



Visitor feedback and reputation management



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Here you will learn about:

- ✓ Why visitor feedback matters and what to do with it
- ✓ Best practice for managing and responding to online reviews
- ✓ Reputation management software available to help you manage online reviews

Tools & resources

[Best practice for responding to online reviews](#)

[Reputation management tools](#)

Why visitor feedback matters

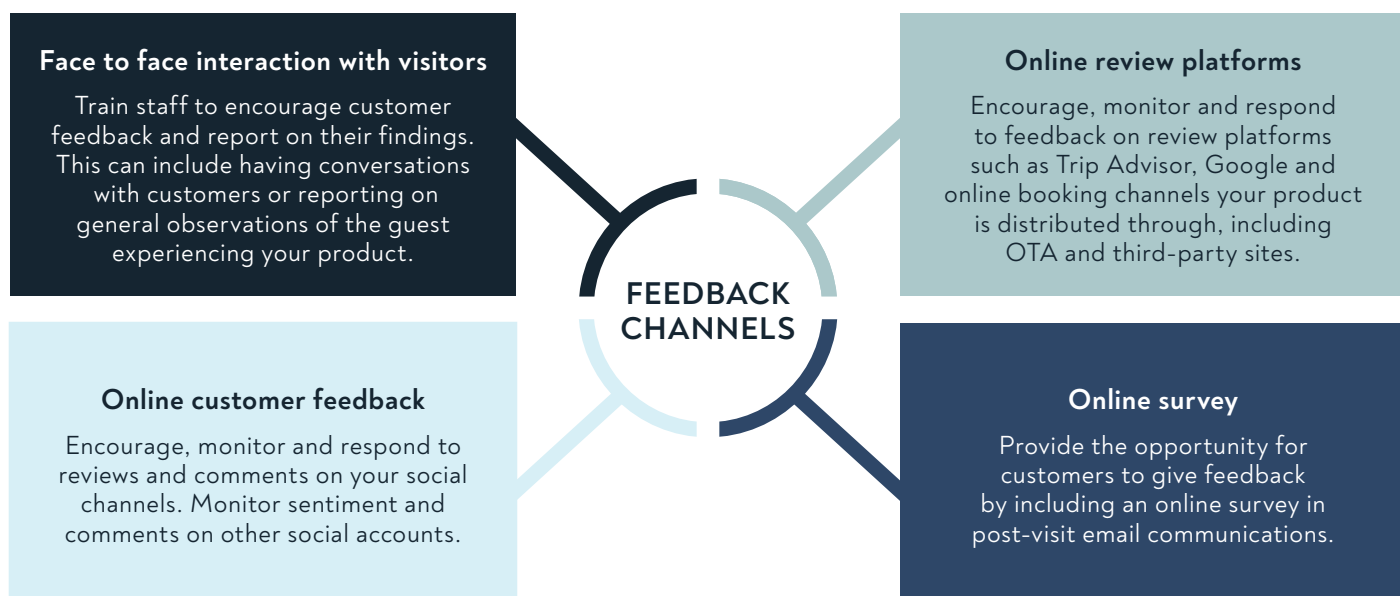
Listening to your customers and acting on their feedback is the cheapest and most effective way to improve and grow your business. Visitor feedback can be used to:

- Identify areas of weakness and opportunities to improve your product
- Keep up to date with customers' needs and expectations
- Establish if there is demand for new experiences and attract new customers
- Provide insights on how to gain a competitive advantage
- Evaluate staff performance and measure customer satisfaction

- Enhance overall visitor satisfaction
- Increase customer loyalty and generate repeat business

Genuine customer reviews are considered the most trustworthy source of information when visitors are planning a trip and the opinions of previous customers play an important role in shaping your business reputation.

It is important to gather and observe customer feedback to measure and track the level of customer satisfaction with your business - without it, you can't be sure you are delivering visitor excellence.



Online reviews and reputation management

Social media and online review platforms provide businesses with an opportunity to engage with customers at an earlier stage of the customer journey. It also provides customers an opportunity to share their experiences.

These experiences and interactions can either be positive or negative. If a customer shares a negative experience or criticism, your business's reputation can be compromised. The way you respond can help to maintain, or even boost business reputation when the situation is managed well.

At a minimum, every tourism business should have a **Google Business profile** and **TripAdvisor** listing to allow customers to provide feedback and rate and review your product.

Asking for reviews

The more feedback received the better. It provides more opportunities to demonstrate customer service excellence, communicate brand values, build reputation, and learn what visitors loved and how to continually strive for visitor excellence.

Find ways to encourage reviews to get more balanced feedback – often people are more motivated to leave reviews after a negative experience rather than after a great time.

- Display QR code with links to review websites
- Share link to your Google Business Profile reviews
- Share link to your TripAdvisor listing
- Invite guests to leave a testimonial that you can use on your website
- Encourage reviews across all channels
- Send review requests as part of post-visit communication

Increased positive reviews boost your businesses profile across sites like Trip Advisor and Google Business and can also boost your website's ranking on search engines.



Monitoring reviews

It's important to regularly monitor your reviews. Unattended and unresolved reviews can damage reputation and may deter visitors from enquiring further. Whereas consistent responses to reviews shows customers that they are valued and builds loyalty. A business's immediate reaction to a review or comment can leave a lasting impression of its brand and indicate its ability to handle situations and the resulting customer experience.

Managing feedback and reviews



ASK

Your customers for their opinion and encourage feedback



MONITOR

Social media and online review sites for comments and reviews



RESPOND

To all feedback promptly, thank reviewers for their time and acknowledge comments



TAKE ACTION

Address feedback and identify areas to improve the visitor experience



SHARE

Positive feedback with your online community.
Share all feedback with staff. Recognise and reward positive feedback.
Acknowledge and address negative feedback.



MEASURE

Track and learn from feedback to identify trends and areas for improvement.
Introduce a simple customer feedback register or invest in reputation management software to automate and streamline the process.

How to respond to online reviews

Online reviews take place in a very public forum and the way responses are managed can mean the difference between a booking or a return visit. Failure to respond to feedback, or a response that doesn't reflect a customer-centric business may plant doubt in the minds of other potential customers and damage the business's reputation.

Creating guidelines around how to respond to a variety of online review situations is a good way to ensure that all responses align with brand values and demonstrate a customer focussed approach. Well managed, tailored responses show you value customer feedback, that you have taken the time to read and understand their feedback and are committed to improving customer service and visitor experience.

Best practice for responding to online reviews:

- Respond in a timely manner, ideally within 24-48 hours
- Thank the reviewer, this demonstrates that you value their opinion
- Be professional, regardless of the tone or content of the review. It's important to be polite and show empathy, even if you disagree with their viewpoint
- Personalise the response, use the reviewer's name if possible
- Acknowledge the specific concerns mentioned in the review
- Apologise and take responsibility if the reviewer had a negative experience, this shows you are committed to addressing concerns and making improvements
- Offer a solution or provide additional information to address the reviewer's concerns. If necessary, invite them to contact you directly to resolve the issue offline
- Highlight positive aspects if the review includes positive feedback. This reinforces positive sentiments and encourages future customers to engage with your business
- If you have resolved the issue mentioned in the review, consider following up with the reviewer to ensure their satisfaction or to inform them of any actions taken





When you receive a great review – use it! Share it with staff, post it on your website, share it on social media channels. A great review is a strong endorsement and is highly valued by other potential customers.

Example

Responding to a positive review

Dear Ms Smith,

Thank you for your wonderful review! We're thrilled to hear that you had a great stay with us at Oceans Family Resort. We strive to provide exceptional service and a memorable experience, and your positive feedback means a lot to us.

We're glad you enjoyed the beachside bungalows, access to the free water sport equipment and the quality of our kids menu, as we take pride in offering everything you need for a perfect family holiday. Our team works hard to ensure every guest feels at home, and your kind words motivate us to keep up the good work.

Thank you for recommending us, and we can't wait to welcome you back in the future. It was a pleasure having you as our guest.

Kind regards,
Joe Brown, Resort Manager



When you receive a negative review you disagree with – remain calm and professional! Avoid engaging in arguments or becoming defensive, as this can further damage your reputation.

Example

Responding to a negative review

Dear Mr Jones,

Thank you for taking the time to share your feedback with us. We truly value our guests' opinions, and we appreciate the opportunity to address your concerns.

We are sorry to hear you were disappointed with the quality of the room during your stay at Oceans Family Resort. We understand how important it is to provide a comfortable and enjoyable stay for our guests, and we regret that we fell short of delivering that to you. Please know that your feedback has been taken seriously, and we will be investigating the issues around cleanliness and the bedding you raised to ensure they are promptly addressed and resolved.

If you would be open to discussing your concerns further, we would appreciate the opportunity to speak with you personally. Your satisfaction is of utmost importance to us, and we want to work towards resolving any outstanding issues to ensure a better experience for our future guests as well.

Once again, we apologise for any inconvenience caused and appreciate your feedback. We hope you will consider giving us another chance to provide you with the exceptional experience we strive to deliver.

Kind regards,
Joe Brown, Resort Manager



Reputation management tools

Social listening or social media monitoring is an increasingly important element in a business's marketing strategy. However, keeping track of online customer feedback and managing the responses can become a complex task with multiple review sites being used.

There are many reputation management tools that can aggregate all your online reviews into one platform, to track reviews and provide a central point to respond. Below is a list of just some of the reputation management software options available to assist in monitoring and managing customer reviews. Choosing the right software will depend on the size of your business and budget.

[Review Pro](#)

[Qualtrics XM -The Leading Experience Management Software](#)

[Birdeye - More Hotel Reviews with Best Guest Experience Management Software](#)

[Revinate - Hospitality-specific solutions that hotels bank on](#)

[Hootsuite - Social Media Marketing and Management Tool](#)



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