CASE STUDY:
Zunfthaus Bären by Schefer

Review management & Response Assistant

Name of the restaurant:
Zunfthaus Bären by Schefer
Location: Einsiedeln, CH
Web: www.baeren-einsiedeln.ch
re:Score: 93.5 (out of 100)

"The review platforms have to be maintained, and it's an additional effort. The profound consulting, instructions and easy to use software plus the response service from re:spondelligent were very helpful."

Executive Summary

Zunfthaus Bären is a family-run restaurant, café, and bakery that successfully balances tradition and modernity. They understand the importance of online reviews. With re:spondelligent's solution, they can efficiently track and analyze their customers' feedback. The Response Assistant allows them to save a lot of time and focus on the core tasks.

Challenges

Zunfthaus Bären receives a lot of online reviews on such platforms as Google and TripAdvisor. Monitoring and reacting to guest feedback takes time and resources. They needed an automated solution for the better overview and control, on the one hand. On the other hand, they wanted to improve the customer experience and show the guests that their opinions matter and are taken seriously.

Solution offered

re:spondelligent team first analyzed the current set-up and identified the optimization potential for online review management. During the personal onboarding process, it was determined which keywords are important to strengthen their online presence. Those are used in SEO-optimized responses to promote the restaurant and highlight its competitive advantages.

Since March 2019, Zunfthaus Bären has been using re:spondelligent's online review management software and Response Assistant.

Benefits of the Solution

What Zunfthaus Bären's team especially appreciates about the solution is automatic notifications, a good overview, and a possibility to edit the pre-written responses. However, in 99.9%, they are perfect and so the service is a great relief for the team.

"We don't want to do without it anymore and can only recommend it to any other company."

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