How Hotel Corallo Sorrento Leveraged its Online Reputation to Increase ADR by 20%

INTRODUCTION

The Hotel Corallo Sorrento is a luxury hotel situated near Sorrento, famous for its panoramic views of the Gulf of Naples.

The hotel motto is "**We want to make your stay unforgettable**" and they deliver on their promise by putting hospitality and guest experience at the forefront of everything they do.

THE PROCESS

Before taking on ReviewPro the hotel had been managing its online reviews in an ad hoc manner but was aware of the importance of monitoring online reputation and wanted to add automation to its guest experience management strategy. In 2016 it began using the Online Reputation Management (ORM) tool to measure and track its Global Review Index™ (GRI). The next year it implemented Post-stay and In-stay Guest Satisfaction Surveys (GSS).

HOW REVIEWPRO IS USED WITHIN THE HOTEL

Guest experience is at the very heart of this hotel. Staff are fully prepared with strategies for solving guest issues in the short term, as well as looking at longer term operational and service improvements that will increase guest satisfaction and the hotel's online reputation over time.

Training staff: "We pay a lot of attention to complaints during the stay – at the restaurants, bar, pool, or by in-stay surveys," says Antonello Assante, the Hotel Manager. "We meet at the start of the season so staff are clear that they must speak with me immediately if there are guests who are not completely satisfied." They also meet every two weeks to discuss some of the larger trends in guest satisfaction and to keep track of the staff aim: to exceed guest expectations.

Solution 1: In-stay surveys: The survey is sent out the night that the guest arrives. Responses are monitored via the ReviewPro app and responded to in real-time, often within minutes. If detected overnight, Antonello personally contacts the guest and invites them to the hotel lobby the next morning to sit down with them, understand their experience, and put things right.

Why is In-stay service recovery so important? When a guest is in-house, staff have an opportunity to fix it. If they leave without saying anything and were unhappy everyone loses. "The guests lose the opportunity to have the perfect stay, and we lose the opportunity to provide the perfect stay. Once they are gone it is too late and there is nothing we can do to change their experience," says Antonello. "Complaints are an opportunity to help. But this only counts if they are still with me and I can do something about it."

Solution 2: Post-stay surveys:
Post-stay surveys are sent out immediately after checking out, and before any OTAs will have sent their own surveys. This gives the hotel the chance to gather and act upon guest feedback while it is still fresh. The responses are received directly by Antonello via the ReviewPro mobile app and he responds 100% of guest feedback. He manages this by employing templates or modified templates for both positive and negative reviews. Since the survey is connected to the PMS, personal data fields are already filled (name, stay date, room number), and the responses have a very personal feel. The hotel employs a TripAdvisor collection program since this is an important source of bookings for the predominantly UK and US guests they receive. Negative feedback from the GSS is used to make any relevant operational and service improvements.

Why are post-stay surveys so important?
When post-stay surveys are integrated with the PMS system, the hotel has the information it needs to make operational and service improvements and pinpoint the room. Management is able to fix issues that would otherwise go unnoticed. "From the in-stay survey we were alerted to the fact that a specific room was getting complaints about the internet connection. We invested heavily in installing fiber optic cables for the Wi-Fi connections, so I did not expect any issues. I contacted the provider and they discovered there was a Wi-Fi point broken. No guest told me, I saw it only from the feedback."

Solution 3: Online reviews:
Reviews are monitored in real-time via the ReviewPro ORM tool and app, and 100% of reviews are answered with the help of templates. Longer term trends are analyzed and used to make CapEx decisions.

Why are online reviews important?
Online reviews provide large amounts of data from which the hotel can make investment decisions. In 2018 it detected a significant volume of complaints about the mattresses distributed throughout the year. The data helped the GM to approach the owner and they made an investment decision over the winter to replace 100 mattresses in the hotel.

Antonello Assante
Hotel Manager

"When you come to a leisure hotel like ours you come to relax, sleeping well is an essential part of this. Without a good mattress you will never sleep well. We changed the beds to special mattresses with two sides – softer and harder - guests can adjust the sides of the mattress: a couple for example can select a different sleeping experience. What was a negative point is now a positive point! Guest love it. Without the online review data, I would never have known, as I never sleep in the hotel myself."

THE RESULTS

The hotel has employed a clever mix of in-stay recovery, post stay collection of insights, and data analysis for longer term issues. By acting at all points of the guest stay it has managed to improve it's already healthy GRI™ year after year.

2016 → GRI™ 90%
2017 → GRI™ 91.5%
2018 → GRI™ 92.7%
2019 → GRI™ 95.7%

- ✓ Overall increase of a huge 5.7 points.
- ✓ All-time high score achieved in 2019 at 96.2% GRI™
- ✓ Highest GRI™ in Sorrento city
- ✓ **The result of this positive online reputation has meant that the hotel has been able to increase its ADR by 20%.**

Online reputation = more bookings = increased ADR = increased revenue.

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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