

Quick Guide

To manage a negative online review of a hotel

To manage a negative online review of a hotel, you can follow these steps:

1 Respond to the review:

- It's important not to ignore negative reviews. Instead, respond to them in a timely manner. Thank the guest for taking the time to write the review and apologize for their negative experience. Avoid making excuses and address the guest by name. Acknowledge where you fell short and explain the steps you are taking to prevent similar incidents in the future. This shows that you value the feedback and are committed to improving.

2 Offer a resolution:

- If you have access to the guest's personal information, consider sending them a follow-up email. Offer a discount or a free night's stay to compensate for their negative experience. While they may not want to return, this gesture can help counteract the negative impression they had. It shows that you are willing to make amends and provides an opportunity to leave a positive impression.

3 Learn from the feedback:

- Negative reviews can provide valuable insights into areas where your hotel can improve. Take the criticism seriously and view it as an opportunity to learn and grow. Reflect on the level of service provided and take steps to address any shortcomings. Consider personally responding to the customer and offering individual amends, such as a future discount or something of value, to show your commitment to quality service. Use negative feedback to your advantage and showcase your dedication to customer satisfaction.

4 Monitor and manage reviews:

- Regularly monitor review sites, social media, and blogs to stay informed about what guests are saying about your hotel. Use social listening tools or a reputation management system to receive real-time alerts. By catching guest complaints before they go public, you can address issues promptly and prevent them from escalating. Act on your promises to customers and share feedback throughout your business to ensure all staff members are aware of challenges and incentivized to provide the best customer experience possible.

5 Respond to all reviews:

- Commit to responding to all reviews, both positive and negative. By engaging with reviews, you demonstrate that you care about your customers' experiences and are committed to addressing any concerns. Responding to negative reviews is particularly important, as it allows you to address any shortcomings and provide an explanation for future customers. Your response can help shape potential customers' impressions of your hotel and show that you value feedback.

Remember, managing negative reviews is an ongoing process. By responding promptly, offering resolutions, and learning from feedback, you can mitigate the impact of negative reviews and demonstrate your commitment to providing excellent service.