

Your clients are talking about you. Are you listening?

ReviewPro enables hoteliers to efficiently aggregate, organize and manage their online reputation and presence in leading social media sites. We provide the analysis, customer intelligence, competitive benchmarking and reporting needed to help you more effectively manage your organization.

Aggregates all reviews and social media mentions: We gather more than 90 million reviews - in 10 languages - from thousands of sources, including 60 of the most important Online Travel Agencies (OTAs). Our solution also locates social media mentions in real-time, displaying all relevant data on user-friendly dashboards with real-time alerts.

Delivers powerful analytics to help you better understand your hotels' online performance: Track overall online reputation and quality performance with the Global Review Index™, Department Indexes, Source Indexes, and Semantic Analysis. This gives you insight into what your guests are saying about your establishments.

Easy to take action: Automated email reports provide the most relevant data to everyone in your organization that is involved in the improvement process. Individual reports include Executive Summary, Sales & Marketing, Quality & Operations, and Revenue & Online Distribution reports. User-friendly workflow makes it easy to delegate tasks, turning feedback into action for change. The ability to import data - such as existing Customer Service Questionnaires (CSQs) - allows you to manage all guest feedback in one place.



The industry has changed, have you?

- › 92% of internet users read reviews and 89% of consumers say that reviews influence their purchase decision
- › 35% of consumers change choice of hotel after browsing a social media platform
- › A 1-point increase in a review score equates up to a 9% increase in average daily rate (Expedia)

What We Track

ReviewPro allows hotels to aggregate and manage their online reputation and presence in 100s of leading travel and social media sites:

Atrapalo	Priceline
Booking.com	Qype
Ciao	TravBuddy
Expedia	Travelocity
Facebook	TravelPost
Flickr	TripAdvisor
HolidayCheck	Trivago
Hotels.com	Tui
Hotel.de	Twitter
LastMinute	Venere
LateRooms	Yelp
Orbitz	YouTube
Picasa	... and many more

What Do You Get When You Choose ReviewPro?

- › Within 72 hours you will be contacted by your customer service manager and receive your user login and password. This is followed by training to help you take full advantage of the tool
- › Access to your hotel's Global Review Index™, analysis, customer intelligence, competitive intelligence and the ability to filter and classify all review data
- › Ability to share reviews within your organization and respond accordingly to improve your quality and online reputation
- › A competitive advantage by listening to what is being said about your hotel on the Web, increase reservations and improve your profitability

What are the benefits of using ReviewPro?

- Know everything about your hotel, all the time with our virtual "24/7 mystery shopper"
- Easily identify problems and provide rapid resolution
- Powerful analytics that are easy to incorporate into your day-to-day management
- Easily manage internal improvement processes
- Increase direct bookings by providing social proof
- Increase positioning on leading travel websites and drive revenue growth
- Detailed competitive benchmarking
- Involve your whole organization in the improvement process
- Integrate online reviews with your existing systems
- Improve overall guest satisfaction

For a free demo visit: www.reviewpro.com/avvio

Who uses ReviewPro?

ReviewPro is designed to serve the needs of individual hotel operators, multi-establishment chains and asset managers.

- **Hotel Owners:** Protect your investment by closely monitoring what is being said about your hotels and ensure brand standards are being met. Track management team's effectiveness in improving guest satisfaction
- **Hotel Directors/GMs:** See your hotel through the eyes of your guests. Identify areas for improvement in your hotel
- **Sales & Marketing:** Gain competitive insight into areas of differentiation to highlight in your messaging and communications. Manage all of your social media activity from one simple interface
- **Quality & Operations:** Know everything about your hotel, your "24/7 mystery shopper". Turn information into action with automated reporting and task delegation
- **Revenue & Distribution:** ReviewPro's Quality Seal and review publishing feed allow you to benefit from social proof to increase direct bookings. Compare Global Review Index™ data with your existing data (Average Daily Rate, etc) to maximize revenue
- **Asset Managers:** Compare performance among properties in your portfolio and make better investment decisions based on detailed customer intelligence

Nearly 2,000 clients trust us to monitor and manage their online reputation:



Increase revenue and gain competitive insight with ReviewPro

STANDARD	ADVANCED MOST POPULAR	ADVANCED PLUS
Information and analysis to identify where you need to act	Reporting, analysis & business intelligence to help you react	Standardized metrics across varied portfolio
Global Review Index™	Global Review Index™	Global Review Index™
3 competitor hotels	5 competitor hotels	10 competitor hotels 10 competitor chains
2 review languages	10 review languages	10 review languages
Standard reporting	Advanced reporting	Custom reporting
3 users per hotel	5 users per hotel	Unlimited users
Standard Semantic Analysis	Advanced Semantic Analysis	Advanced Semantic Analysis
Social network monitoring	Social network monitoring	Social network monitoring

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