



STAAH

an  access company



A Playbook on STAAH ReviewMinder



www.staah.com

Introduction

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





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

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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**



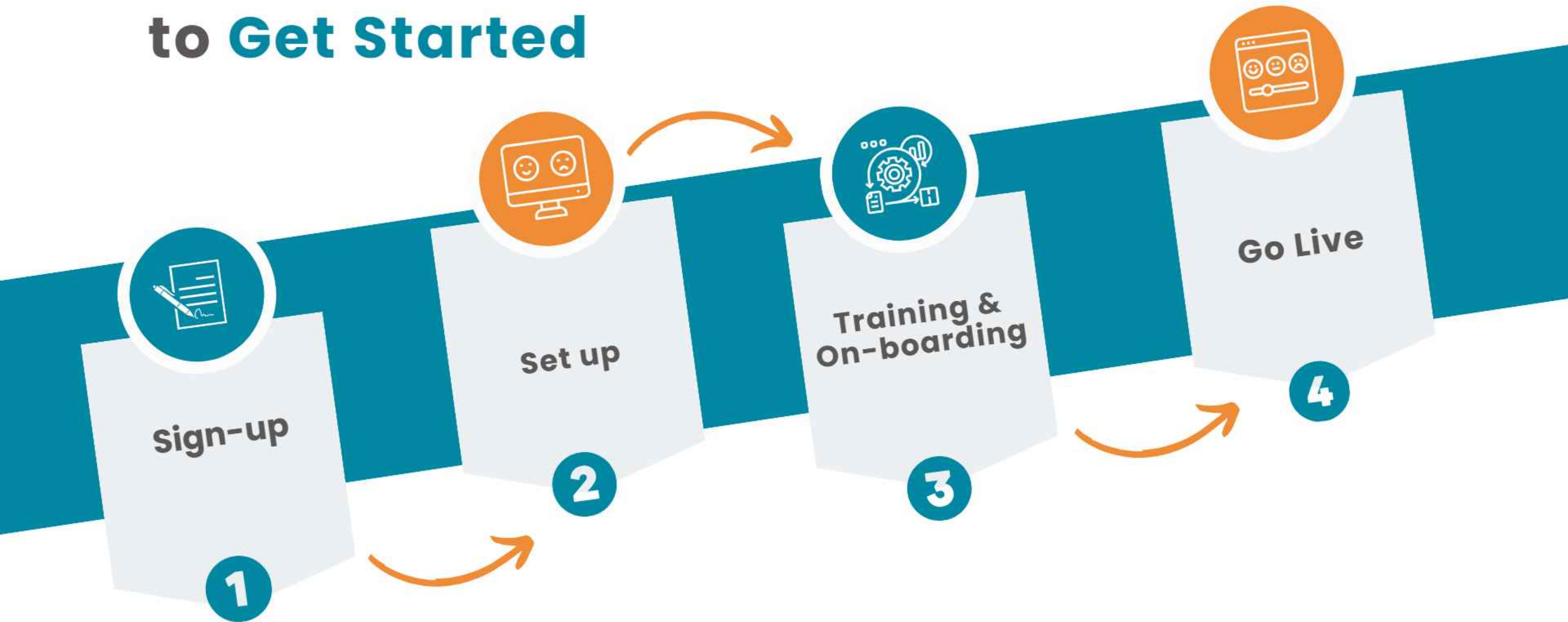
View Insights and **Channel Partner reviews**



Intuitive and **visual dashboard**



Simple steps to **Get Started**





Features you Can't Miss!

Features you can't miss



**Centralized
Dashboard**

Competitor Analysis

	Hotel Rating	Cleanliness	Staff & Service	Room Comfort	Location	Value for Money
Your Hotel	4.6	4.7	4.5	4.7	4.5	4.5
Movenpick	4.2	4.5	4.3	4.3	4.4	3.8
Kingsbury	4.2	4.5	4.2	4.2	4.6	4.1
OZO	4.2	4.3	4.1	4.0	4.2	4.0
Cinnamon Red	4.3	4.6	4.3	4.3	4.4	4.3

**Competitive
benchmarking**

Features you can't miss



Sentiment analysis



Keyword search to read specific reviews



In-depth Partner ratings



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

Partner Rating

Booking.com

4.5 / 5

Category	Rating
Cleanliness	4.7
Location	4.5
Customer Service	4.7
Food	NA
Staff	4.6

Partner Reviews

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



Features you can't miss



A screenshot of a 'Request Review' form. It includes fields for 'Guest Name', 'Guest Email', 'Check in date' (2023-03-06), 'Check out date' (2023-03-06), and 'Select Language' (English). There are 'Send' and 'Close' buttons at the bottom right.

Request **Reviews**

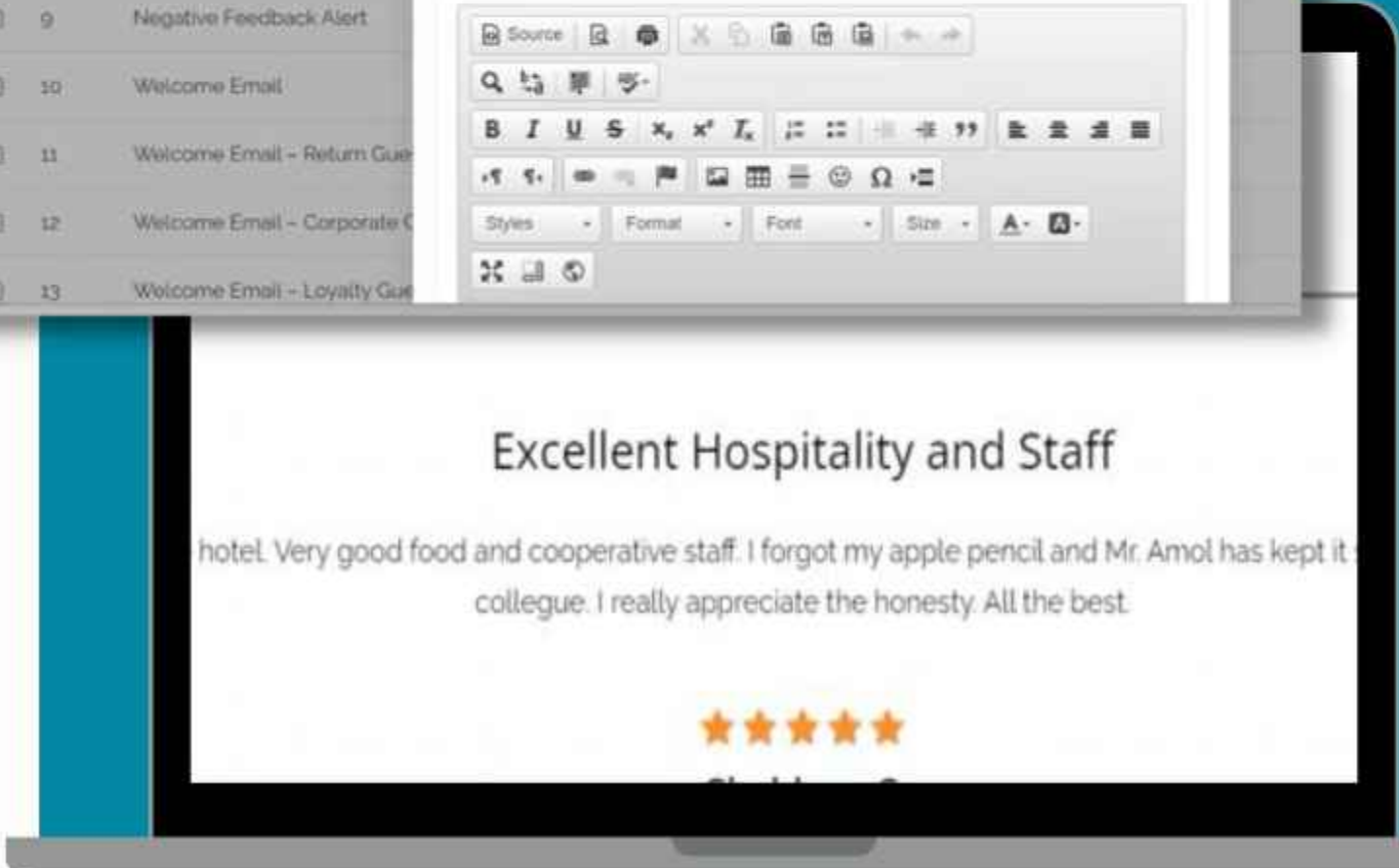


Customised templates

A screenshot of the 'Edit Email Template' interface. It shows a list of templates on the left and an editor on the right. The editor includes fields for 'Select Language' (English), 'Title' (Request Review), 'Subject' (Thank you for staying with us), and 'Merge Tags' (View). Below these is a rich text editor with various formatting options.

A screenshot of the 'App Access' form. It shows a 'Folder Name' field with the value 'sve1139'. Below it is an 'OR' separator and a 'QR Code' field containing a QR code.

Generate reviews via **QR code**





Le Sutra Hotel, India



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



Theatre Royal Hotel, New Zealand



“ 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.”





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

[Schedule a Demo](#)

