



The Company

Point A Hotels use the insights they get from GuestRevu to deliver on their brand promise

As a young brand, management of **Queensway Group's Point A Hotels** find it important to be flexible, evolve, and find their place in an ever-shifting industry. But, as Queensway Group's Head of Marketing, Dina Soliman, explains, from Point A Hotels' start in March 2017, "we were very clear on our brand promise and what value we're bringing into the marketplace."

It's the promise of **bringing heartfelt hospitality back into the affordable segment** that sets Point A Hotels apart from their competitors, and GuestRevu helps the group to make sure that they're delivering on that promise in every property, and at every level.

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We're a very customer-centric business. People are central to everything we do... So without our ability to measure and respond to guest feedback, we wouldn't be able to evolve as a brand.

– Dina Soliman, Head of Marketing



QUICK OVERVIEW



CHALLENGES

- > Knowing what guests expect
- > Finding technologies that integrate well
- > Maintaining consistency and managing teams across multiple properties



SOLUTION

- > Understand, meet, and exceed guest expectations
- > Use a single, consolidated platform to track feedback and monitor trends
- > Measure guest experience to ensure consistency across their properties



RESULTS

- > Making informed operational decisions based on guest insights
- > Achieving consistency in staff training
- > Simplifying processes with integrated technologies
- > Using valuable reports and metrics on a daily and weekly basis

The Challenges

Establishing a young brand's identity by understanding guest expectations, incorporating new tools into existing tech stack, and **maintaining consistency across properties**



Knowing what guests expect

Brand management was looking for technology that could help them understand their guest experience. Hearing from guests via online review platforms gave a high-level overview, but **lacked the insights that were needed to understand what they were getting right**, and where they were falling short of guests' expectations.



Finding technologies that integrate well

In order for any new technology to be effective and fit into, or improve, the processes that were already in place, it would **need to work in conjunction with the tech stack that Point A Hotels already had in place** — from their Guestline Property Management System, to their online review platforms.



Consistency across multiple properties

Without getting direct feedback from their guests, it was **difficult for management to measure how consistent their guest experiences were across their properties**, and to make sure that staff were receiving the training and guidance that they needed to deliver on the group's brand promise.



The Solution

A simple and responsive **direct guest feedback and online reputation management** solution that provides consistent insights and offers value for money

"We looked at three criteria that we were measuring different platforms on," explains Dina.



Simplicity



Customer service



Value for money

"One was simplicity," she says, "so our ability to look at our business as a snap shot, through a simple dashboard that's intuitive... Obviously responsiveness and customer service... And thirdly, obviously, value for money. No business will look at a different platform without calculating whether the value for money is there."

"GuestRevu came across as superior for our needs across those metrics."

Thanks to GuestRevu's intuitive software, **world-class customer support**, and the consistent insights that the system helps hotels get from their guests, Point A Hotels are able to:

- > Understand, meet, and exceed guest expectations
- > Use a single, consolidated platform, which integrates with their Guestline Rezlynx PMS, to track feedback and monitor trends
- > Measure guest experience to ensure consistency across their properties



I would definitely say that any hotel business should have a platform that would enable them to listen to the voice of the customer. For us, GuestRevu worked perfectly well, and I wouldn't hesitate to recommend them as a partner. They have been fantastic, service-minded, and have been very collaborative with us, so definitely a good partner to work with.

– Dina Soliman, Head of Marketing

The Results

Getting and using **valuable insights into guest experience**, implementing collaborative technologies, and **achieving consistency across the board**.

"The great thing about GuestRevu," says Dina, "is that at Point A, we use it on a daily basis. It's in our daily processes, it's in our language." Since implementing GuestRevu, Point A Hotels have developed a better understanding of what their guests experience, what they expect, and how they can not only meet those expectations, but exceed them.



Making informed operational decisions based on guest insights

Thanks to consistent and detailed feedback, management are able to better understand what it is that their guests want and need.

"It's always interesting to listen to what is most important to the guests," Dina explains. "And not just to what's important, but what surprises and delights them."



Simplifying processes with integrated technologies

GuestRevu helps Point A Hotels to collect data from a number of online review sources, consolidating them into an intuitive dashboard, and making it easy for staff to address any concerns or compliments that arise. Not only has this simplified the process of finding and responding to reviews, but it has also become easier for management to make sure that the responses that are being left are consistent.



Achieving consistency in staff training

"The great thing working with GuestRevu's team was that they were pretty much available at any time, but also that we were able to deliver training just through Skype. And our ability to share the screens, and just get the teams in the room to try different things and create the different dashboards and reports was great, because it was accessible and it was easy enough to replicate."



Using valuable reports and metrics on a daily and weekly basis

"We use GuestRevu on properties in handovers, or in our daily huddles with the team," says Dina, "but also in the leadership team. When we meet every Monday... one of the biggest metrics that we always look at is what guest feedback we have received over this last week, whether in aggregate as a group, or on property level."

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I have to say, GuestRevu has been fantastic... There's nothing that's too much trouble. They're always at the end of the phone, and they always deliver on time and are always in contact with us. So we've been very happy with that.

– Dina Soliman, Head of Marketing



Examples of how GuestRevu has helped Point A Hotels in measurable ways



There are different systems that we work with, and different partners, and **GuestRevu has been working very well, very collaboratively with the different partners that we have** on the other systems to get the APIs done, and to get the integration done across the board, so that we are able to look at our business in a single view, in a single customer view that would allow us to deliver on our brand promise.



Through GuestRevu feedback, we realized that **Point A Hotel brand's guests tend to be more environmentally conscious than the average consumer.** When we evolved our breakfast proposition, we took away, as much as possible, any plastic packaging, anything that is deemed to be environmentally unfriendly... [because] they told us they do not want to see any plastic in our to-go packaging for the breakfast offering.



One of the things we were always debating was whether to put tea and coffee facilities in the rooms. **There is a perception in business that tea and coffee facilities are absolutely essential. However, we wanted to validate that, so we looked at GuestRevu...** and the answer was clear. There was no debate anymore, because we were able to validate that quantitatively through the voice of the guests, and not through any personal opinion.



It was interesting how many times our guests mentioned mood lighting [in our surveys], and how this was a kind of sprinkle on the whole stay that allowed them to be playful, to tailor the lighting to their mood, and it just **created a very different level of experience.**



One of the tools we use is the Net Promoter Score. **It's the one criteria that we look at to see whether we are delivering on our brand promise consistently.** So, having this ability to have the standardised metrics across all of our properties is hugely important to us."