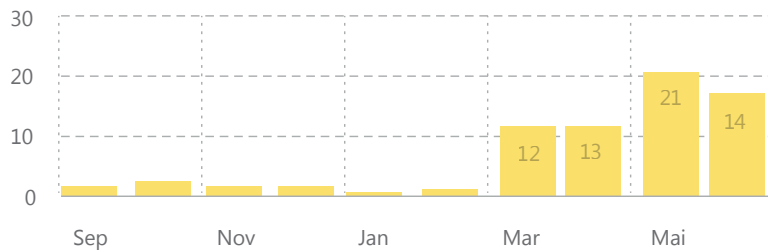


CASE STUDY

Objective of the collaboration:

Receive more reviews on review portals, especially on HolidayCheck, the leading review portal for german speaking countries.

Amount of hotel reviews 2012/2013



Result:

Increasing the recommendation rate from **59%** to **84%** (+25%) within **4** months.

Steering instead of drifting...

How to get realistic reviews with a strategy of review management.

Don't you often have the feeling that people are only writing reviews only writing reviews on TripAdvisor or Holidaycheck when they are dissatisfied?

It is quite normal, that people are more likely to write about extremes - good or bad/positive or negative. There is not a lot write about the average.

If we actively encourage all guests to write a review, chances are higher that they actually do so. Moreover, they will have the feeling that their opinion is welcomed.

Therefore, it is very important to keep the review process for the guest as easy as possible.

The review management system by Customer Alliance supports you just with that.

By using our software you can address all guests directly, regardless over what channel they booked you. Customer Alliance allows you to send out requests to your guest the easiest possible way - via email.

Apart from that, our software provides you with the option to forward guests to certain review portals. As a result you can generate more review on specific review portals to create a more realistic view of your hotel.

Place

Eisenschmitt, Rheinland-Palatinate

Hoteltype

Independent hotel

Website

www.molitor.com

Rooms

40





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About Hotel Molitors Mühle

The "Hotel Molitors Mühle" suffered from not generating enough and realistic reviews until it became a client of Customer Alliance. The small hotel with only 40 rooms had just a few reviews on HolidayCheck which were mainly complaints. These led to a bad recommendation **rate of 59%**.

With the use of Customer Alliance more guests were redirected to HolidayCheck to write a review.

With the increasing amount of reviews the recommendation rate went up to **84% (+25%)**.

The four-star hotel is located in Eisenschmitt, a small village in the Salmtal in the southern Eifel.

A romantic, old mill at five beautiful lakes. The idyllic location is a tip for individuals. The hotel offers a generous spa which is about 1,300 square foot in size including a swimming pool (31°C/88°F), different saunas, one of them on stilts in the lake, steam bath and hammam. Various massages, East Asian and Ayurvedic treatments are also available.

Sporting activities in the area include Nordic walking, fishing, cycling tours and much more. You can rent trekking bikes or e-bikes at the hotel.

