

ECOMM TIPS

Responding to Online Reviews – Expedia, Booking.com, Priceline, Tripadvisor

STEP 1

CREATE A REVIEW SYSTEM

- Delegate to elevate. If you have an opportunity with a budding wordsmith on property assign the task with appropriate guidance.
- Set aside a specific time during the week to answer reviews.
- Read all the new reviews and research internally if needed. Answer in calendar order of written.

STEP 2

ALL FEEDBACK IS VALUABLE STRATEGY

- Respond quickly & express gratitude: Thank the guest by name for their time and sharing their experience.
- Engage in a friendly tone: Highlight what was said. Apologize if expectations were not met. We are all disappointed when guest's feel we fell short. Equally we are ecstatic when their experience measures beyond their expectation.
- Provide additional value: Show genuine interest in their experience and suggest another idea for their next stay showcasing a service not mentioned if appropriate. Provide offline contacts to keep the conversation going for the unsatisfied and never publicly offer compensation or make promises.
- Keep your answers fresh & be transparent: Prospects do read through your responses; they will learn more about the hotel's personality in your words. Always end with your name and title.

Online Reviews

DIGITAL REPUTATION

mon3pope wrote a review Yesterday
1 contribution

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Quick stay for Virginia Tech

"We stayed at the Hyatt because my son was accepted at VT. Wanting to see the campus before he selected it, we made the seven hour drive down. While the hotel was nice, clean and the front desk staff were friendly, some of the furniture in the lobby needed some maintenance. Some of the legs were wobbly when we went down for breakfast. The beds were perfect, shower and all amenities in the Bathroom were very nice. The breakfast food was actually good. There was plenty of it. The front desk were helpful in recommending places to hit in town. For the price of the room, it was okay."

Read less

Date of stay: March 2022

●●●○ Value
●●●● Location
●●●○ Service

●●●○ Rooms
●●●● Cleanliness
●●●● Sleep Quality

Review collected in partnership with Hyatt Hotels ©

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC.

Helpful Share Respond

Response from **Matthew Hoffman**, General Manager at Hyatt Place Blacksburg / University
Responded yesterday

Dear Valued Guest,

Thank you for taking the time to write a review. We appreciate the feedback and were happy to hear you found our staff friendly, hotel clean, and the breakfast food good. Please know, I will have my maintenance staff do a full review of the lobby furniture to ensure everything is in top shape. It is my sincere hope that we would have another opportunity to serve you in the future.

Warm Regards,
Matthew Hoffman
General Manager

mh0dgs2 wrote a review Aug 2021
1 contribution

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Allergies

"We stayed at this hotel for two nights as we moved our child into VT. Unfortunately, even though we were on the sixth floor, it was obvious that our room had pets as guests in the past. I'm allergic to dogs, and each morning I woke up with an intense headache, stuffy nose and extremely bloodshot eyes. So my advice to other travelers is, if you're allergic to dogs, stay at a different hotel in Blacksburg."

Read less

Date of stay: August 2021

●●●○ Value
●●●● Location
●●●● Service

●●●○ Rooms
●●●● Cleanliness
●●●○ Sleep Quality

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Helpful Share Respond

Response from **Matthew Hoffman**, General Manager at Hyatt Place Blacksburg / University
Responded Aug 25, 2021

Dear Valued Guest,

Thank you for taking the time to write a review of your recent stay. I want to sincerely apologize that your stay failed to meet your expectations, as well as my own. While we do accept pets, we do have rooms that we do not allow pets in, if a guest requests in advance to be placed in a room that has not been occupied by a pet, we are happy to accommodate this request. It is my sincere hope that we would have another opportunity to serve you and accommodate you better.

Warm Regards,
Matthew Hoffman
General Manager