



The Best Upsell & Cross-Sell Model



Neil James

ReviewPro
VP of Global Customer Success



Janire Rodriguez

ReviewPro
Team Leader Customer Success

Over 55,000 Clients and Partners in 150 Countries

Hotels

Restaurants

Destinations &
Star Ratings

Hotel Owners &
Investors

Management &
Representation
Companies

Consultants &
Advisors



#SMWebinar

Tools & Processes to Improve the Guest Experience

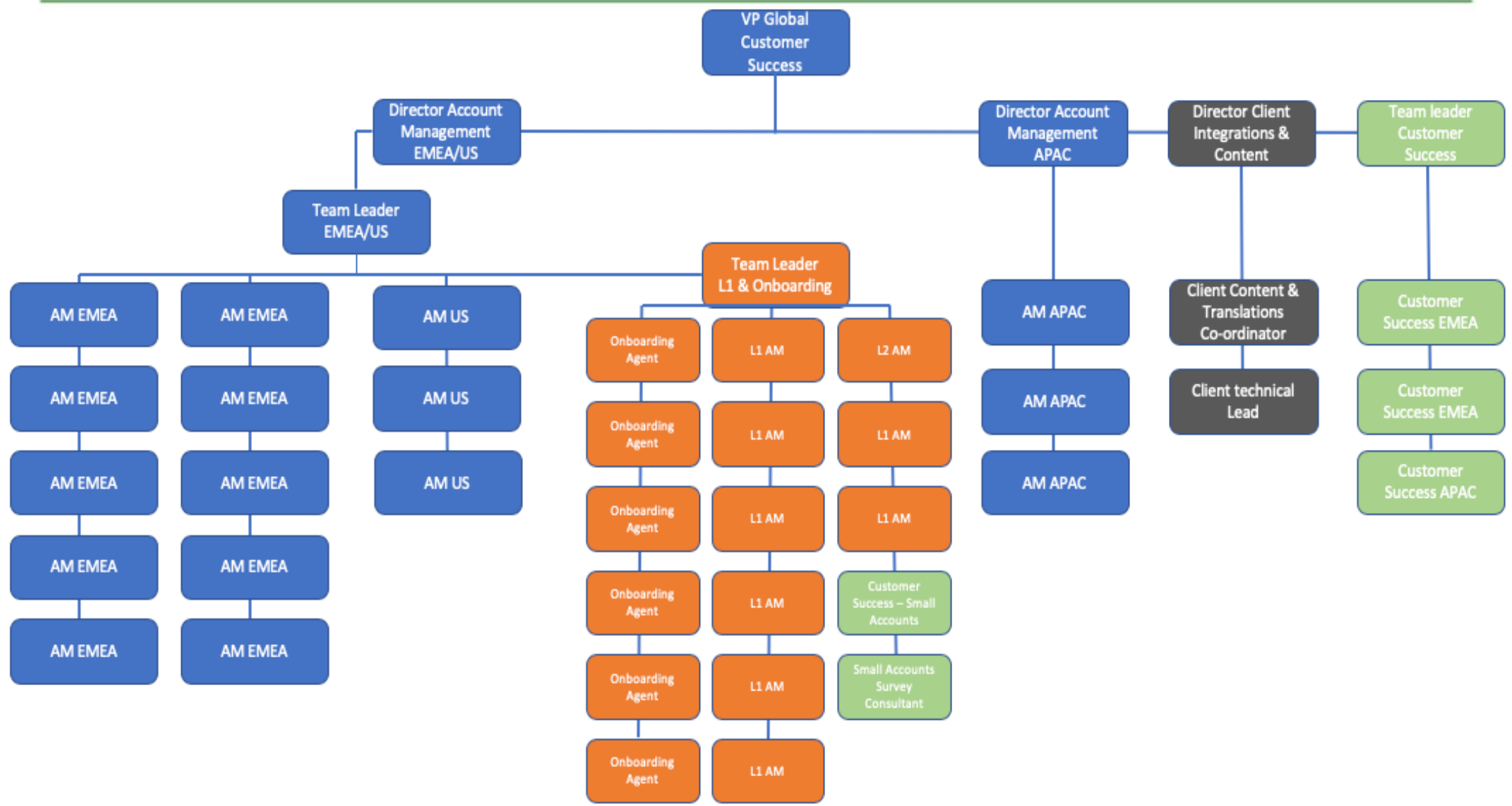


Guest Experience Improvement Suite™

- › Online Reputation Management
- › Guest Satisfaction Surveys*
- › Guest Messaging Hub
- › Case Management

*In-stay and post-stay surveys

ReviewPro CS Structure



Great Customer Success -> Acquisition





The beginning of Customer Success at ReviewPro

The beginning of Customer Success

2017

Upsell Campaign
(January)

During this year ReviewPro began on a big upsell campaign of it's survey tool. The challenge? Visibility of Customer Health. Sales were selling blindly,:

- Customers communicating intention to churn
- Sales dealing with technical queries instead of selling



Identified small
Accounts churning
(August)

Analysis carried out that identified that we were very good at supporting our large accounts, but the main issue was that the small accounts were churning, at an alarming rate.

The Birth of Customer Success

A team of two people were hired to build a Customer Success Team. The idea was that these Customer Success Coaches would spend time speaking to our smaller clients and engaging them within the tool. No technical support, JUST engagement

Introduction of Gainsight

We identified three key things:

1. Need to measure engagement of the clients we had contacted
2. Need to be to add 'Tech-Touch' to process for scalability
3. Customer Success done well, drives Upsells

Some technical support added

Once we started engaging the smaller clients, we identified that many of them had not completed implementation, so we added one resource slightly more technical just for these accounts. Customer Success coaches would hand technical items to this person to keep these clients engaged.



Introduction of Gainsight to the Organization

Introduction of Gainsight

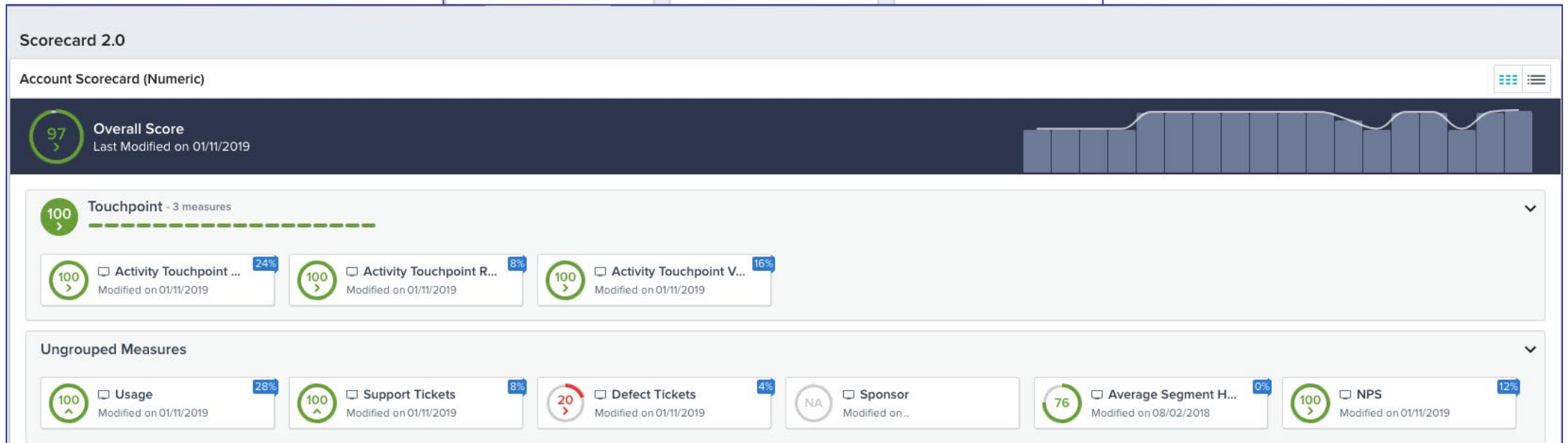
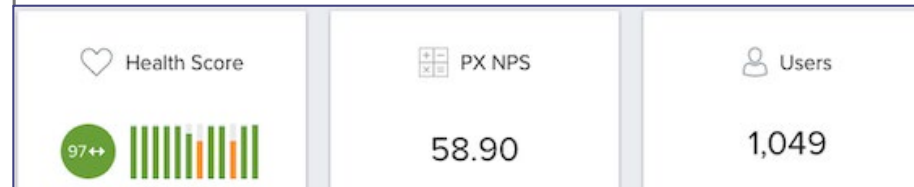
Introduction of Gainsight to Manage Customer Health

Having gone through the journey mentioned, we identified there was a need to implement a tool to help us manage the process of measuring Customer Health, and recording the progress being made. Gainsight helped to begin capturing the NPS of our clients.



Healthscore to measure engagement of our clients.

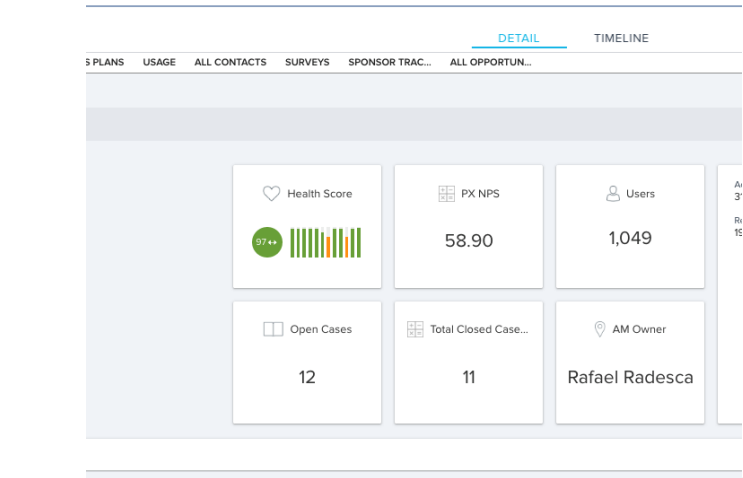
- Healthscore takes in various datapoints from Gainsight, MixPanel, ReviewPro's Backoffice Tools, Salesforce & Service Cloud
- Support tickets & Defect tickets at the very least show that the client is engaged
- Touchpoints for ReviewPro are verbal discussions with clients that last more than 5 minutes to provide them some kind of value/support in the use of the tool



Transparency for the Sales Organization

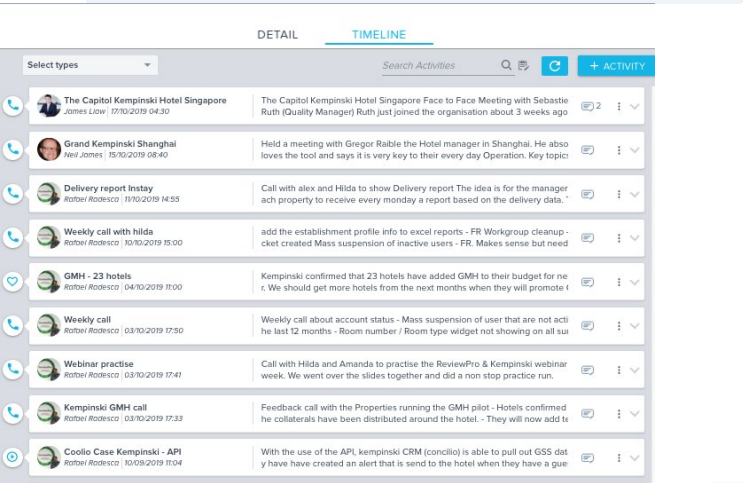
Visibility Transparency Value

The idea was to promote the value of the support team to the sales organization and provide to them visibility of the progress of the client, and the amount of effort it took to fully implement a client



Health Widget in Salesforce

Provides visibility to the Sales Team on the Health of the client.



Visibility into the Proactive Touchpoints

Whole organization has visibility into the most recent proactive communications with the clients and able to review the detail and make comments to the Customer Success Coach.

**	Contact Name	Subject
292022	Alice Togo	Fwd: WEBINAR Mastering the Art of Service Recovery Confirmation
291511	Masimiro Vella	Reply to close cases
290624	Sami Farooq	new user's hotel assign in review pro
290616	dimin.wang@kempinski.com	GSS Welcome Page Information Change
290102	Riko Van Santen	Re: ReviewPro meeting 18/03/19: Outstanding invoices
289994	Ahmed Terzic	Fwd: Your ReviewPro password
289752	Ruth Anas	Nice to meet you!
289549	dimin.wang@kempinski.com	GSS decreased without any negative comments received
289231	Amber Rly	New reviewpro account, can't join the hotel visitor
288144	Erakhanav Jarnalakkhan	Greeting from Ulaanbaatar
287715	Hilda Beleskale	Monthly Hard Bounced Emails
287616	Jamie Nieuw	ReviewPro
287573	Reto Borer	Time zone
287022	Hilda Beleskale	Notification: Monthly hard bounced report: Kempinski ID131 @ Wed Oct 2, 2019 (clientservices@reviewpro.com)
286431	Amanda Bianchi	Fwd: Ticket Assigned: INC-19255 - Reviewers Management Response
285977	Hilda Beleskale	Re: ReviewPro: Outstanding invoices: immediate action required (Kempinski Hotel Mokka 22)
285719	Simone Hart	Review deleted from Review Site still on Review Pro
285045	Emrah Baran	About Review Pro Case
284931	Nasir Taro	About user can't receive email issue
284629	Yuli Jairo	About review pro login creation
284608	Hilda Beleskale	Re: Product Spotlight: New Semantic Analysis
284347	Amanda Bianchi	New Onboard
283879	Sybil Kalwicz	Re: Product Spotlight: New Semantic Analysis
283499	Alexander Brzezinska	deletion request
283460	Petra Baumann	Re: Alles Gute zum Geburtstag
282950	Barvarsunen Natanodori	Greeting from Kempinski Khan Palace
282411	Mari Somo	ReviewPro Reviews Competitor
282122	Hilda Beleskale	Monthly Hard Bounced Emails
281877	Emily Fu	Discrepancies on ReviewPro
281861	Bruce Zhao	GPI calculation

Visibility of Support Cases

We also moved our support cases from Desk.com to Service Cloud with the intention of making sure once again that our Sales Team had visibility into everything that was happening with their clients.

Adding Value to Customer
Success

Is It Possible to Drive Revenue from Customer Success.

Most Startup Organizations are in a massive sales cycle and ReviewPro was the same. Hard to sell the 'value' of the support team.

Then decided to offer consultancy packs in order to be able to cover cost, and grow the team!

Optimize your survey strategy & design for instant results

As a new customer of our Guest Satisfaction Surveys (GSS), we provide you with everything you need to get started. You will have access to the tools to configure your own survey as well as online support content with a step-by-step guide on how to set up and send your first survey.

You may prefer, however, to have an expert analyze your current situation who can help to define your guest surveys strategy and launch the program successfully. If this is the case, why not consider our consulting package?

“

In addition to taking us through the survey setup step-by-step, we benefited greatly from the ReviewPro team's extensive knowledge and experience when consulting on guest survey strategy and the survey design itself. In fact, ReviewPro convinced us that we needed to totally overhaul our survey – and they were right!”



Simon Davis
Regional Director
Apex Hotels

Consultation overview

The guest surveys consultation and configuration package includes the expert support and advice of our Account Management Team in helping you to get your survey set up and running. The package includes:

- Review of your current survey (if existing)
- Recommendation and consultancy on new survey design
- Configuration of new survey (one survey for the hotel or group)
- Addition of survey translations (translated text to be provided by the customer)
- Addition of logos/images to the survey (logos/images to be provided by the customer)
- Addition of management signatures to the survey
- Advice on PMS file configuration to obtain the best survey results possible
- Advice on domain settings for the sending of the survey

Pricing

10 hours consulting package €795 / £675 / \$1,065

Notes

The Guest Surveys Consultation and Configuration fee accounts for up to 10 hours of consulting on the surveys. Should the customer require more than 10 hours consulting, it is possible to purchase additional hours.

The consultation package does not include:

- Translation of survey
- Training for users

The customer is required to work with their PMS vendor in order to ensure that the correct format of file can be generated for the surveys and that the sending can be automated where necessary. ReviewPro will, however:

- Review the PMS file to make sure that the format is correct
- Make recommendations on addition of fields in order to extract more data when analyzing results
- Carry out language mapping to ensure guests receive the surveys in their preferred language (dependent on translations provided by customer)

Adding Value to Customer
Success

Clients Recognized Value. Sales Recognized Results.

- Implementations of these clients were completed quickly and efficiently.
- Clients were more satisfied, and were willing to consider other tools.
- Sales **wanted** to offer more packs so that they could have a bigger support team.
- More packs sold – more people added to the team.



Optimize your survey strategy & design for instant results

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- Make recommendations on addition of fields in order to extract more data when analyzing results
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Adding Value to Customer
Success

Automated Churn Survey sent to smaller clients.

- A lot of time being spent on the smaller clients trying to convince them to stay
- When we switched to an upselling model we could not spend too much time on the smaller clients
- Introduced a cancellation survey to identify the clients that were still interested in finding out more

 **ReviewPro**
REVIEW THE CUSTOM EXPERIENCE

Customer Feedback Survey 0010N

Select Language
English(US) ▾

All questions marked with * are required.

1. We are sorry to see you go. We would like to understand what has been the main reason to request the cancellation of your subscription:

- ☐ I don't see the value of the tool
- ☐ Responsiveness of our support team
- ☐ Lack of contact from the support team
- ☐ We never really rolled out the tool effectively in our organisation
- ☐ I felt the service was too expensive
- ☐ Lack of resources to manage the tool
- ☐ The people who purchased the tool are no longer with the organisation
- ☐ We are currently working with another provider
- ☐ Too many technical issues with the tool
- ☐ I have closed down my business
- ☐ Other

2. Did you find ReviewPro difficult to use? *

Select one ▾

3. Please share with us any suggestions in order for us to improve our products and service?

Enter text

4000 Characters remaining.

SUBMIT

The top 3 things you should be checking on your ReviewPro account

Dear Nerea,

We know sometimes a big amount of data can be overwhelming. So here are the 3 key things you should check when logging in to ReviewPro:

- **GRI:** The industry-standard Global Review Index™ (GRI) is an online reputation score available exclusively to ReviewPro clients, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts. We gather this information from over 200 OTAs and Review Sites using advanced algorithms that reflects a realistic score of your online reputation, not just an average.
- **Tracking Page:** Here is where you will be able to work on the guests' reviews by [responding](#) to them and also by creating cases that will allow you to send an issue to the relevant person or department
- **Semantic A** items of you and what y drive impro

All of ReviewPro in your pocket with our free app

Dear Nerea,

We are big fans of our [Mobile](#) anywhere.

Now you can control your onl our ReviewPro app, available engaging with your guests on Reputation Tool everywhere y

You can now save time and in every HOD to download the f alerts and generate reports, h achieve a common goal.

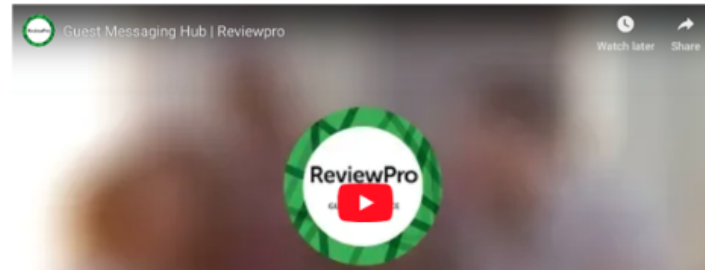
Best regards!

Janire Rodriguez

Everyone's talking about guest messaging, find out why

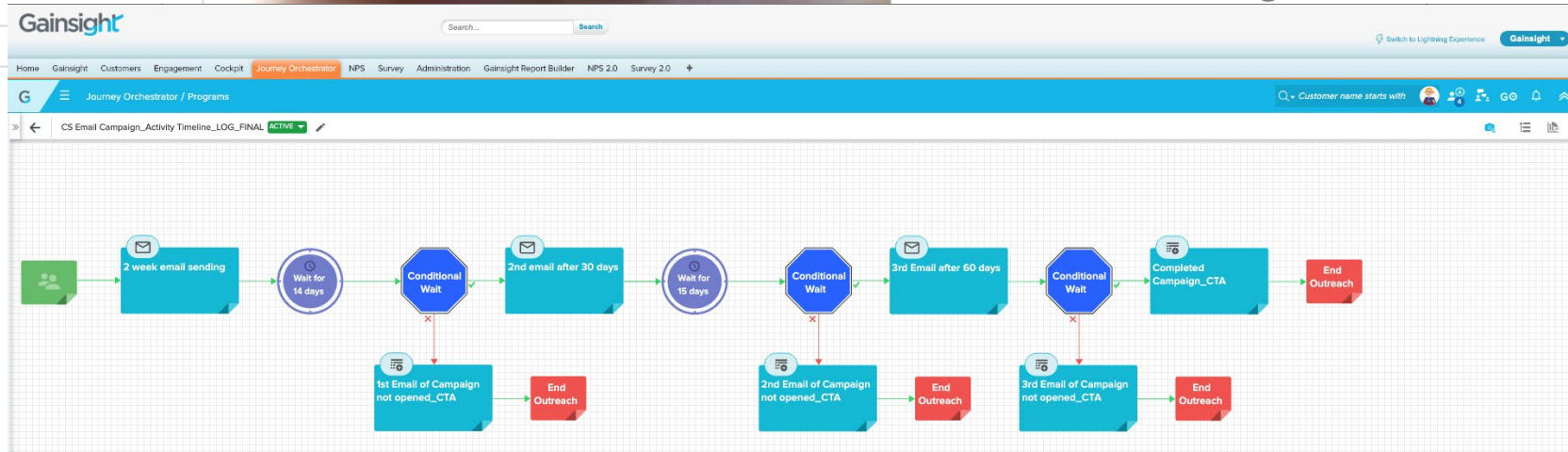
Dear Nerea,

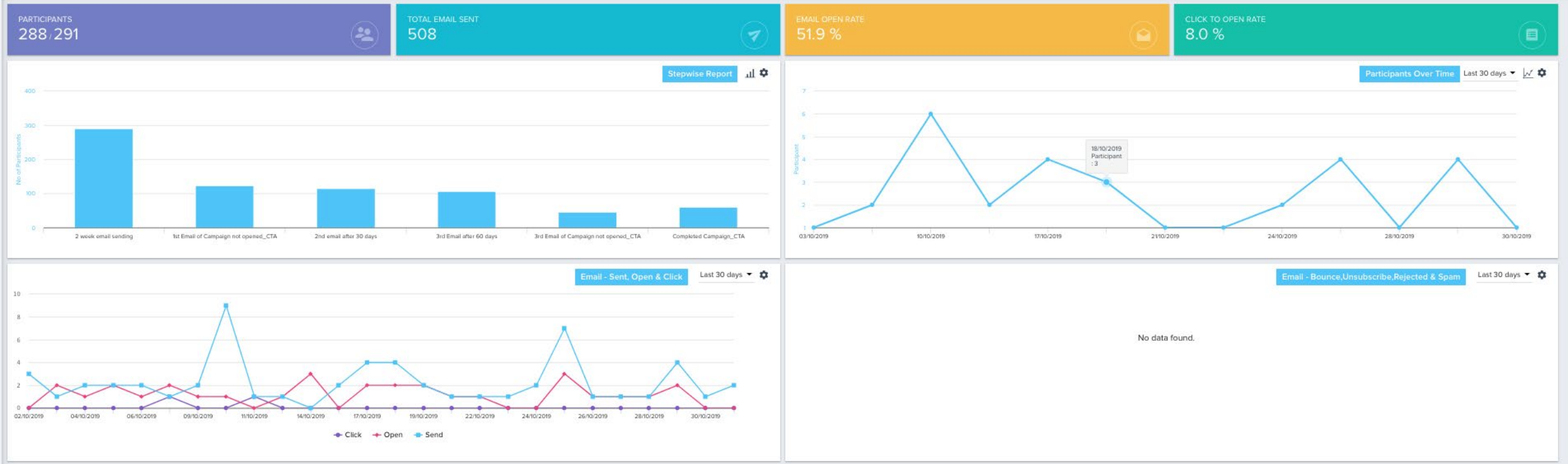
The future of communication is here! Get on board with the latest technology and increase the amount of opportunities to interact with your guests. Our [Guest Messaging Hub](#) will help you improve your guests' experience by engaging with them in a seamless way, making it easy for your clients to communicate with you at any time from anywhere.



Keeping Accounts Engaged.

- Once the Customer Success Team had engaged the accounts, an automated email campaign was created to keep them engaged.
- Cadence for delivery was 14 days, 30 days and 60 days after the initial verbal communication.
- Clients were interacting with these mails, and having made them look personalized,







Upselling + Cross-Selling Through Customer Success



Upselling + Cross-Selling.

Engagement Through Customer Success

Customer Success Team began engaging our smaller clients to introduce them to the tool in more detail.

We became astonished by the amount of clients that had requested to add more Hotels/Restaurants to their current subscription which began to drive additional revenue.



A	B	C	D	E	F	G	H	I	J	K
Link	Current Score	Name	Country	AM Owner Name	Segment	ORM	GSS	ACM	GMH	Trend
001D000000jPzC	66	Hotel Paradise Park	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
001D000000yvaC	66	Hotel Zarauz	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
0012000000ZHV	62	Apartamentos Puerta Catedral	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
00157000021fM	56	Hotel Blancafort Spa Termal	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
0015700001wclS	53	grupo Bosch Aymerich	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
001D000000mcc	52	Costa Azul	Spain	Javier Torres	Independent	YES	NO	NO	NO	UP
0015700002Bq5	52	Hotel Palacio Ico	Spain	-NA-	Independent	YES	NO	NO	NO	UP
001D000001M2A	50	BCN Montjuic Hotel	Spain	Javier Torres	Independent	YES	NO	NO	NO	NO CHANGE
00157000026oC	49	El Mirador Hotel and Spa	Uruguay	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
0012000000bRw	47	Arrecife Gran Hotel	Spain	-NA-	Independent	YES	NO	NO	NO	DOWN
001D0000015GC	46	Hotel Balc?n de Europa	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
0015700001mM	43	Hotel Casa Bonay	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
0015700001vFb	43	Hotel Grand Teguisse Playa	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
001D000000jwF1	43	Hotel IPV Palace & Spa	Spain	-NA-	Independent	YES	NO	NO	NO	UP
0015700001nW1	40	Paraiso del Sol Apartamentos	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
001D000000yTP	39	Puerta de Toledo	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
001D000001J5v	36	Puerto Sherry - Ex HACE ahora Independi	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	UP
00157000021o9	35	Casa Enrique	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
001D0000011wE	34	Hotel Cristina Las Palmas	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
0015700000f3rO	33	Hotel Coma-Bella	Andorra	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
001D0000018fL	30	Hotel Balcon de Cordoba	Spain	-NA-	Independent	YES	NO	NO	NO	NO CHANGE
0015700002AA6	30	Villas Heredad Kamezi	Spain	-NA-	Independent	YES	NO	NO	NO	NO CHANGE
0012000000YgT	26	Alhambra Palace	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
0012000000bRm	26	Ibiza Gran Hotel	Spain	-NA-	Independent	YES	NO	NO	NO	UP
0012000000SKt	23	Sercotel Princesa De Eboli	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
0012000000MfF	20	Aparthotel Silver	Spain	Janire Rodriguez	Independent	YES	NO	NO	NO	NO CHANGE
00157000025uK	13	Naturlandia -SIT	Andorra	-NA-	Independent	YES	NO	NO	NO	NO CHANGE
001D000000n2n	13	Alondras Park Apartamentos	Spain	-NA-	Independent	YES	NO	NO	NO	NO CHANGE
001D000001XxA	13	Altafulla Mar Hotel ****	Spain	-NA-	Independent	YES	NO	NO	NO	DOWN
001D000001dZT	13	Apartamentos Ebano	Spain	-NA-	Independent	YES	NO	NO	NO	DOWN

Upselling + Cross-Selling.

Upselling Program

- 2019 Strategy was to Upsell
- Customer Success & Sales Teams became much closer
- Threshold created for the accounts that sales can upsell to, and the 'sweet-spot' that Customer Success Should work with.
- Customer Success Team would then engage these clients to get the Healthscore moving up and as close to cross the threshold as possible.

Upsell – Sales Team can engage the clients for upsell

Proactive – Customer Success Team to engage the client to push them over Threshold

Reactive – Support and engagement reactive and Tech Touch

Reviews + surveys: a winning combination



Hi Michael,

Are you tired of having guest feedback locked in separate data silos?

With our combined Guest Satisfaction Surveys (GSS) and Online Reputation Management (ORM) solutions, Icon Resort Apartments can manage all guest feedback from one integrated dashboard.

- Create customized in-stay and post-stay surveys in multiple languages
- Drill down in critical areas to prioritize changes and improvements
- Use PMS data to send targeted surveys and filter guest experience data by room number, room type, traveler type and any other PMS field.
- Compare ORM performance metrics with key survey metrics
- Boost review volume and ratings on TripAdvisor, Google and HolidayCheck

To find out how Icon Resort Apartments can take advantage of all the benefits of Guest Satisfaction Surveys, [request a demo today](#).

Thanks Michael. I look forward to chatting soon!

Neil James
VP of Global Customer Success

Learn how one hotel group used surveys to boost GRI by 2.5%



Hi Michael,

As you know, an increase in the Global Review Index™ (GRI) leads to higher ADR, occupancy and RevPAR.

Did you know that one of the most effective ways to boost GRI is through an integrated approach to online reviews and guest surveys?

With ReviewPro's GSS solution, you can tailor surveys according to your unique brand experience, filling in gaps of knowledge left by online reviews.

[Click here](#) to learn how one hotel group increased its GRI by 2.5% by optimizing its guest surveys and managing all guest feedback on one dashboard.

To find out how Icon Resort Apartments can take advantage of all the benefits of Guest Satisfaction Surveys, [request a demo today](#).

Thanks Michael. I look forward to chatting soon!

Neil James
VP of Global Customer Success

[Click here](#) to unsubscribe from this list or manage your preferences [here](#).



Hola de nuevo Ángel,

Después de años de fragmentación, por fin se está produciendo la integración de los datos del feedback de los huéspedes y de los procesos de resolución de quejas.

Con el paquete integrado de soluciones y procesos de ReviewPro, Travelodge Hoteles es capaz de obtener un mayor índice de satisfacción de los clientes, una mejor posición en los rankings en línea y mayores ingresos.

- Paquete de mejora de la experiencia del huésped
- Gestión de la reputación online
 - Cuestionarios de satisfacción de clientes
 - Gestión automática de casos
 - Centro de mensajería para huéspedes

- Las ventajas de una herramienta integrada
- Desglosa los núcleos de datos y comparte la información relevante con los miembros del personal adecuados
 - Administra el feedback de los huéspedes, los datos y los informes desde un solo panel de control
 - Identifica los factores concretos que afectan a la satisfacción de los clientes e impulsa la recuperación del servicio
 - Prioriza y toma medidas que permitan mejoras a nivel operativo y de servicio
 - Automatiza el seguimiento del feedback de los huéspedes y de las consultas
 - Sincroniza con tu PMS y CRM para obtener información valiosa y guest intelligence

Para saber más, [solicita una demo hoy](#).

Did you get what you are looking for?



Dear Michael,

As a final message on the topic of Guest Satisfaction Surveys, I thought I'd share a few resources to help you take guest satisfaction to the next level in 2019.

- [Data Spotlight: In-stay Service Recovery Impacts Guest Satisfaction](#)
- [Hotel Guest Surveys: 9 Tips to Optimize Completion Rates](#)
- [Boost Hotel Review Volume on TripAdvisor, Google and Holiday Check](#)

I hope you find these articles as insightful and inspiring as I did.

To find out how Icon Resort Apartments can take advantage of all the benefits of Guest Satisfaction Surveys, [request a demo today](#).

Thanks Michael. I look forward to chatting soon!

Neil James
VP Global Customer Success

[Click here](#) to unsubscribe from this list or manage your preferences [here](#).

Upselling Automated Campaign.

- Email campaign created that was automated and sent one email every two weeks.
- There were 12 emails in total, 4 emails for each client type based on the products they already had.
- Fantastic qualified leads were generated as a result.
- All customer facing emails are sent from myself, through Gainsight, and not through marketing!
- Open rate remains high!

PARTICIPANTS
997 / 1057



TOTAL EMAIL SENT
4031



EMAIL OPEN RATE
25.5 %

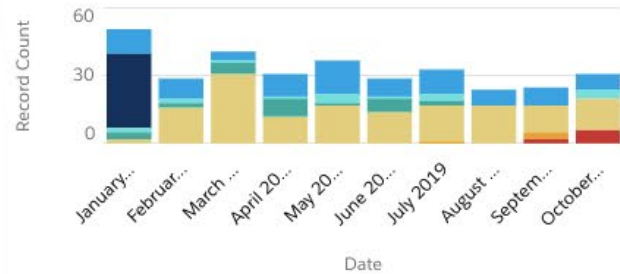


CLICK TO OPEN RATE
7.5 %



Upsell Dashboard for Customer Success

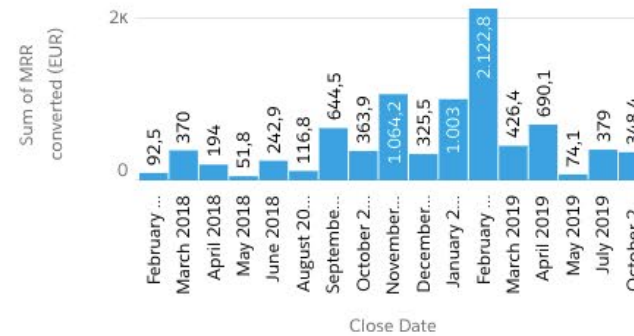
Leads



Upsell Type | Additional Properties | Core Products (ORM, GSS, ACM or...)

[View Report \(AM Upsell by Month\)](#)

Closed Won



[View Report \(AMLEADS WON by Month\)](#)

Pipeline



[View Report \(AMLEADS Pipeline\)](#)

Account Owner

Account Owner	Record Count ↓
Cristina Lopez	163
Anthony Tan	49
Neil Halliday	47
Rudeina Nicola	47
Wilma Vanni	28
Henri-Pierre Valdeolivas	23
Avril Carter	18
Francesca Farenga	18
Maria Vera Ulrich	18

AM Owner

Assigned	Record Count ↓
Janire Rodriguez	62
Javier Torres	44
Mabel Tan	41
Matthew Bell	32
Nuria Vicente	30
Kirsten Andres	22
Alexandre Blind	21
Brenda Chin	19
Tatiana Ponechalova	17

Upsell Type



Upsell Type | Additional Properties | Core Products (ORM, GSS, ACM or...)

[View Report \(AM Upsell by Type\)](#)

Upselling to Additional Client Types Through a Face to Face Training

MT Mabel Tan

Related To

C Tourism NT

Subject

Tourism NT - Request for Quotation

Note

Hi Avril, Tourism NT is looking to have the pricing for the below addition:

1. Addition of Semantic Mentions page to their plan

Their current Destination plan does not include the Semantic Mentions page. Currently, we do not have such plan with Semantic Mentions page available. So, they would like to know how much would it be if this can be added to their current account. Would you be able to come up with something and advise them the price in this case?

Reason: They are very interested in the Semantic Mentions so that when they meet up with the Operators, they can actually highlight some of the main improvements/gaps.

2. Pricing Plan for Potential Operators

During the discussion, they are interested to know if you can provide the pricing plan if they Operators signing up for ReviewPro. They are expecting some special discount extended to the Operators if the Operators signing up through the Tourism NT. After the last on-site training, Tourism NT will be sending out reports to the Operators, and an introduction of ReviewPro. This is considered a win-win for Tourism NT to encourage the Operators to be more engaged in their Online Reputation with the help of

Upselling of Consulting Packs

ER Ezequiel Ribeiro

Related To

C Four Seasons Country Club Propriedades, Unipessoal, Lda.

Subject

Consulting

Note

I had a call with Julia Cardoso and she demonstrated interest in train and consulting for her team. I also would like to help to review their survey and start implement In-Stay Survey

Activity Date

10/30/2019 12:38 pm

Internal Attendees

Ezequiel Ribeiro

External Attendees

Julia Cardoso

Upsell Type

--

Case number

Cross-Selling Other Products

MT Mabel Tan

Related To

C Tourism Central Australia

Subject

Alice Springs Visitor Centre (TCA) - Interest in GMH

Note

Hi Avril,

Karan Bhuta (karan.bhuta@discoverca.com.au) from Alice Springs Visitor Centre (Tourism Central Australia) is very interested in Guest Messaging Hub introduced. They are looking to move their website livechat to ReviewPro Messaging Hub. Can you reach out with the pricing?

Thanks a lot!

Activity Date

11/1/2019 8:00 am

Internal Attendees

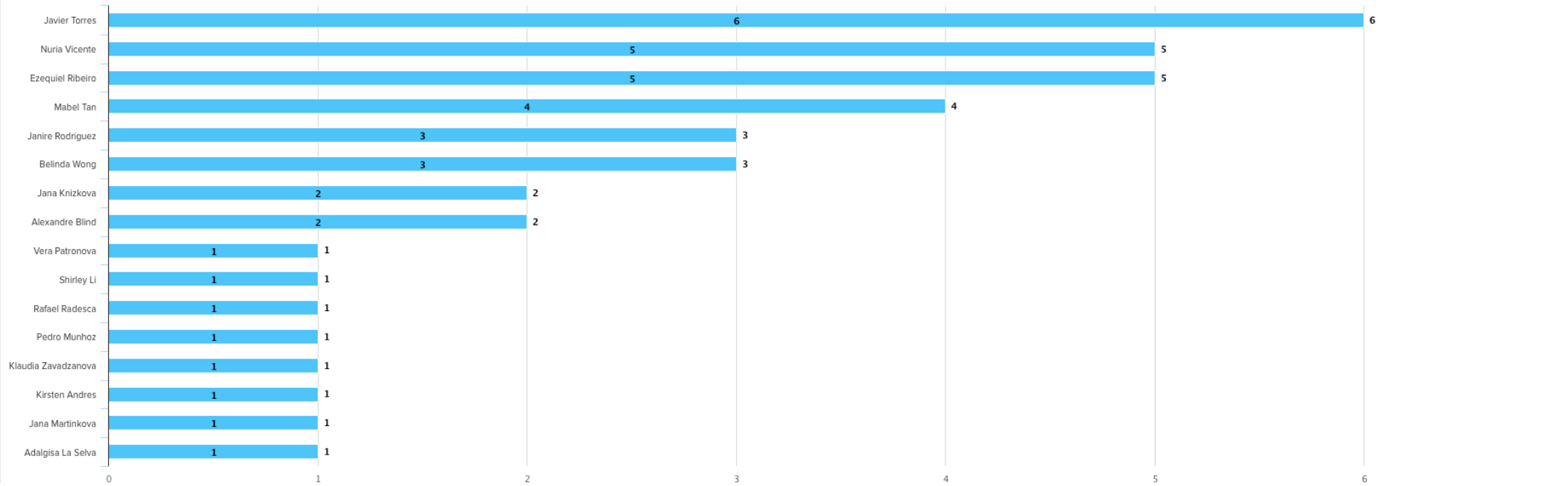
Mabel Tan

External Attendees

Karan Bhuta

Upsell Type

Sales Leads This Week



Internal Competition and KPI'S for Upsells

TODAY'S TOUCHPOINTS

TODAY

- ↑ 1 Javier To
- 2 Sabrina
- 2 Nuria Vi
- 2 Rafael Ra
- 2 Pedro M
- 6 James Li
- 6 Belinda
- 6 Leticia d
- 9 Alexand
- 9 Janire Ro

Twitter /d... its amaz

TOUCHPOINTS LAST WEEK

TP La

- 1
- 2 J
- 2 P
- ↑ 4 N
- 4 B
- 6 A
- 6 V
- ↑ 6 Le
- 6 A
- 10 J

Twitter

CASES BY ACCOUNT THIS MONTH

Account Name	Record Count
1. Radisson Hotel Group	123
2. Barceló Hotels &	
3. Star Ratings Aus	
4. MINOR Hotels	
5. Village Hotels	
6. High Tech Hotele	
7. Meliá Hotels Inte	
8. Red Lion Hotel Co	
9. Preferred Hotels &	
10. Kerzner Internatio	

Twitter / 6 Ways to Use

Category:
CRM (Concilio) API Integration

Segmentation:
Luxury

Account Manager:
Rafael Radesca

Solution:
Guest Intelligence Suite

The second phase of this will be to connect the CRM with the PMS and show alerts on the PMS related to guest likes/dislikes



THE PROBLEM

Kempinski as a luxury brand is obviously very committed to improving the experience of their guests while on property. By treating issues as an opportunity to get insights and improve excellence in service and product, Kempinski are leaders in the innovation shown to recover service and create a unique experience for their guests.

THE SOLUTION

With the use of the ReviewPro API, the CRM used by Kempinski (Concilio) retrieves GSS data and associates it to the guest profile in the CRM. With this in mind, they have created an alert that is sent to the hotel when they have a guest checking in on the following day which has previously completed a survey indicating that they had had an issue on their previous stay. The user at the hotel is then able to visualize within the CRM tags like room, service, F&B (areas where guest rated low) and it will display the survey response related to that specific question to provide more context to the team.

THE RESULT

This holistic 360 view of the guest enables the team on property more proactive in understanding the history of their returning guests, and therefore adapt the experience accordingly.

For example: a guest that previously complained about not being assigned a room with a key to the room, had a stay at Hotel Corallo Sorento and took the number one spot for online reputation in all of Sore

ReviewPro Twitter / how did Hotel Corallo Sorento take the number one spot for online reputation in all of Sore

Upselling in Customer Success Leads to Other Opportunities

Other initiatives driven by the Customer Success Organization.

As we engage more and more with our clients in order to simply have a conversation, we have identified that there are many other uses that Gainsight could Help us with.

Logging of Touchpoints

Any communication verbally by our team is now logged within a feature called timeline within Gainsight. This enables us to track all activity by the team and this activity is then used to influence the client HealthScore.

Tracking of Consultancy Packs

Consultancy packs that are purchased by our clients are now tracked within Gainsight. This provides the opportunity to understand how many hours have been used, and in the future, an automated email will be generated once they have consumed 80% of their pack to provide an opportunity to sign up for another.

Coolio Cases

The team have a KPI where they have to obtain one 'Coolio Case' per month. The definition of a Coolio Case is the ability to identify a use case from a client of how they used data or tools from ReviewPro to change product, service or processes for the better. These are then shared internally by an automated email through Gainsight to the whole organization to help them use new examples when selling



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THE RESULT

This holistic 360 view of the guest enables the team on property more proactive in understanding the history of their returning guests, and therefore adapt the experience accordingly.

For example: a guest that previously complained about not being assigned a room with a view, on their next stay can be assigned a room that meets their preference

ReviewPro internal use only. Not for distribution.

Most Recent Coolio Cases

INBOX/Account Management/Customer Success x



Neil James
to me

Wed, Oct 30, 9:30 AM (2 days ago)

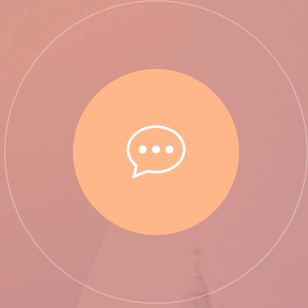


CoolioCases

Hi Team,

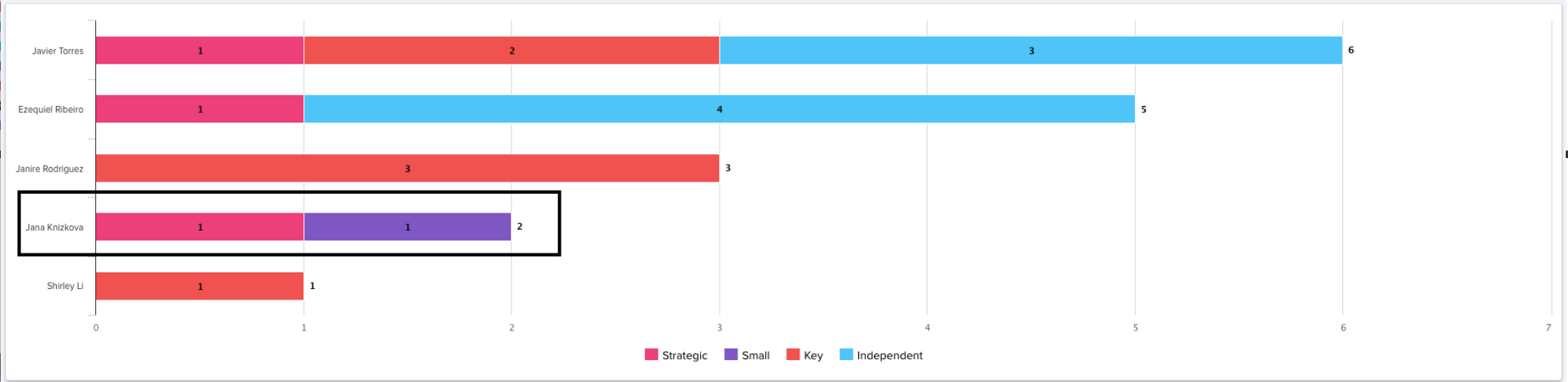
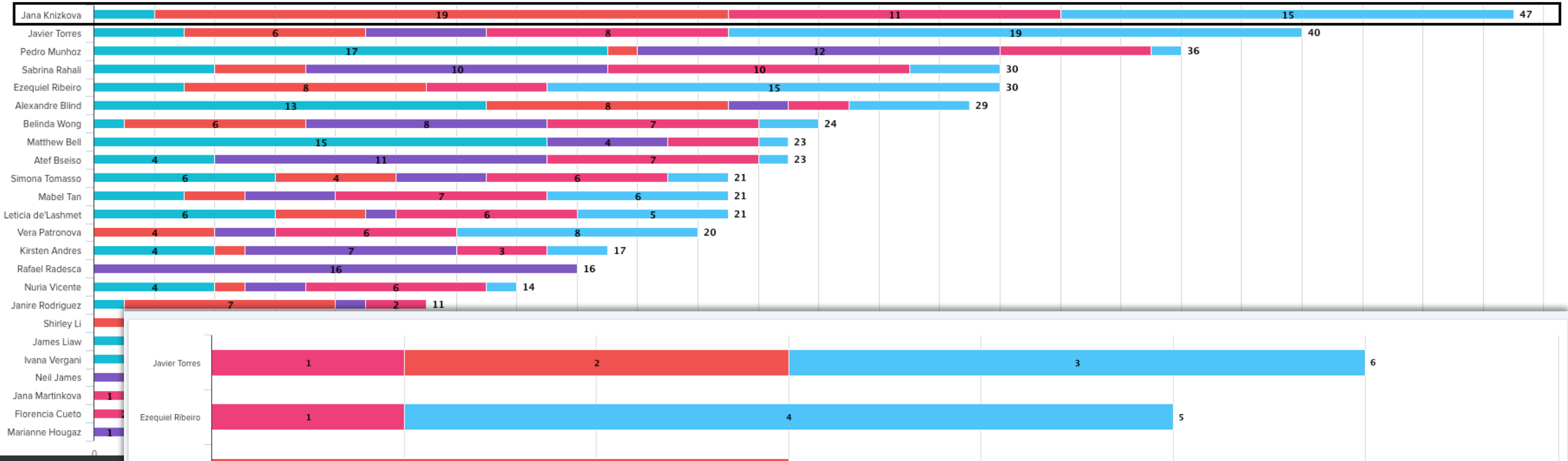
Here is an update of the most recent **Coolio cases** to be generated by your colleagues in the Account Management/Customer Success Departments!

Name	Notes
High Tech Hoteles - Petit Palace Hoteles	For Petit Palace (Account ID: 8928) ReviewPro it is not just another tool, it is part of their culture. Sonia Aceituno, the primary contact of the account, mentioned that they use our tool to analyze guest feedback in detail and widely share the data within the company. Every week they analyze the evolution of the GRI scores of each property within the group, comparing with the results from the previous week. Based on this analysis they identify the bottom 5 hotels, which are the ones that had the worst evolution during that period. Once the bottom 5 hotels are identified an extensive investigation is done: Each hotel is asked why their evolution was negative for that period. Every single review and survey response received during that week is analyzed to identify the causes of the evolution. The results of the investigation are shared with the president of the company and an action plan is defined for each hotel. Considering the extensive analysis of reviews and survey responses is done quite frequently, Sonia also mentioned that they are starting to study ways to change their current survey so they can obtain more straightforward, actionable feedback that could make this process more efficient. She also mentioned an example in which they identified in one of the properties a lack of feedback regarding their breakfast and they wanted to make sure that there weren't any issues on that area that could be impacting the overall satisfaction during their guest's stay. Having identified that, they implemented an action: every day a different member of their staff needed to pass by the breakfast area and engage with the guests to get their comments and opinion. It was really important to have different people doing that everyday, because different people were able to identify different aspects that could be improved. @Marketing ReviewPro
MINOR Hotels	Anantara ChiangMai Resort of the Minor Hotels Account (ID: 6311) initially had their GMH set up for it to be another form of communication with in house guests. But most in house guests stuck to tradition and continued to use the landline. But Malida, the hotel's E-Commerce Manager found that with the GMH manned and taken care of 24/7 the team responses to and handles every enquiry that comes by. Which has resulted in a significant increase of direct room bookings, restaurant numbers and even booking of event venues. @Marketing ReviewPro , Malida has mentioned that she will be happy to speak to Marketing in regards to this. :D



Customer Success offers huge value to the organization, the client, the Sales Team and the bottom line. **This however does not mean that** outsourcing Customer Success doesn't work!

Neil James, ReviewPro ;)



Results from our one Outsourced Customer Success Coach

ReviewPro plans to invest in



Customer Success 2020

Customer Success Strategy for
2020

Automate more, add more resources, reduce churn.

As we move into 2020 the Customer Success Organization will continue to evolve where the whole Account Management and Customer Success Team will become ONE Customer Success Organization. Customer Success sells well to new clients!

Moved from MixPanel to Gainsight PX

During the month of September ReviewPro switched to a the new PX platform by Gainsight. This platform provides us more opportunity to engage with clients in-app. In addition the usage data is now tracked by Gainsight and driving the Health Scores

Remove Technical Support Barrier

We will implement new Technical Resources into the team next year, and make sure that Customer Success Managers are not spending time investigating issues, creating JIRA tickets and verifying fixes. They will simply communicate with technical resources and be the conduit between tech team and the client.

Technology to improve support

The intention is to move away from templated support at Level 1, and invest in a GIF tool that will enable us to send moving images to help clients get a better understanding and reduce email communication. Implementation of support through chat to enable us to close more cases quickly and deal with multiple cases windows at a time

Gainsight PX

Already amazing results received from Gainsight PX

- In app engagement of our users has been huge!
- Driven webinar signups (50% of total volume)!
- Direct client feedback on training Sessions!

WEBINAR - Tuesday, October 29 2019 - 17:00

Mastering the Art of Service Recovery



Register here!

Let's Talk Guest Satisfaction

4-6 November 2019: Stand TT614



Are you attending WTM London?
Pass by the stand and meet with Kirsten, Matthew or Alex from our Account Management Team!

Book an appointment

A feedback form for a ReviewPro training session. It features a circular headshot of a man. Below the photo is a thank you message and a request for feedback. At the bottom, there is a star rating scale from 'Very bad' to 'Very good'.

Thank you for attending the ReviewPro training session in Christchurch! I hope it will help you use the tool to its full potential. We're interested to receive your feedback regarding the presentation. It will not take more than one minute.

How would you rate the content of the presentation?

Very bad ★ ★ ★ ★ Very good



We're excited to show you our latest developments

We've been working over the past months to bring you some key functionalities within the Semantic Analysis section. Keep reading to find out more!



NPS Survey Launched in Gainsight Last week

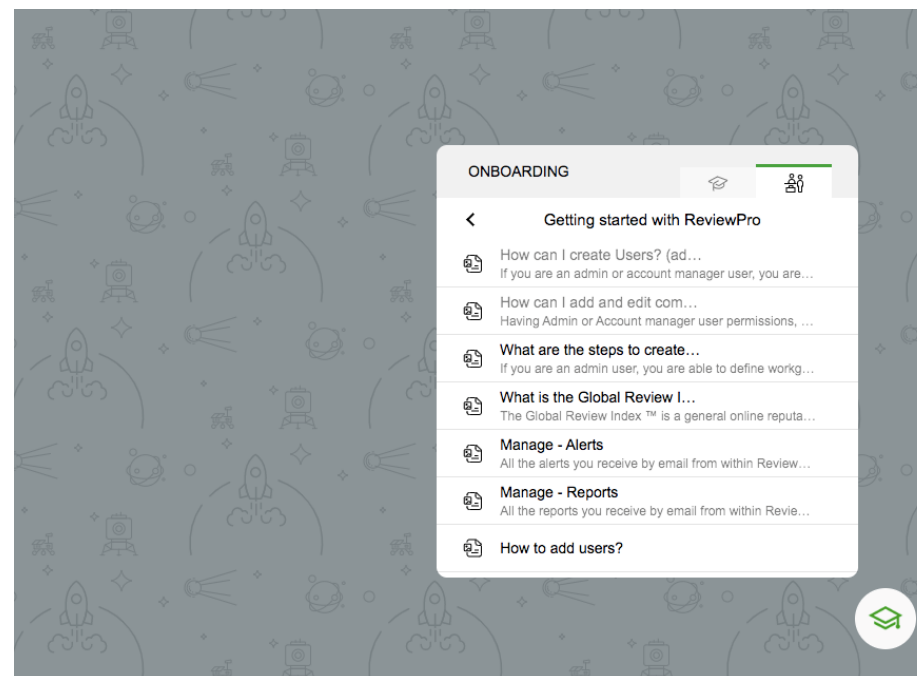
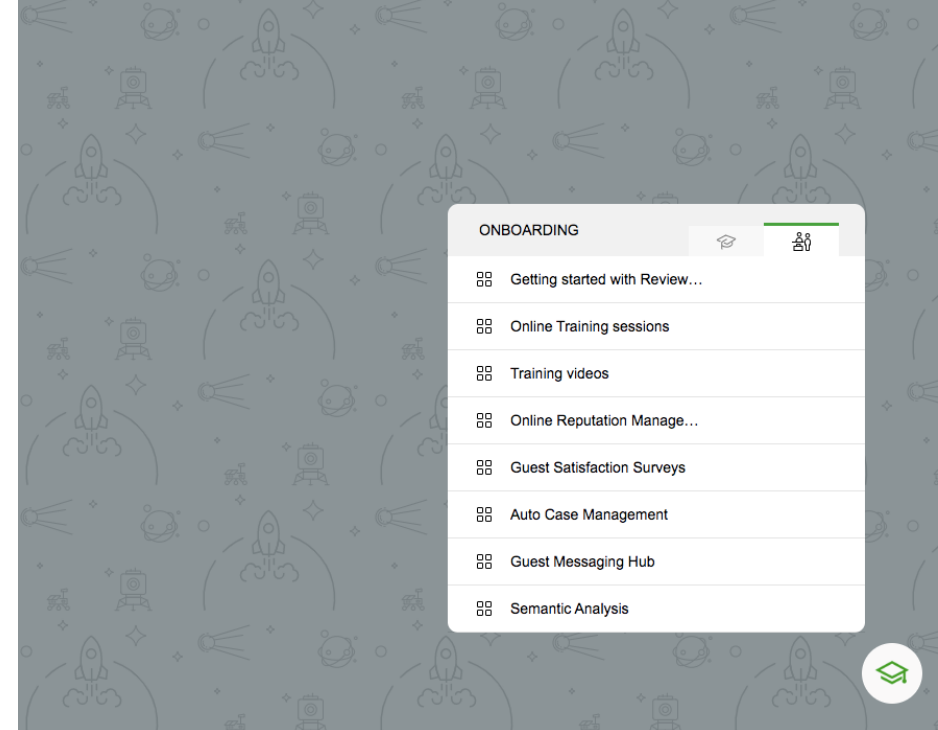
- 3259 Respondents
- NPS – 44.87



Gainsight PX

Knowledge BOT

- Engage your users on Key Content
- Enable clients to find easily educational items
- Reduce support queries





QUESTIONS?