



beehive
HOSPITALITY

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Maximizing Hotels Profitability

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SENTIMENT MANAGEMENT SERVICES

A MANAGED SERVICE PRODUCT FROM BEEHIVE HOSPITALITY

THE REALITY

With the advent of the Internet in the last 15 years, independent hotels gained significant ability to place their product before their guests. The online travel agents and e-commerce distribution levelled the playing field between independent hotels and their chain flagged competitors.

This increased ability to present and distribute naturally increased the complexity and required the fast learning from all players, and while the opportunity exists and many independent hotels took advantage of it, the flagged hotels in general had the upper hand through the knowledge base the chains were able to offer. The complexity of distribution nowadays is significantly reduced with the existence of channel management tools. However aside of distribution of inventory counts and pricing, there is the subject of quality – economics 101, represent value-for-money as a function of quality and price of the placed product.

THE CHALLENGE

Unlike price which is easily quantifiable, quality is perceptual, and as such is difficult to quantify. This was the case until TripAdvisor.com and following the bandwagon OTAs, Google+ and other experience reviews sites began quantifying that perception. This made the equation of Value-for-money a lot easier to qualify. More importantly the experience review platforms made it possible for the guests to publicly speak about their experience and thus define the quality of a hotel openly. While this is an excellent opportunity for independent hotels to show their best – the ability to provide exceptional and individualized service, many independents and small chains have found it difficult to accept and embrace this new opportunity. Many see this as additional burden and neglect it due to the lack of resource while the majority only contents with responding to reviews on-line and not all reviews and certainly not on all platforms. Indeed more recently there are several excellent tools in existence which help aggregate and present the position a hotel has on its on-line channels. The key challenges in this process are 1) The tools only aggregate the information and someone still needs to review, make sense and most importantly action the issues and 2) they are dealing with review which have already reached the public domain and for such that are not desirable it is too late to do anything.



Business Analytics



Customer Engagement



Operations Support



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THE SOLUTION

Enter **Sentiment Management**...

The service is designed to answer all the pain points a hotel will experience while having to deal with its on-line reputation presence. The service works on three levels: **Direct engagement:** the service will solicit the guests to express their experience at the hotel during and after their stay. Where service recovery is needed the service manager will ensure full satisfaction from both sides, those guests who were happy will be requested to post their experience on-line on their favourite channel, thus gaining positive positioning weight for the hotel; **Direct response:** the service will review up to 24 channels which the hotel can be rated on, prepare a response and have the hotel approve it, then – if the hotel wishes so, the service will also post the approved responses. In cases where further investigation is required, the service leads and manages the investigation in conjunction with the hotel; **Service and Product Improvement:** the service, represented by the hotel's dedicated service manager will devise in full cooperation and engagement of the hotel activity schedule to address issues raised by guests (collected through Direct Engagement or retrieved from Direct Response or reported by the hotel). These activity schedules will be managed by the service manager to ensure that the hotel fully benefits from the already agreed changes.

THE RESULTS

The experience of the service to-date has proven that the goals it has set to achieve are attainable. Existing clients have seen their ranking on TripAdvisor.com improve with single digits within months of launching Sentiment Management, competitive sentiment positioning on OTA channels like Booking.com has also moved the needle of presence, better conversions, better rankings and better revenues and profitability.

The secret sauce here is the combination of the three staged approach and the full hotel engagement. That ensures a long-term sustained quality assurance, raising not only the hotel's income but also its long-term asset value.

SENTIMENT MANAGEMENT SERVICE

As a service provided by Beehive Hospitality it is fully based on the key company values:

FAIRNESS, OPENNESS, PROFESSIONALISM, HONESTY, CLIENT VALUE ADD, RESPONSIBILITY, FRIENDLY SERVICE

As a managed service each hotel gets:

- dedicated service manager – personally responsible for the delivery of the hotel's targets
- daily departures and on-site guest solicitation for experience feedback
- on-desk printed (professionally designed) “We Care” during-stay solicitation cards
- individual daily attention by their service manager: reviews and prepared responses as well as follow-up on



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- a weekly progress report, status of cases and activity schedule status
- a weekly follow-through call with their respective service manager to clarify (at length issues); The hotel will also hear (by email and by phone) from the Project Manger immediately if there is an urgent issue of service recovery before the weekly review
- Monthly progress report – outlining trends and progress along the three levels (sample of an existing live hotel monthly report attached)
- Reporting tool: should the hotel already subscribes to a reputation management tool, the Sentiment Management Service team will be happy to make use of that tool. The team is well versed in all major tools on the market at present. Where such tool has not been purchased, one will be offered to the attention of the property.
- bi-monthly hotel visit for face-to-face workshops, to ensure accurate knowledge of the hotel specifics and follow-through of the activity schedules with all stake holders of the hotel.
- Quarterly senior managers reviews (COO/CEO/VP Sentiment Service of Beehive Hospitality will attend the call with the hotel)

The professionalism promise of Beehive Hospitality relies heavily on its well trained and highly motivated associates. To achieve this consistently, the service manager associates are selected amongst experienced professionals from the industry who have held management positions in their respective departments and are fully qualified to understand the workings of a hotel, horizontally and along its verticals. Each service manager undergoes a rigorous and continuous multifaceted training and is fully versed in the processes of the Sentiment Management Service. In addition to that their language skills are extended to ensure accurate expression in tone and vocabulary specific to the field and each hotel. Each service manager speaks fluent English as a base. The service is also available in French, German and Spanish.

The Value-add is ensured by the successful delivery in conjunction with the highly competitive pricing offered from this European based service.



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GETTING THE SERVICE

Once the enquiry is received by Beehive Hospitality's sales team, the hotel will receive a preliminary report which will establish a base line. With that report, the hotel will receive their service agreement. Upon signature and completion of the perambulations of the contract, the service will require a month of preparation, followed by three months of a winding up. After that period it will be possible to have visible and conclusive results. The four months are the minimal term of contract and a Proof of Concept for each hotel. Following the trial, past the quarterly review call, the hotel will enter in one year, auto-renewal contract. The service fees are payable monthly.

To send your enquiry please email services@beehive-hospitality.com or scan the QR code below:

