

How the Right Attitude to Guest Experience Landed this Brand the #1 spot on TripAdvisor

INTRODUCTION

Intuition is a great thing, but nothing beats data for making solid strategic decisions. This is something that Attitude Hotels lives and breathes. In 2015 the brand took on the ReviewPro Online Reputation Management (ORM) and Guest Satisfaction Survey (GSS) solutions for its Mauritius properties. The aim was to go from pen-and-paper comment cards to employing the latest in hospitality technology and data analysis to make data-driven decisions. The group knew this approach would be integral to improving the guest experience and reputation on OTAs and review sites, increasing bookings, and ultimately boosting revenue.

THE CHALLENGES

- Attitude Hotels wanted to discontinue manual practices (like pen and paper) and replace them with a more precise, reliable and actionable feedback system.
- The brand wanted to ensure that it was making data-driven business decisions and that any changes being made could be measured for effectiveness.
- At the same time, it needed the flexibility that ORM and GSS both offer, to work perfectly with its diverse portfolio of properties.



THE SOLUTION

The company has always had a very strong service culture and staff were quick to take on the new processes and procedures.

- Heads of Department use ReviewPro during the daily briefings to go over Guest Satisfaction Survey feedback (both In-stay and Post-stay Surveys) and develop their action plans accordingly to improve quality.
- A selection of ReviewPro figures are integrated into Attitude's internal KPI dashboards. These include overall experience, front office satisfaction score, brand experience score, Global Review Index™ (GRI) and Management Response Rate, alongside the traditional Profit and Loss indicators, Human Resources indicators etc. This is applied at management level, all the way up to the Head Office.
- Targets are set on a yearly basis for each property, sometimes for specific departments, with attached incentives for successfully meeting them.

USE CASE

Small-sized midrange hotels have the double challenge of comparatively high cost-per-guest and moderate margins given the star-category. So, every penny invested must count. By identifying the key drivers of guest satisfaction and the issues that were driving the most negative reviews, management was able to take decisions that would improve guest satisfaction. For example, changing the food selection and variety, or aspects of the hotel design.



THE RESULTS

After four years of continuous effort, all Attitude's 3* hotels are in the local top 10 on TripAdvisor, including its most successful hotel - Tropical Attitude - which gained the place of the best 3* hotel in Mauritius in 2019.

"At the level of individual hotels, ReviewPro is the team's daily bread and butter".

BEFORE REVIEWPRO		NOW
Narrow view of guest experience, it was seen as just the responsibility of the front desk staff.	➔	Guest experience is a companywide responsibility and includes all staff and all touchpoints with the guest.
Just starting to digitize the guest experience process, still had pen-and-paper guest comment cards.	➔	Fully digitalized and automated guest experience management strategy with the ReviewPro solutions.
Relied on a 'general feel' for guest satisfaction.	➔	Now have easy access to metrics that measure and track guest satisfaction. Can easily identify the specific issues affecting guest experience via ReviewPro's Semantic Analysis tool.
Made decisions based on ad hoc feedback, previous experience, and opinions of staff and managers.	➔	Make data driven decisions. ReviewPro solutions allow team to strategically focus on what is most affecting their guest experience, inject capital into those areas, and track the results over time.





Clémentine Katz, Chief Marketing Officer
at Attitude Hotels

"Guest experience used to be the responsibility of the Front Office ('Guest Experience Officers') and covered everything from welcoming honeymooners to handling complaints about missing sunbeds. Now we look at it more broadly. It is the sum of all positive and negative interactions that a guest has with our brand. It starts at the first contact, usually at a travel agency overseas, and should not end at check-out. We no longer look at it as just the front office's job. A bad experience at breakfast can make a guest less tolerant of mishaps in housekeeping. Conversely, an excellent but over-the-top check-in can set the bar too high for the rest of the stay. So, for us, guest experience is everyone's responsibility, including back-of-house and head office teams."

ABOUT ATTITUDE HOTELS

The Attitude Hotel Group currently manages a total of 9 hotels distributed over the beautiful island of Mauritius. It offers guests a memorable stay by providing an immersive, enriching holiday experience. Attitude Hotels is greatly invested in an eco-commitment program to protect the cultural heritage of Mauritius, aiming to be a responsible contributor to the island's sustainable development.

[DISCOVER THE BRAND](#)

ABOUT REVIEWPRO

ReviewPro is the world leader in Guest Intelligence solutions, with more than 55,000 hotels in 150 countries.

ReviewPro's Global Review Index™ (GRI), the industry-standard online reputation score, is based on review data collected from 175 OTAs and review sites in over 45 languages.

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