



STAAH 

**A Playbook
on STAAH
ReviewMinder**



www.staah.com

Introduction

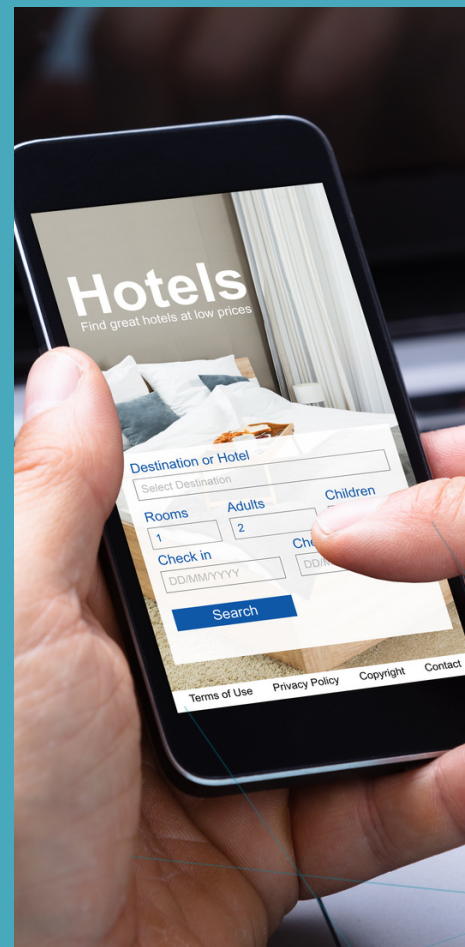
- **Importance** of Reputation Management for Hotels
- STAAH **ReviewMinder**
- **Benefits** of ReviewMinder





In the fast moving digital age Reputation Management has become highly crucial for accommodation providers of all types

Importance of Reputation Management for Hotels



- Online reviews can significantly impact a hotel's image and success.
- Positive reviews will lead to maximize your bookings and higher room rates.
- Hotels must invest in a reputation management system to monitor and respond to customer feedback, address complaints, and enhance guest experience.

63.6%

of consumers first check reviews on Google over other sites before making a purchasing decision.
(ReviewTrackers, 2018)

81%

of people frequently or always read reviews before booking a hotel.
(TripAdvisor)





ReviewMinder

STAAH ReviewMinder is one of the leading **online reputation management tools** that helps hoteliers **monitor** and **manage** their online reputation across multiple platforms.

The tool gathers guest feedback from popular review sites, including the OTAs like; TripAdvisor, Booking.com, Airbnb, Google, and more, and presents them in a **user-friendly dashboard** for easy management.



Benefits of ReviewMinder



Manage your Reviews from **One place**



Respond in **Real-time**



Available on **Mobile App**



Measure guest experience by **sending Surveys**



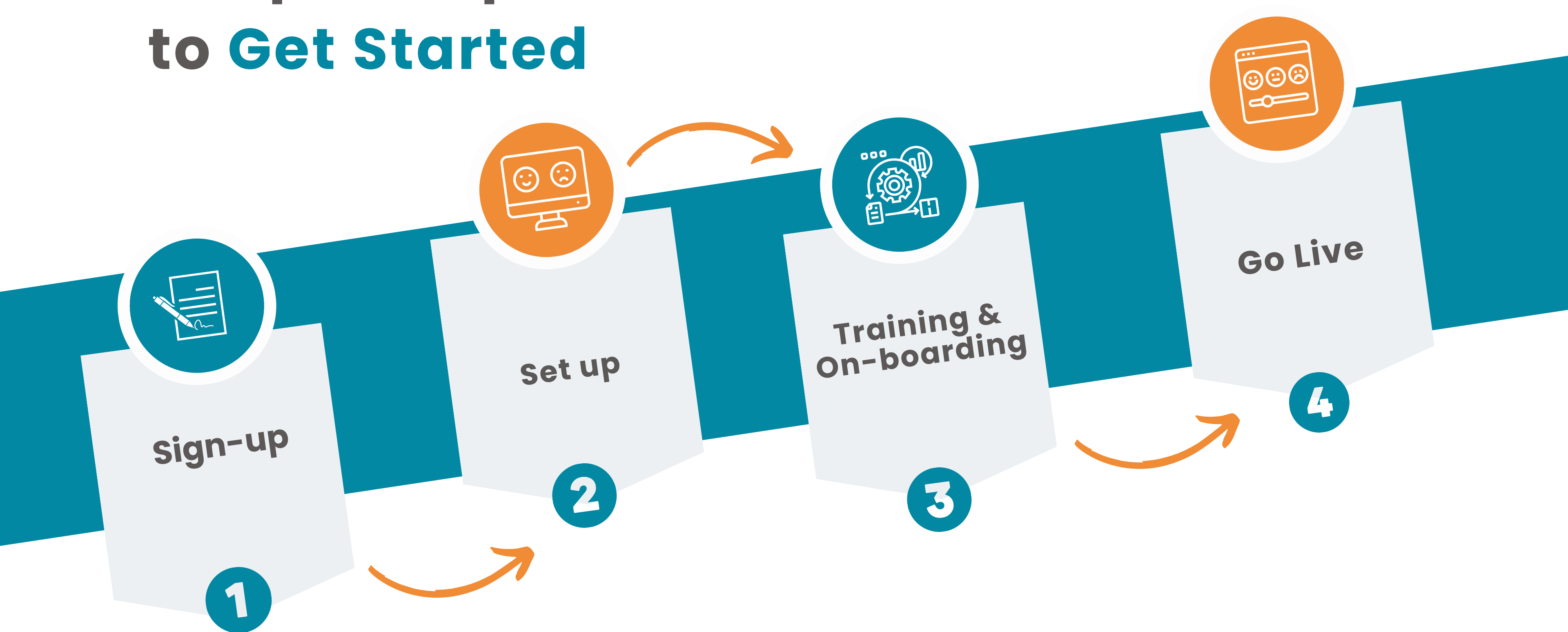
View Insights and **Channel Partner reviews**



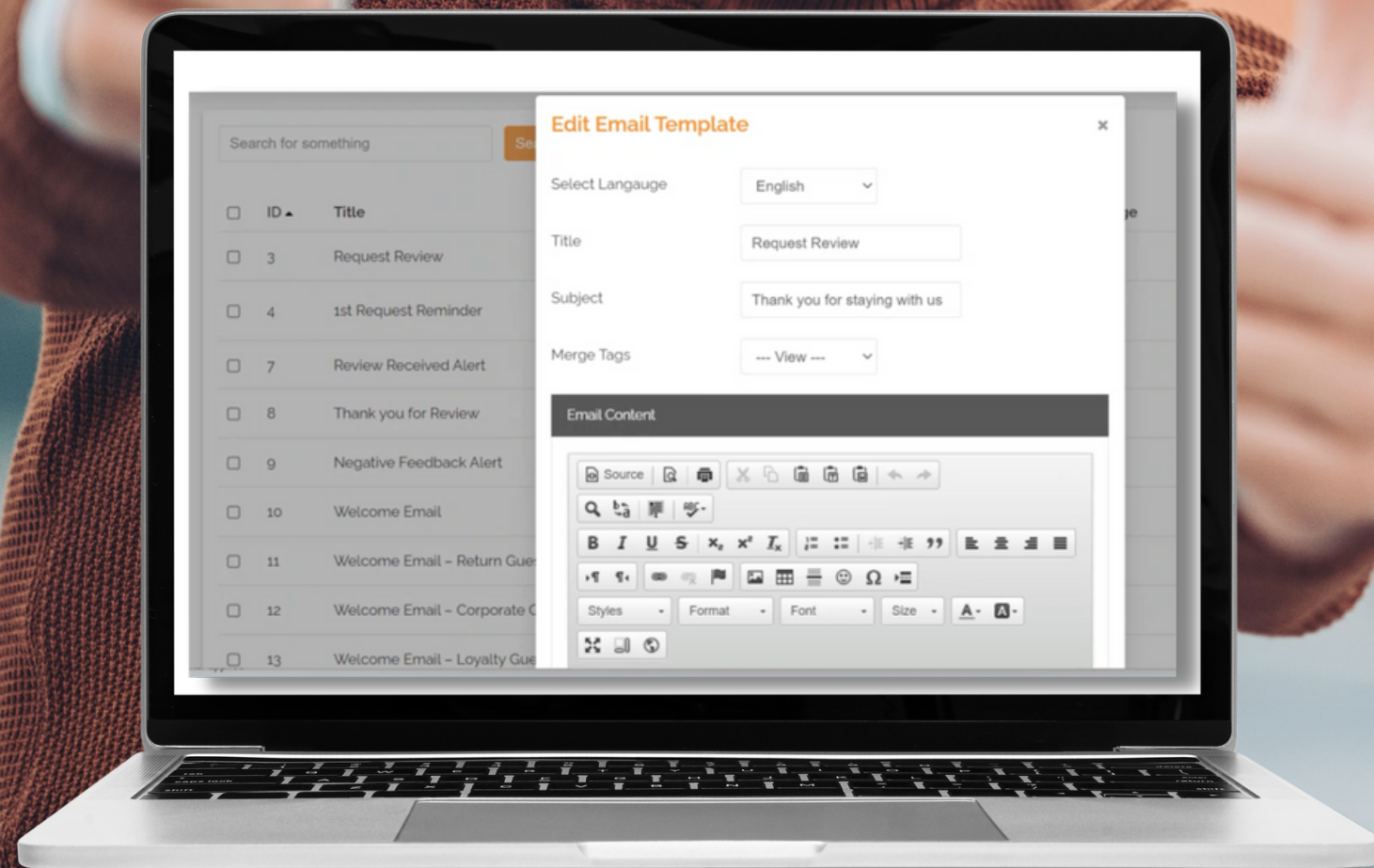
Intuitive and **visual dashboard**



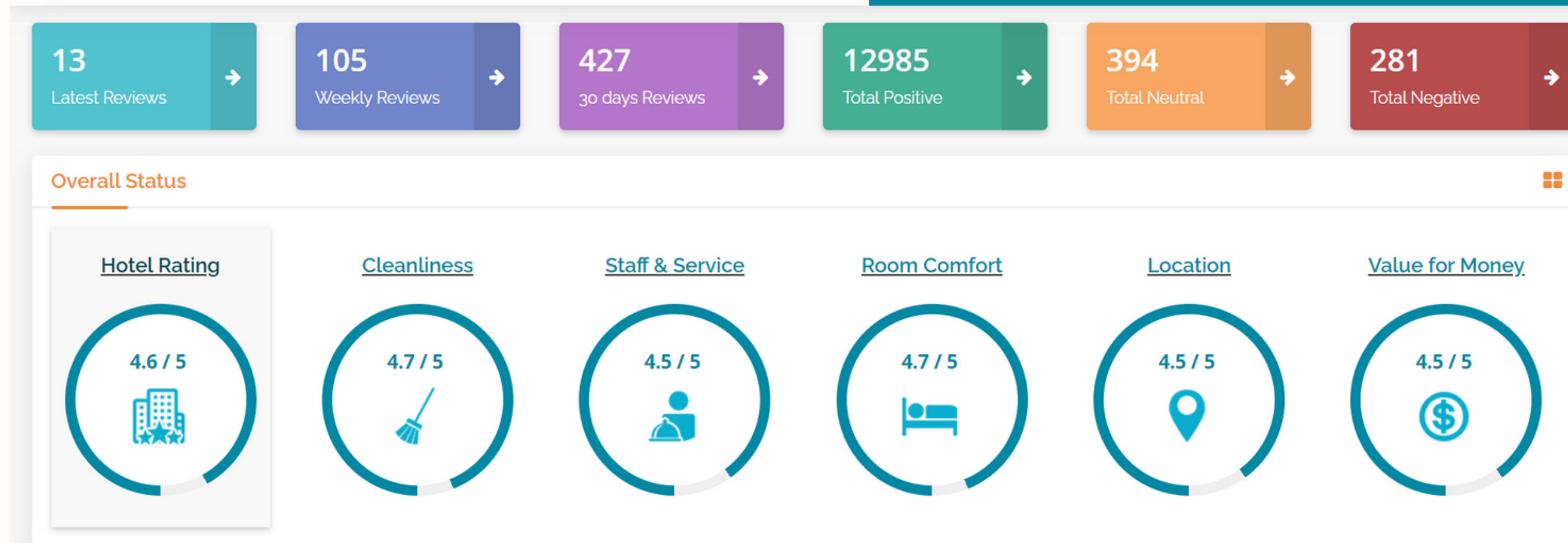
Simple steps to **Get Started**



Features you Can't Miss!



Features you can't miss



Centralized
Dashboard

Competitive
benchmarking

Competitor Analysis

	Hotel Rating	Cleanliness	Staff & Service	Room Comfort	Location	Value for Money
<input checked="" type="radio"/> Your Hotel	4.6	4.7	4.5	4.7	4.5	4.5
<input type="radio"/> Movenpick	4.2	4.5	4.3	4.3	4.4	3.8
<input type="radio"/> Kingsbury	4.2	4.5	4.2	4.2	4.6	4.1
<input type="radio"/> OZO	4.2	4.3	4.1	4.0	4.2	4.0
<input type="radio"/> Cinnanmon Red	4.3	4.6	4.3	4.3	4.4	4.3

Features you can't miss



Sentiment analysis

Keyword search to read specific reviews

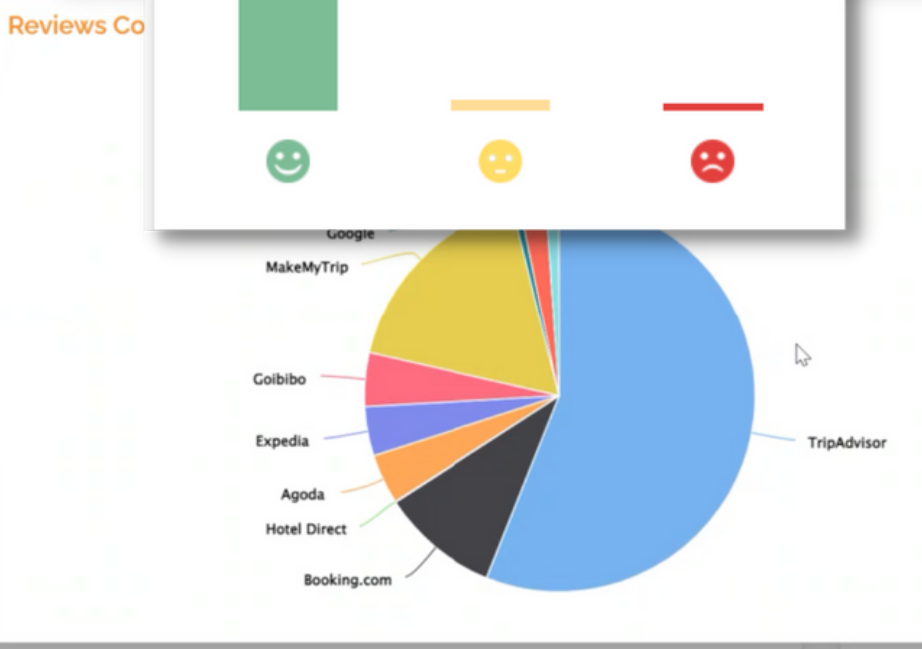
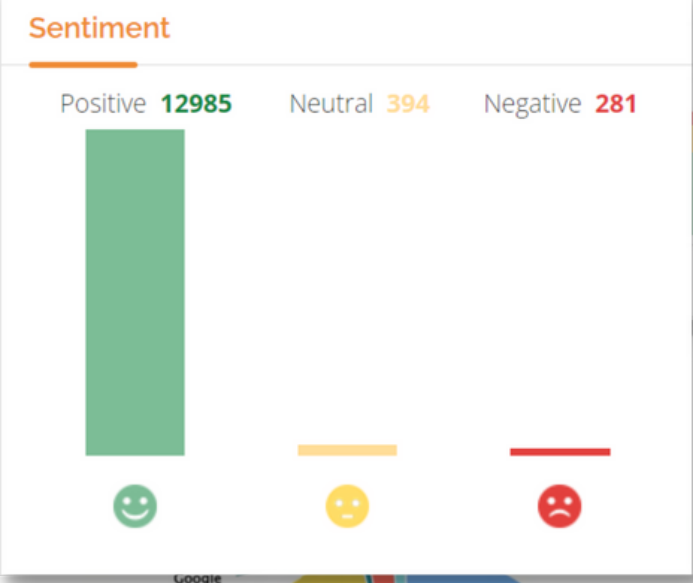
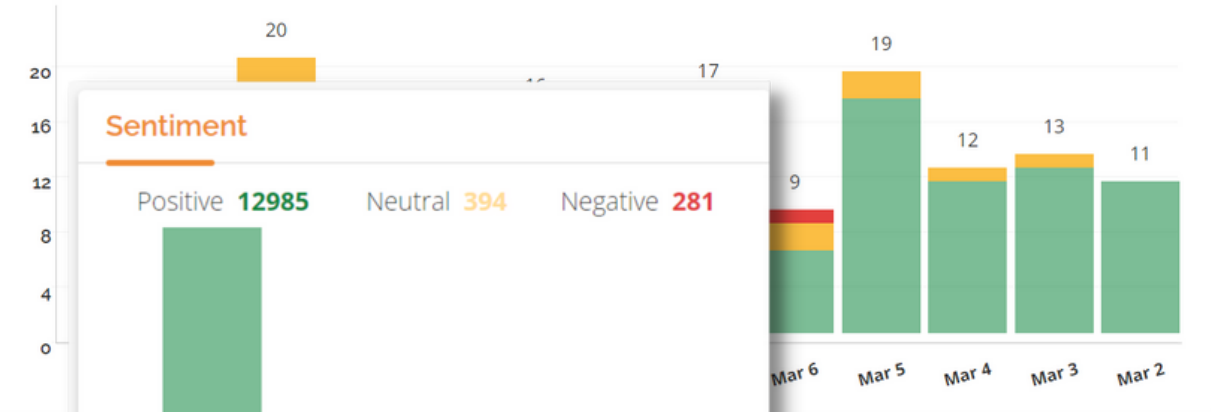
Keyword Search

Search

- Price
- Cleanliness
- Facilities
- WiFi
- Spa & Gym
- Bathroom
- Bedding
- Quietness
- Spaciousness
- In-room facilities
- Views & Surroundings
- Freebies
- Staff
- Food & Beverage
- Breakfast
- Location
- Ambiance
- Parking & Transport

Reviews for Last 14 Days

Positive Neutral Negative



In-depth Partner ratings

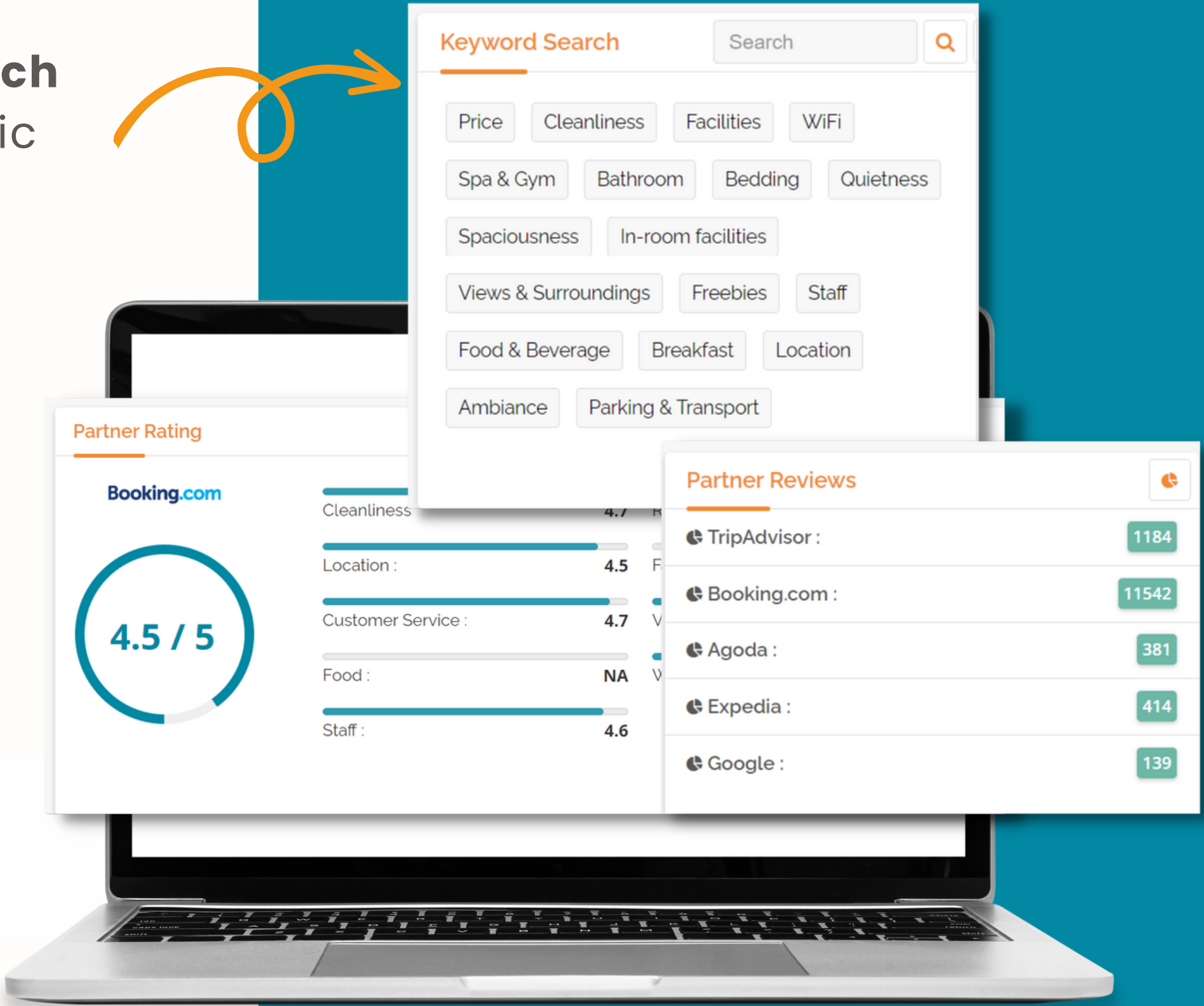
Partner Rating

4.5 / 5

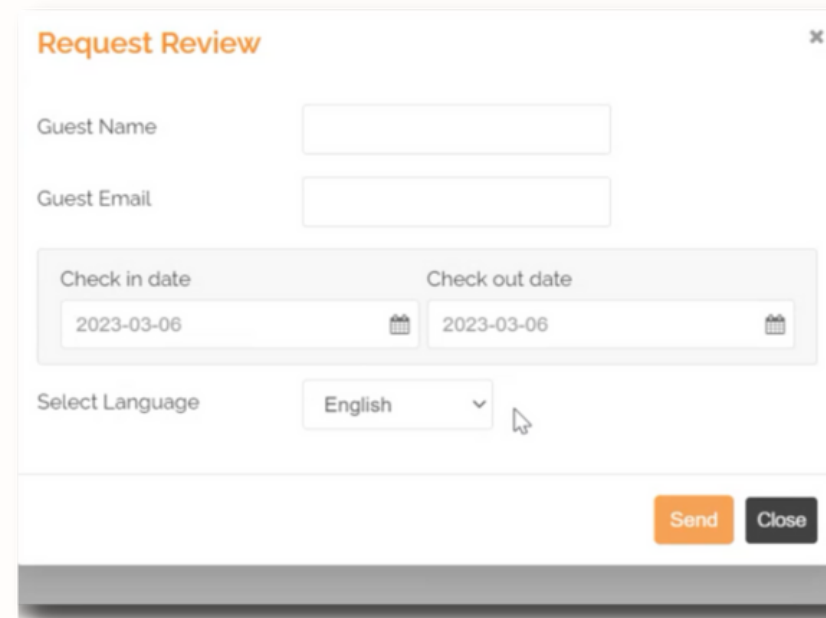
- Cleanliness: 4.7
- Location: 4.5
- Customer Service: 4.7
- Food: NA
- Staff: 4.6

Partner Reviews

TripAdvisor	1184
Booking.com	11542
Agoda	381
Expedia	414
Google	139



Features you can't miss



Request Review

Guest Name

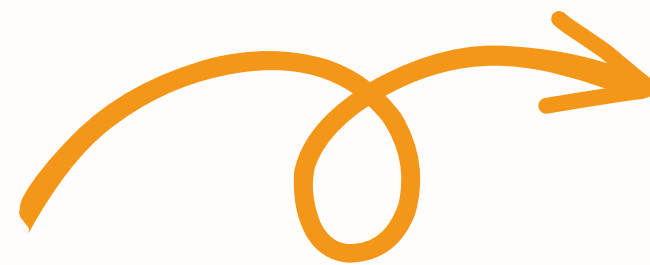
Guest Email

Check in date: 2023-03-06

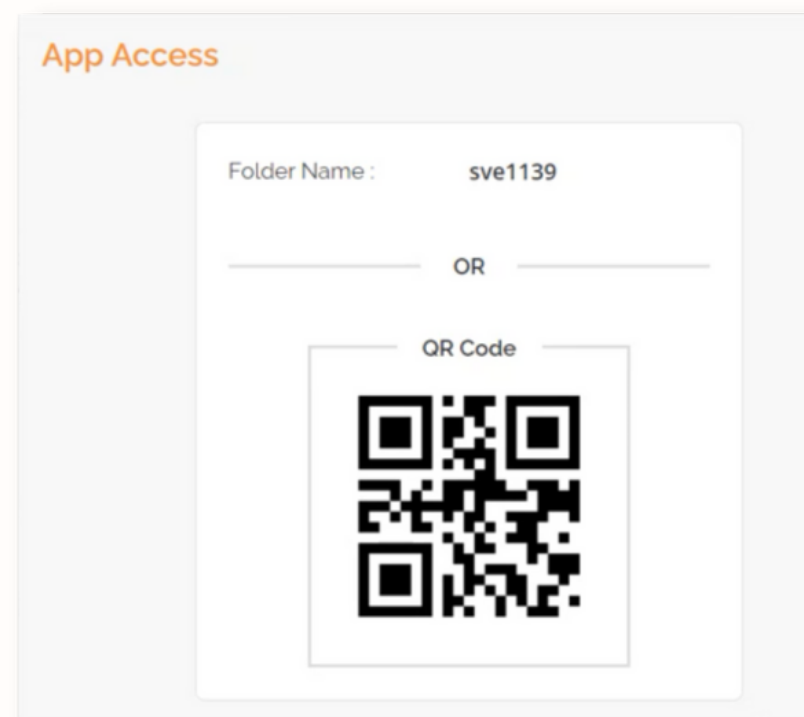
Check out date: 2023-03-06

Select Language: English

Request **Reviews**



Customised templates




App Access

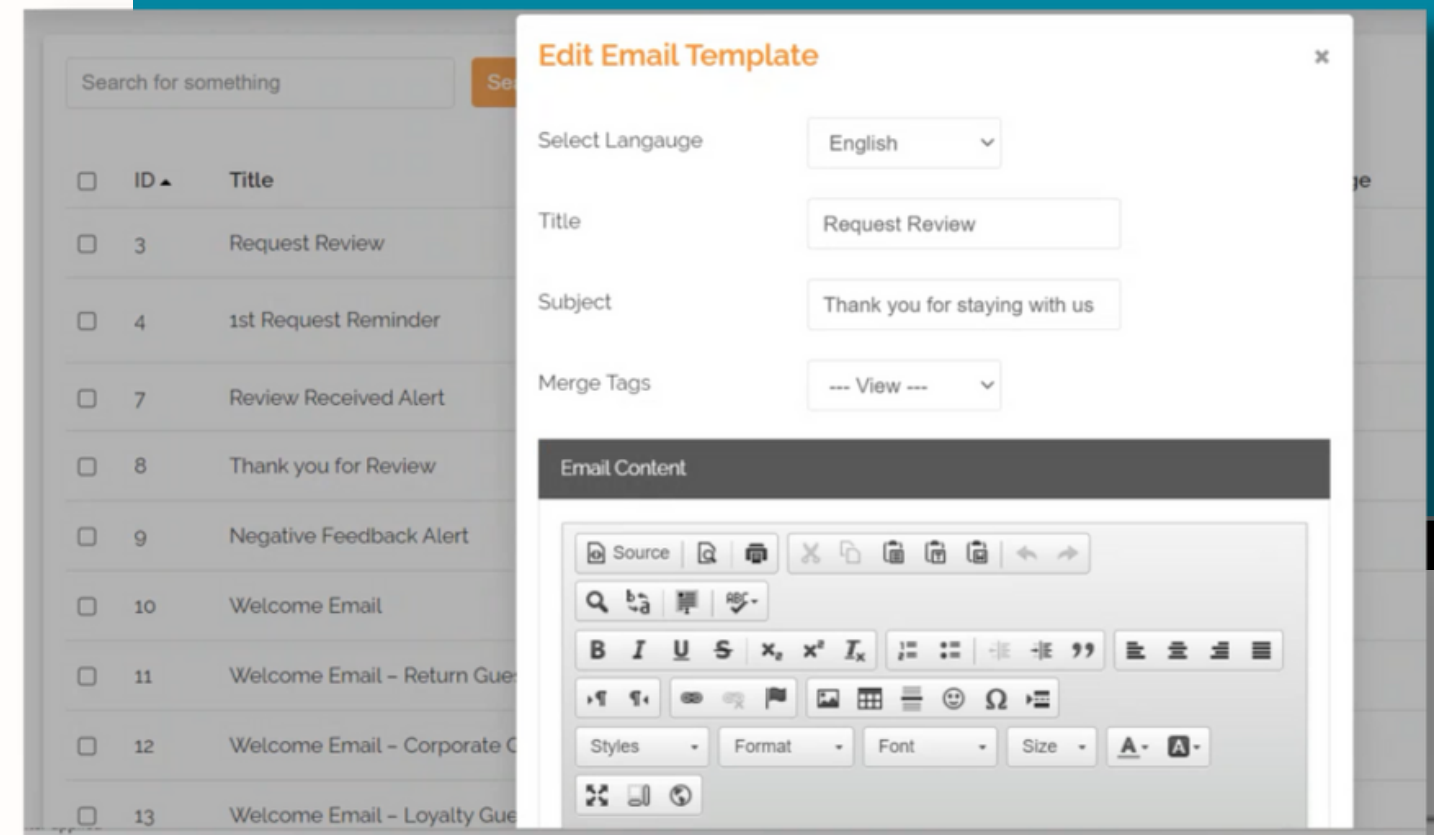
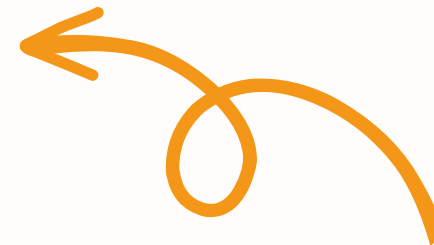
Folder Name: sve1139

OR

QR Code



Generate reviews via **QR code**



Edit Email Template

Select Language: English

Title: Request Review

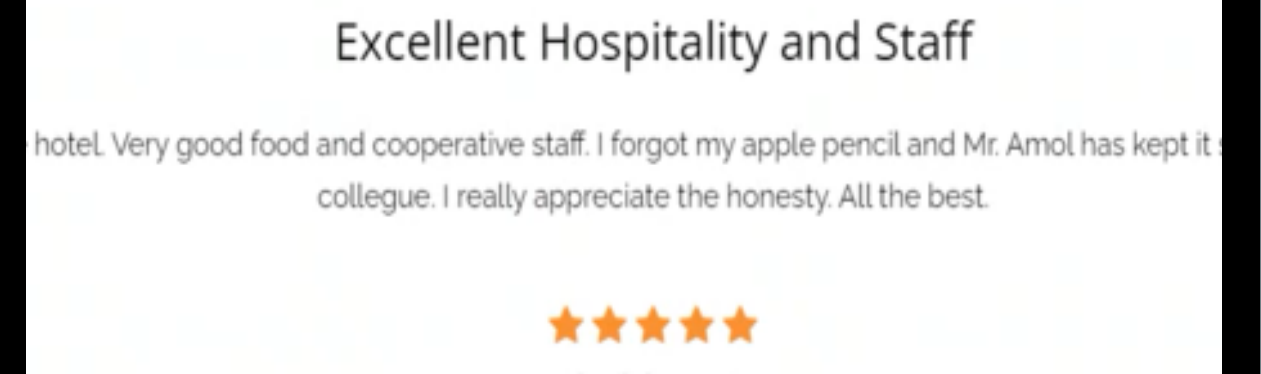
Subject: Thank you for staying with us

Merge Tags: --- View ---

Email Content

Rich text editor with toolbar (Source, Bold, Italic, Underline, etc.)

ID	Title
3	Request Review
4	1st Request Reminder
7	Review Received Alert
8	Thank you for Review
9	Negative Feedback Alert
10	Welcome Email
11	Welcome Email - Return Guest
12	Welcome Email - Corporate Guest
13	Welcome Email - Loyalty Guest





“ Combined with the team’s ability to respond to guest feedback via *ReviewMinder*, the overall guest experience is improving, a key success metric for any hospitality business.”



Theatre Royal Hotel, New Zealand



Le Sutra Hotel, India



“ STAAH gives us detailed analytics and reporting and we love their *ReviewMinder* tool to manage online reviews ”





Take control of your online reputation with STAAH **ReviewMinder**

[Schedule a Demo](#)

