

WHAT MAKES A GOOD **REVIEW RESPONSE WRITER?**





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Review responses are an important factor in shaping how travelers perceive your hotel. A review response gives a voice to the hotelier and shows how you'll handle issues and feedback.

While a hotel owner or GM may be excellent at running a hotel, that doesn't necessarily mean they have experience in writing and editing. That's where professional response writers come in.

Response writers create thoughtful responses to your hotel reviews. You can read guest feedback to improve the hotel while the writer provides a smart response.

Because the writer will be representing your hotel online, you need to know you can trust them.

What makes a good review response writer? We'll share the four traits that we look for in our response writers. Then, we'll explain how we vet writers with our application, writing tests, and ongoing quality checks.

QUALITY

Writing with proper grammar has no correlation to providing good service. However, many people will still judge responses that are not well-written. Bad grammar can signal to some that hotel employees may lack attention to detail since they did not proofread before posting. As unfair or untrue as this may be, travelers are taking in a lot of information when choosing a hotel and rely on these quick judgment calls.

Think of review responses as a public communication about your hotel. You would scrutinize a press release or web page about your hotel before publishing. A review response should be held to the same standard. A good response writer can craft a polished response that you can feel confident in posting – without fretting about the grammatical details.

EFFICIENCY

To put it simply, a good review response writer gets you more bang for your buck. They can complete more responses that are ready to publish than a hotel GM or employee in the same amount of time. A good response writer works quickly yet accurately. This makes the money you spend on a writer go further than if another employee were writing review responses. Plus, then your employees can focus on their vital job duties and not on writing responses.

A good writer learns your voice and preferences, which cuts down on the hotelier's time in overseeing the responses. You can choose to review the writer's work before it is published to check for consistency in voice. Over time, the writer will be able to learn from your adjustments so that the longer you use a writer, the less work you have to do.



PROFESSIONALISM

One of the biggest pitfalls business owners can fall into is responding defensively to negative feedback. You spend a lot of time making your business the best it can be. It's understandably annoying when someone publicly derides your hotel on social media. It's natural to want to let others know that the reviewer is mistaken and give your side of the story. Speaking from years of experience managing reviews, we can tell you that being defensive never ends well. In fact, responding defensively can make future guests less likely to choose your hotel.

A good review writer is less involved in the situation at hand. They can balance their responses in a professional way that provides amends to the customer while lifting up the brand. For complicated situations, the response writer will talk to the hotelier to get their side of the story and respond appropriately. The hotelier can provide context to the situation and the writer will compose a response. Meanwhile, future travelers see objective and thoughtful responses from a hotelier.

RELIABILITY

Once you've worked with writers for any length of time, you'll begin to depend on the reliability they offer. In reading the responses, you'll see the quality, efficiency, and professionalism demonstrated. While you may need to make tweaks when you begin working together, over time you'll be able to be more hands-off. A reliable writer's review responses will allow you to focus on other matters at the property. With a professional writer, you can count on review responses completed quickly and consistently.

Best of all, this reliability can save you from being hit with hefty fees. Some brands impose fines against their hotels that aren't responding to reviews – some as much as \$175 per missed review. Hiring writers is a no-brainer when you're faced with a fee from your brand for missing a single review. With a good review response writer, you'll take something off your to-do list and gain peace of mind.



HOW TO CHOOSE REVIEW RESPONSE WRITER?

We are proud of our industry-leading review response platform including our team of highly vetted writers and experienced review analysts. We have a number of criteria to ensure that every hotel review has a smart, professional response. To pass through our application process, our writers:

- Are based in the U.S. and are fluent English speakers
- Possess official writing experience, such as published writers
- Must pass a writing efficiency test

Once a writer passes the stages of our hiring process, they move on to onboarding. This training process teaches the standards of writing hotel responses. Ensuring each writer understands best practices for writing for the hospitality industry is critical. Then, their review responses go through our quality checkpoint process before they arrive at the hotel approval stage. This means that before you read a response, they've already been read by our analysts. You'll usually be able to publish without any additional changes. Our hoteliers can also set auto-approval criteria to save even more time.

When you hire a response writer, you'll enjoy the peace of mind of knowing your reviews are being skillfully handled. Don't just copy and paste canned responses to your reviews. Keep reading to learn about our review response service, Respond & Resolve.



CUSTOM RESPONSES FOR YOUR HOTEL

With Respond & Resolve, every review about your hotel receives a public response, posted within 48 hours of the original review. All responses are written by professional writers who have passed a rigorous application. Here's what sets our service apart:

Prompt Responses

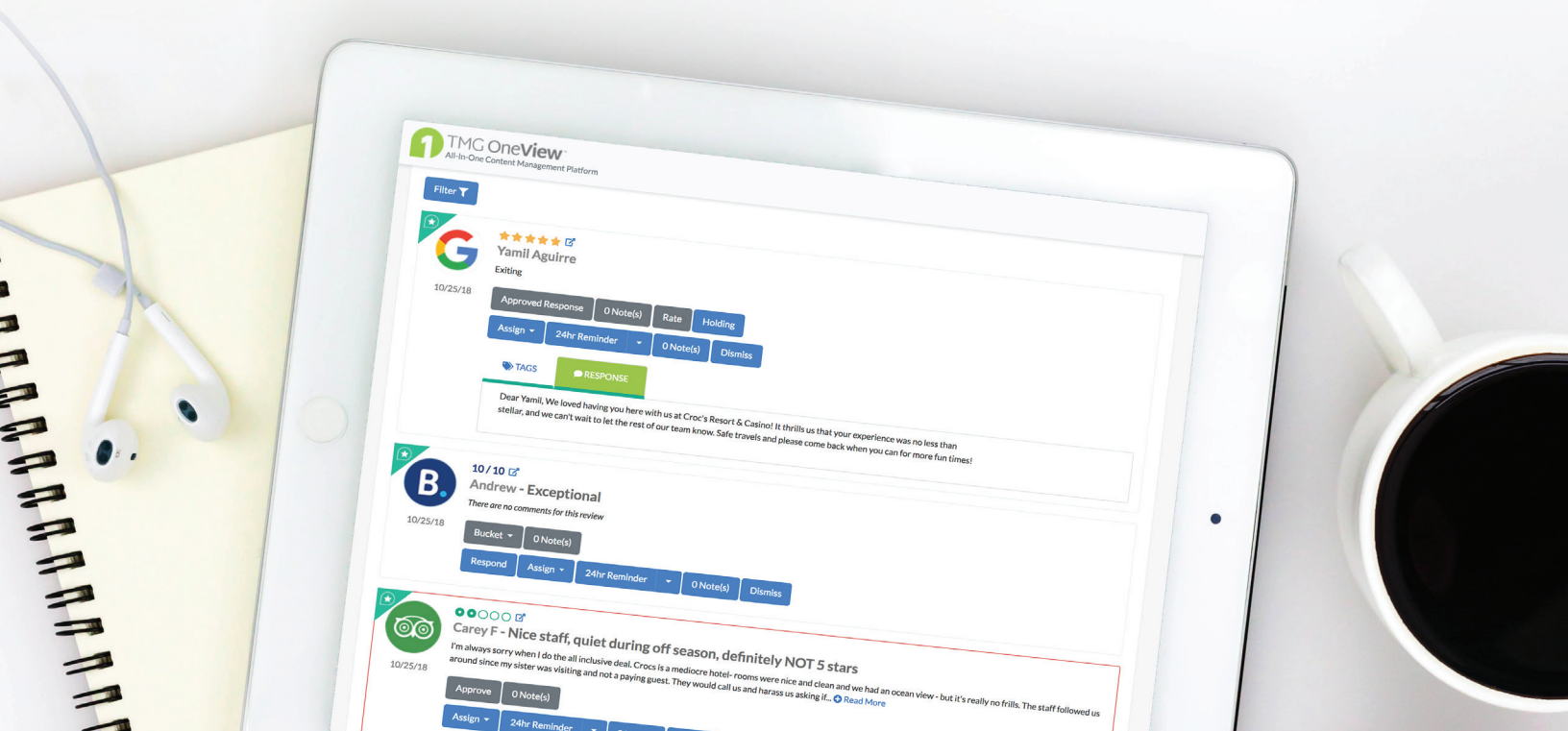
Even with two levels of quality checks, our review responses can publish within hours. New reviews will sync into our OneView dashboard within 4 hours of publishing. A writer will begin working on a response right away. It will then pass through our quality checkpoint and be sent to the hotel for final approval. We'll make any necessary adjustments based on the hotelier's feedback and then publish the response. Most review responses publish within 24 hours.

Program Flexibility

Hoteliers can choose to auto-approve responses based on star rating. For instance, you can auto-approve 3- and 4-star reviews while manually approving the 1-, 2-, and 5-star reviews. You can even choose to only have us respond to certain reviews while you handle the rest. We'll help you build a program that fits your budget and schedule.

Critical Insights

Make smarter decisions at your property that will have the greatest impact on future reviews. Every review goes through our advanced sentiment analysis. You'll be able to see at a glance which elements of your guests' experiences are earning the highest and the lowest marks. By focusing on the key areas that are consistently being commented on, you'll know exactly what changes will have the biggest impact.



**PROFESSIONAL & RELIABLE
REVIEW RESPONSES**

READY TO TAKE CONTROL OF YOUR REVIEWS?

Focus on your property,
not on your computer.

**Count on responses to all of your hotel reviews.
Visit <http://trvl.media/respond> today!**

"Our Reputation Analyst has absolutely become in tune with our hospitality culture, and never fails to provide outstanding service and responses. I highly recommend this service."

Wade Michael

Quality Suites Royal Parc Suites

