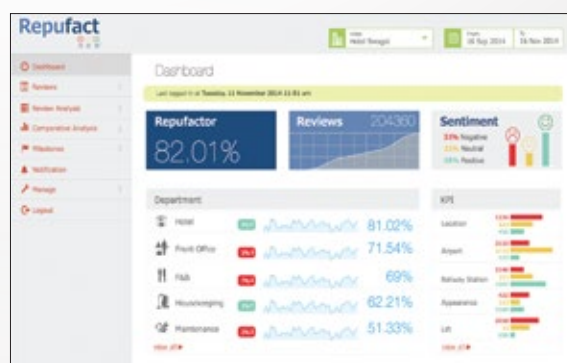
RepuFact has inbuilt algorithms and high-speed processors that can analyse big data and break them into clusters of information related to customer sentiment. The solution offers deep drill-down capability into consumer data to identify positive and negative trends across geographies and demographics.

- **Assess the quality of hotel operations**

RepuFact not only helps hotels improve customer engagement by providing key insight into consumer preferences, it also enables them to measure the efficiency and improve the functioning of their internal departments. The solution can intelligently associate reviews with specific departments to provide an overview on the effectiveness of each hotel function.

- **Customised guest intelligence application**

RepuFact can help build customised guest intelligence application to enable hotel senior management leverage in-house data along with consumer data collected through the solution to take strategic decisions.



Key advantages of RepuFact:

- **Access advanced guest analytics**

With its in-depth slice-and-dice capability, RepuFact breaks down data into actionable KPIs by source, sentiment, geography and demography. This makes it simple for hoteliers to identify consumer behaviour pattern as well as business trends. For instance, if multiple reviews posted by business travellers point out that the conference room AC made too much noise, hoteliers can immediately look into fixing the AC before considering another MICE booking. Similarly, if most European travellers appreciated the continental food, the hotel can use it as a talking point during their marketing campaigns to the European market segment. Such insights also help hotels create geography and demography specific packages and products to boost auxiliary revenues.

- **Drive excellence in internal operations**

RepuFact offers highly structured data to provide hoteliers an insight into the efficacy of their internal functions - at the enterprise level as well as at each department level. Reviews are semantically searched and grouped into business categories indicating the customer satisfaction level with each hotel function such as - housekeeping, food and beverage, front office and more.

- **Introducing the RepuFact score - an internal observation assessment tool**



RepuFact is the only company in the world to launch a scoring mechanism that allows hoteliers to assess the productivity of their various functions. They can now view the performance score of the hotel as well as each department based on consumer insights, on a single dashboard. The score is based on a logical mix of factors such as - age of reviewer, frequency, variance in source and customer preference. This makes it easier for hoteliers to identify areas of improvement within the property and alert necessary departments. This also notifies the revenue and marketing teams on what features of the hotel are being preferred over the others, allowing them to create rate strategies and marketing campaigns based on high yielding functions.

- **Adopt dynamic pricing by benchmarking your competition**

RepuFact brings together customer data and competitor reputation information on one platform offering hoteliers a realistic comparison between their performance and other hotels. Comparison data can be viewed by hotel or by department enabling hoteliers to identify their strengths and weaknesses vis-à-vis competition. This provides hoteliers the capability to dynamically price rooms and services which have a better online review score than the competition, thus optimising revenue opportunity.

RepuFact at a glance:

- Next-gen guest intelligence and analytical solution
- Collates reviews from over 120 sources globally (including videos, blogs and travelogues) across 25+ languages and geographies
- Review management and response through a single log in
- Data analysis by source, sentiment, geography and demography
- Share reviews externally (across online channels) and internally (among departments)
- Obtain a RepuFact score to assess efficacy of internal operations
- Identify strengths and weaknesses of internal departments
- Track up to 10 competitors by hotel and department



- **Boost revenue**

The intuitive algorithm at the core of RepuFact empowers hoteliers to establish a synergy between consumer preferences and internal operations thereby enabling the staff to offer extremely personalised service to guests. This not only acts as a competitive differentiator for the hotel but also ensures loyal customers and improved profitability through repeat business opportunities.

About RezNext

RezNext is the world's only true real-time enterprise distribution technology company and preferred profit management partner. We empower hotels to adopt a profitable strategy that simplifies the complex global distribution environment and makes it understandable and manageable. Our distribution platform is integrated with revenue management, operating intelligence and powered with reputation management insights.

