

ONLINE REPUTATION MANAGEMENT

WORKBOOK

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This Online Reputation Management (ORM) Workbook provides basic instructions on kick start the process to managing your online reputation. You will be able to start creating content to increase your rankings and provide potential guests with a great digital experience before, during, and after their next stay or dining experience.

This workbook will cover the following topics:

- > What Online Channels to setup, including links.
- > Best Practices for responding to Online Reviews, including examples.
- > Research & Statistics
- > Listening Tools
- > Next Steps

SIGN UP

CREATE BUSINESS ACCOUNTS

Google: <https://www.google.com/business/>

Yahoo: <https://smallbusiness.yahoo.com/local-listings>

Bing: <https://www.bingplaces.com/>

Trip Advisor: <https://www.tripadvisor.com/Owners>

Yelp: <https://biz.yelp.com/>

FourSquare: <https://foursquare.com/venue/claim>

Facebook: <https://www.facebook.com/pages/create/>

Twitter: <https://twitter.com/>

Instagram: <https://instagram.com/> (Must download Mobile App)

Booking.com: <https://join.booking.com/index.html>

Expedia.com: <https://join.expediapartnercentral.com/> (Includes below channels)



Hotels.com



hotwire

trivago

EGENCIA
BUSINESS TRAVEL - EXPEDIA, INC.

wotif group

CLASSIC
VACATIONS



venere!

艺龙
eLong

AirAsiaGo.com

BEST PRACTICES

DO'S

Be Genuine

Speak online to someone just like you would if they were standing right in front of you. But you now have the ability to proofread.

Be Timely

Check your reviews AT LEAST weekly! Review, respond, escalate recurring issues you see to the responsible person to see that it's addressed and corrected. (See page #13)

Be Honest

Don't lie and accept responsibility. No one is perfect. Fess up and people will not lose trust in you and your brand. The second someone sniffs something fishy about your response or can sense you're avoiding an issue, you'll start to lose brand equity and their trust.

Get Offline

If you're dealing with a really irritated customer in the online world, try to direct them to discuss the matter with you personally. Drop your cell # or email address and try to smooth the situation out over email or on the phone. Don't let the emotions keep them writing online, which can be extremely damaging to your brand, whether their comments are valid or not. Get personal.

BEST PRACTICES

DON'TS

React Emotionally

Breath. Breath. Breath. Walk away. Now you're ready to craft a response. Write it. Now leave again and find someone who doesn't know anything about the situation and have them read your response before you post it. Once it's online, it's there forever. Really...forever.

Offer Compensation Online

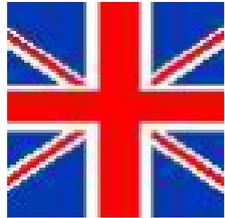
This is an open invitation for everyone to see that if someone who complains, he/she will get free stuff. A free hotel night, free dinner, a refund, whatever it is. People will take advantage of this. OFFLINE, you can offer whatever you want to guests to make them happy, as per your company policy.

Try to Fix Everything

Perception is reality. Understand that you can't always please everyone. Focus on the biggest players in the online review & social media game.

With proper ORM and creating/distributing your own content will bury small website reviews quicker than stressing about every little things you see or read and trying to get rid of it.

BAD RESPONSES



ChristopherLond...
London, United Kingdom

Top Contributor



72 reviews



47 hotel reviews



Reviews in 47 cities



64 helpful votes

“What has happened? Will not be returning...”

●●○○○○ Reviewed 4 weeks ago

Arrived at 18.00 to find nobody at 'home' and stood on the doorstep for an hour waiting for the manager to return... Then given a twin room instead of the double booked... The room in the basement did not have any windows, they were blocked by shutters which i could not open. The bathroom was unclean and the towel like sandpaper...The once excellent continental is now a shadow of what it was...seems that they do not care any more... the last maanger having left...sorry but can no longer reccomend the place and will nto be back...what a shame

Room Tip: room at the back and not in the basement

[See more room tips](#)

georgianhouse1000, Owner at The Georgian House, responded to this review

2 weeks ago

Honestly what do you expect. You pay little you get cheap.

We are a Budget hotel. Get real.

[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC

BAD RESPONSE



John L
East Kilbride, United Kingdom

Reviewer

★ 5 reviews

🏨 4 hotel reviews

🌐 Reviews in 4 cities

🏆 6 helpful votes

“Worst Dive I Have Stayed In”

●○○○○○ Reviewed 7 April 2013

Worst hotel and service I have ever experienced in my entire life. Arrived early to be told to move our car from the present position as the receptionist (Basil Fawly's twin) parked there. Got in at 16.00 to be told the owner was trying to sell and had lost interest and should have ran then but decided to make the best of a bad lot and boy was the room a bad lot. West End of Glasgow was right as were nearly sleeping in the street. Asked for a move to be told they were full and that was his best joke of the day. Still being the eternal optimist stayed for two hours and left.

georgianhouse1000, Manager at The Georgian House, responded to this review
25 April 2013

This complaint i assume started when they were asked to stop swearing. They also had an attitude and extremly rough appearance and smelled strongly of alcohol (i hope i am building a picture here).These guests also left a strange odor in the room that i am sure could be helped with soap and water.

All in all i am sure potential guests will understand the type of personality that these guests had. How glad we are they will not be returning.

[Report response as inappropriate](#)

BAD RESPONSE



HandTnotts

Reviewer

★ 5 reviews

🌐 Reviews in 2 cities

“Not quite as good as we'd expected”

⊙⊙⊙⊙⊙ Reviewed 11 May 2012

We had the 10 course tasting menu with matching wines. The sommelier was friendly, and knowledgeable, however the waitress did not make us feel at ease and given we spent over £400 between two of us we expect the service to be flawless. The food, as you would expect is some of the best we have ever eaten, however one or two courses were not really to our taste and for us were trying a bit too hard to be 'different'. It was a good experience but probably the only Michelin star restaurant that we have been to which we will not return to, even though we live in Nottingham.

RestaurantSatBains, Owner at Restaurant Sat Bains with Rooms, responded to this review

24 May 2012

Thank you for your long awaited 'review', we have looked at the notes from the night in question and also asked the waitress regrading your table on the evening and she surprisingly remembers you both.

Her comments on you weren't very flattering, so i'm going to leave them out.

Best regards

Sat

[Report response as inappropriate](#)

BAD RESPONSE



KellyBS123
Kootenays, BC, Canada

Top Contributor

★ 116 reviews

🏠 29 hotel reviews

🌐 Reviews in 67 cities

👍 91 helpful votes

“Walk-in closet for a room!”

○○○○○ Reviewed September 5, 2012

We paid an outrageous amount of money (over \$260!) for one night in this cramped, ridiculous little room! I booked this nightmare through hotels.com for our last night in London. I looked for what I always look for - a 4 star hotel with photos to back it up. Because the UK is different than the US & Canada, I wasn't overly concerned that there wasn't an elevator. But when we arrived to this dark, dingy little entryway they call a reception area & I realized we'd be hauling luggage up multiple flights of stairs (2 sets per floor, and we were on the 3rd floor!), I almost cried. To give credit, a very pleasant young man handled the bulk of the luggage for us. We couldn't check in when we arrived as the room wasn't ready (seriously.....) so we went for lunch.

Came back to hike up the flights to #23 - what I call the walk-in closet! Honestly, I almost fell over when we opened the door! 3 single beds, 2 pushed together. That took up the entire space within the room - in order to access the bathroom or exit the room, we had to move the suitcases around.

The bathroom was absolutely unbelievable! We couldn't use it to change clothes unless we changed while standing in the shower stall. The sink actually overlapped the toilet!

When we returned home to Canada, I pulled the photos back up in hotels.com listing. I don't believe for one second that those pictures came from this hotel. And if they did, we got the only existing room without any embellishments or amenities - unlike the photos!

I will say the room was clean. That's about the only positive thing I can say. For our last night in London, it was a major disappointment! Outrageously expensive for what we got! I wouldn't stay here again if it was FREE!

Room Tip: A good room is one in another hotel!

[See more room tips](#)

Stayed September 2012, traveled with family

WazirAziz88, Public Relations Manager at Georgian House, responded to this review, September 12, 2012

Hi there,

Thank you for your feedback. We are sorry that our hotel was not to your taste, but we are still thankful for this review as it has been very helpful to us in improving our hotel. Not only that, we take responses from our guests very seriously.

You say that you found the rate high, and we do understand that guests coming from the USA and Canada can find prices higher in European city centres than they are used to back home. However we regularly price check our hotel against our competition and we believe that the rate you paid for staying with us was very competitive for a room for three in 4 star accommodation located in Central London.

You also say that you were aware that there was no lift in the building, but we do realise that when you arrive with lots of luggage, and the only way to get to your room if you are located in a higher floor is to use the stairs, then it can feel like a hassle. But there is nothing to worry about as this is why we always have a Porter Service ready from 8am to 8pm to help our guests with their baggage. We are so glad that you had positive things to say about our porter and we are happy to know that he was helpful in carrying your luggage. We do urge guests who have difficulty climbing the stairs, to let us know at the time of booking, and we will make sure that they are given a room on the ground floor.

We are sorry that you couldn't enter your room when you arrived. This can happen with morning arrivals, as we must allow ample time for cleaning before check in, which is from 1pm - if you need to check in before this time just let us know in advance and we will be sure to prepare your room early. We are also sorry to hear that you found our room to be rather small for you and your party. We are very lucky to have a very beautiful period building that was once a family house and was converted into a guest accommodation and this can feel quirky compared to purpose built hotels. Some rooms, even though they are of the same type, have different layouts, so some rooms can be slightly smaller or larger. Because our building is listed we are obliged to keep all the beautiful old features - for instance, the lovely fireplace in your room restricts the size of the bathroom. However, although some of the bathrooms are compact, they still have all that you need, and are well maintained and practical. The pictures that you see on our website are definitely from our hotel. We are constantly redecorating our hotel to keep it fresh, and we still like to maintain its authentic English vibe, so we keep the unique features and atmosphere of each room, and that is why you will find different wallpapers, colour schemes and furnishing throughout the hotel. With that being said, we make sure that the rooms are consistent with the theme and feel of the hotel. Regardless, we are also grateful to know that you find our hotel clean as our housekeeping team do their best to make sure that the whole building is sparkling clean.

Anyway, we would like to thank you again for taking your time to write us this review, as it has been very enlightening. We do hope that you change your mind and plan to stay with us again sometime in the future so that you can see and understand what The Georgian House is all about.

Kind Regards,

The Georgian House

GOOD RESPONSE

“Dated expensive poor hotel”

●○○○○○ Reviewed January 7, 2015

We stayed here for new year and was very disappointed
Rooms are small dated and dirty, with leaking shower and intermittent hot water

Food is overpriced and average

Service is poor for five star

Beach is excellent but you could not swim in the sea

If you are used to true five star hotels this is way short of that and is more typical of your three star hotel in the sun in Spain

Stayed January 2015

KempinskiAjman, General Manager at Kempinski Hotel Ajman, responded to this review, January 8, 2015

Dear Beentheredonetgat,

Thank you for the time taken to write a review. If possible, we would like to get more details on the reasons of your disappointment, so we can follow up and learn from our mistakes.

At your convenience, please contact me directly at hotelmanager.ajman@kempinski.com.

Kindest regards,

Kai Schukowski

Hotel Manager

GOOD RESPONSE

★★★★☆ 10/15/2013

Came here with a group of 7.

The table shared a jumbo appetizer (forget the name, it's \$20) which was really good. The boyfriend & I ordered 4 Angry Orchards & shared a legendary burger (14.95). REALLY good, sad I didn't get to finish my half! Our bill total was around \$43 + tip. Obviously, the appetizer wasn't on our bill. Lol.

Our server was Melissa. She was friendly, attentive, & personable. She dealt with our crazy party well. My brother kept ordering duckfart shots, not a common drink, & she was able to make them no problem. :-) PRE-shots they were crazy & AFTER all those shots, they were even louder, & our server handled us well even though the restaurant was busy also. She definitely helped make our experience. :-)

Was this review ...?

Comment from Scott B. of Hard Rock Cafe Hollywood 10/18/2013 [« Hide](#)



Hi Vanessa,

Thank you for the great review of our cafe! We work really hard to serve the best food in a great environment, and I'm glad to see those efforts pay off on your last visit. I will make sure that Melissa gets the recognition she deserves :)

Please introduce yourself to me the next time you come in, and I'll make sure you get the 5-star treatment you deserve.

Hope to have you back soon,

German Crespi
Assistant General Manager

GOOD RESPONSE

“Beautiful Hotel... Grumpy staff”

●●●○○ Reviewed 3 weeks ago

I booked this hotel for my boyfriend and I to get away before he shipped for military boot camp. The overall hotel is GORGEOUS! We stayed in a suite at the top of the hotel which gave us an AWESOME view of the water. This room had so much to enjoy: A huge Jacuzzi tub; a spacious standing shower with glass doors; and a big comfy bed and nice flat screen television. There was also a big balcony where my boyfriend and I sat to look at the water. The view from there is STUNNING at night. I was surprised that valet parking was mandatory and that this hotel too such a huge security deposit for the rooms. I also did not stay on the balcony for too long because of the smell of the stagnant water. I should have known when we pulled up next to 3 Mercedes and an Aston Martin that we would stick out like a sore thumb! When we walked into the lobby, my boyfriend and I were treated like we did not belong there, so we only stayed there for one night. This was my FIRST bad experience at a Kimpton hotel. I ALWAYS used to book with them and I have not since this trip. This hotel is definitely not a place for middle class people to travel to unless you go above and beyond to look flashy. The overall ambience was impressive though!

MsHoneySmile7

Thanks you for sharing you feedback from your stay. We appreciate your kind words about our comfy and modern rooms with stunning views and EPIC's overall ambience and design. However, we are saddened to hear your comments about our hospitality and service. We are usually known for our attentive and friendly staff, who treats each guest with the same respect. We are truly sorry you felt differently and therefore like to apologize. We hope you will be giving us another chance and returning to our hotel in the future.

EPIC wishes,
Jacqueline Ploettner

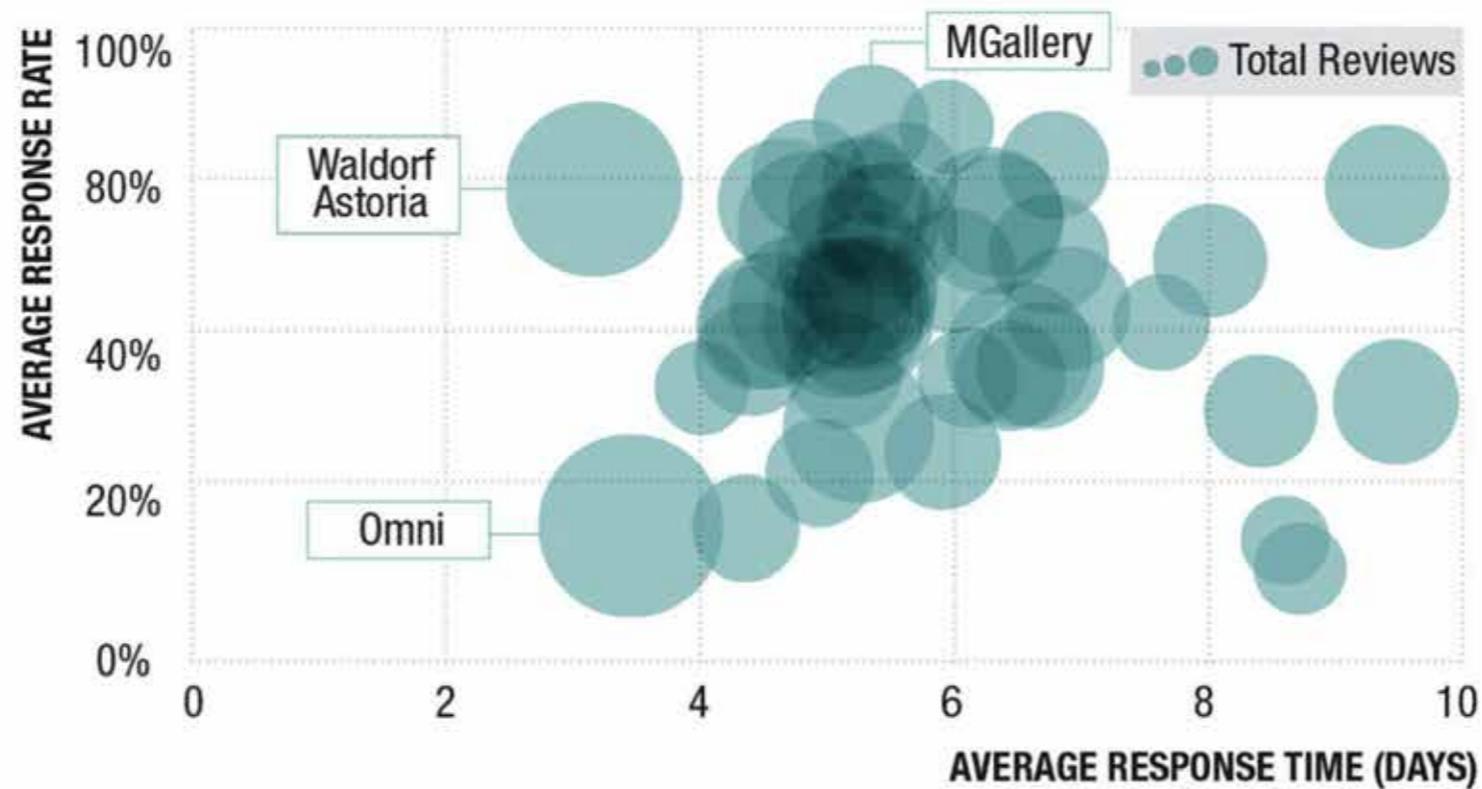
STATISTICS

TRIPADVISOR RESPONSES



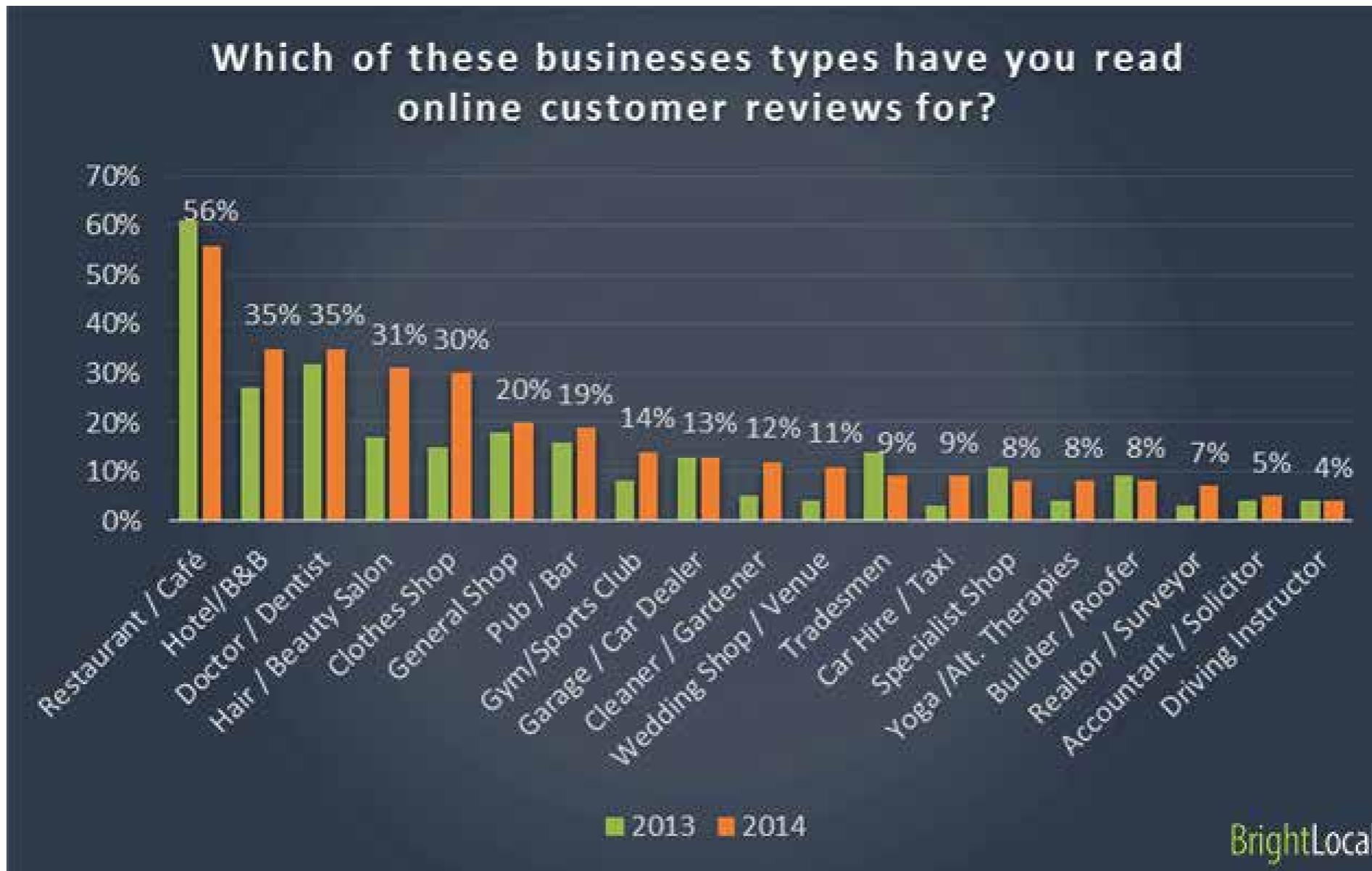
Luxury Hotels: Average Response Time, Review Response Rate and Total Reviews on TripAdvisor

March 2015, n=674 Property Pages for 50 Brands



Source: <http://www.l2inc.com/>

STATISTICS



Source: <http://www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014/>

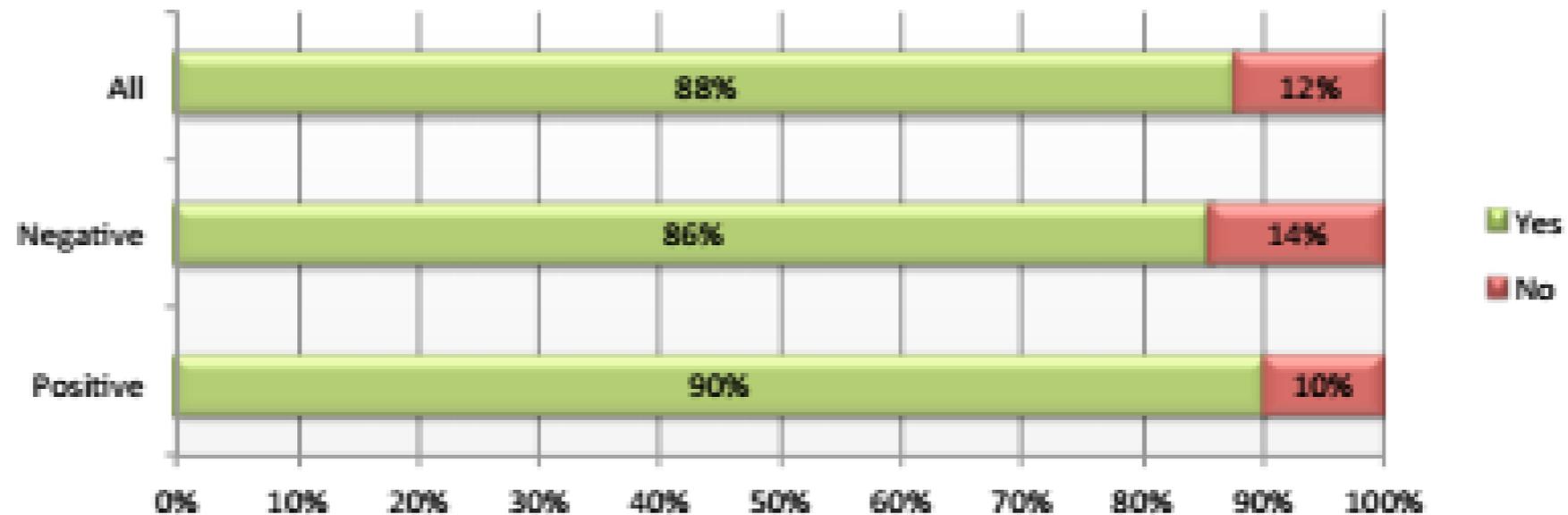
Restaurants & Hotels Rank #1 & #2

STATISTICS

90%

of Consumers Say
Online Reviews
Impact Buying Decisions

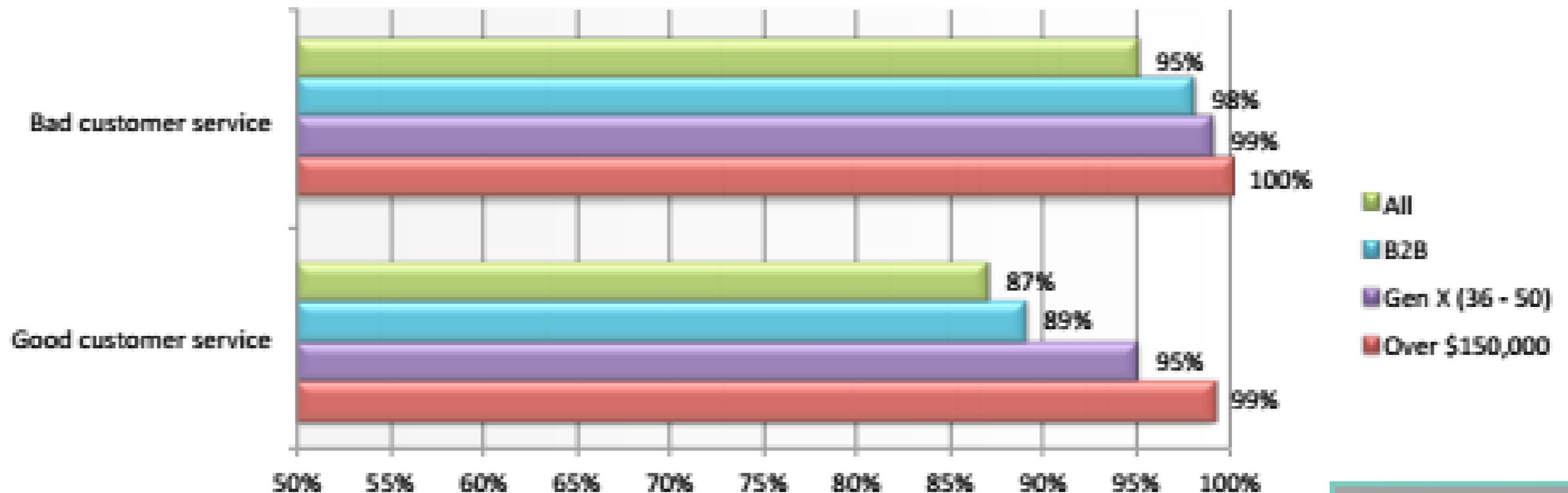
Has reading these POSITIVE/NEGATIVE reviews influenced your buying decisions?



STATISTICS

Those reporting an annual income of over \$150K shared **100% of their negative** interactions & **99% of their positive** interactions.

Shared GOOD/BAD customer service interactions with others.
(Select segments)

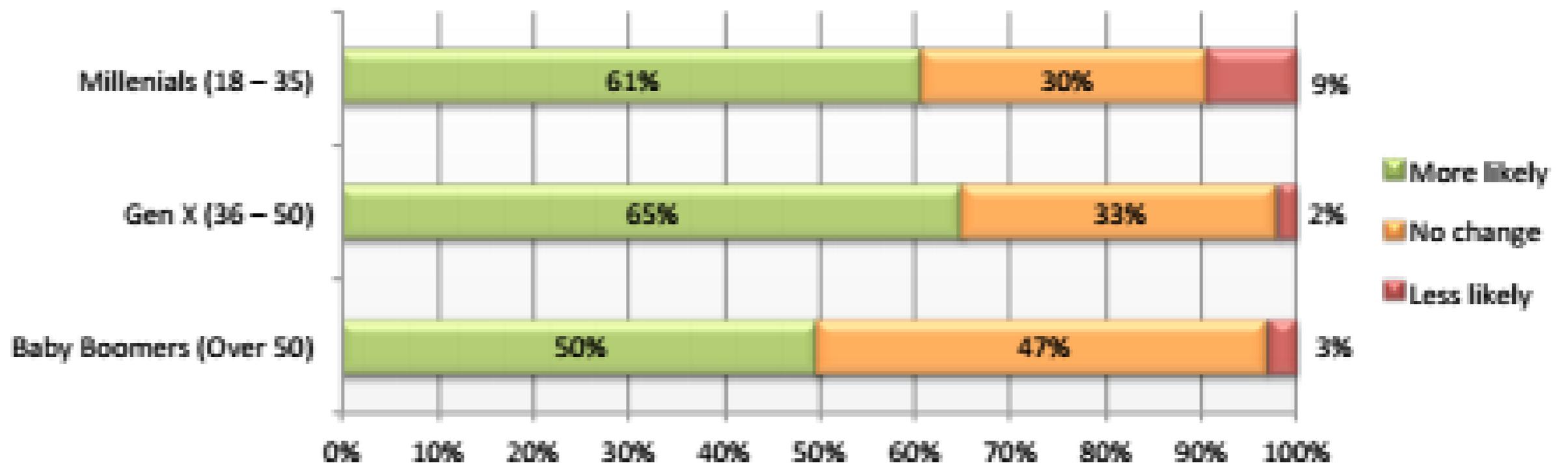


STATISTICS

OVER 50%

were more likely to share their experiences than they were 5 years ago.

Are you more or less likely to tell others about customer service experiences now than you were five years ago?



STATISTICS

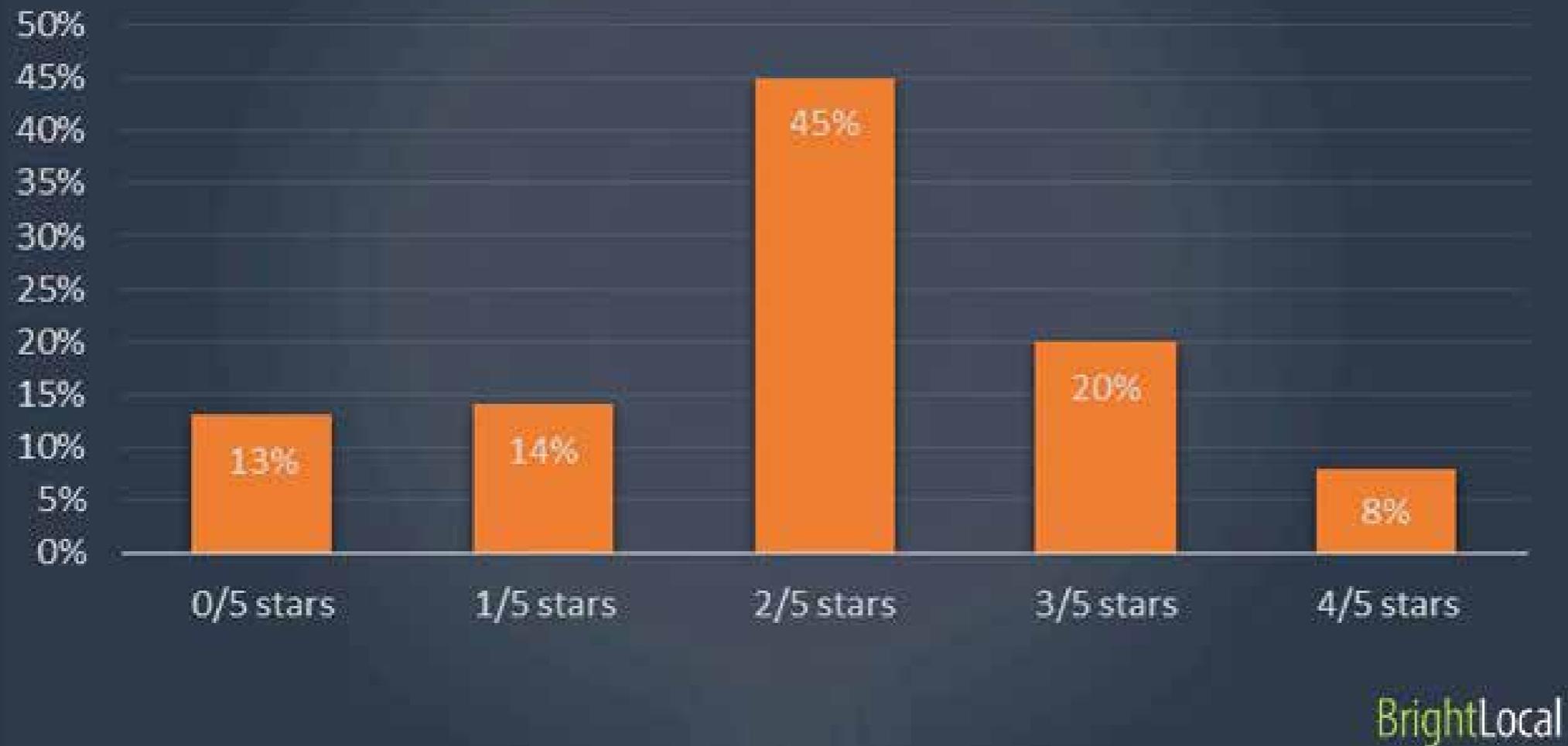
Do you read online customer reviews to determine whether a local business is a good business?



Source: <http://www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014/>

STATISTICS

What average star rating is too LOW for you to consider using a local business?



Source: <http://www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014/>

LISTENING TOOLS

The below are online listening tools that allow you to condense information, reviews, brand mentions, & other data into a single platform/system. This can make management of your Online Reputation easier and more consistent. Some are free and some have a monthly fee.

Google Alerts (Free)

Lodging Interactive (Chatter Guard)*

Trust You*

Review Pro*

ReviewPush

Sendible

Trackur

Revinat

Social Searcher

* Hotel Specific

NEXT STEPS

VISIT

www.StockiExchange.com

- > *Request a Digital UX Audit*
- > *Book a LIVE User Experience Audit*
- > *Schedule a Personal Online Reputation Management Training Session*

WHO I AM

JOHN STOCKI

Hospitality Marketing Consultant

8+ Years of Global Marketing Experience



SERVICES

- Digital User Experience (UX) Audits
- LIVE User Experience Audits
- Online Reputation Management Training
- Public Speaker & Trainer
- E-Learning Development
- Stocki Exchange Marketing TV Show

QUESTIONS

QUESTIONS?

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CONTACT



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John@stockiexchange.com



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