



The Company

The Crazy Bear Group get invaluable real-time data through GuestRevu

From their humble beginnings as a small pub in Oxfordshire, the **Crazy Bear Group** has grown to encompass numerous hotels, restaurants, and even its own farm. As a growing luxury lifestyle brand, it is essential for the group to attract not only new guests, but foster brand loyalty with existing clientele, and this is where having **a guest feedback partner to both encourage and process feedback** is vital.

With GuestRevu, Crazy Bear's staff are able to engage with their guests and the group's management get the **real-time feedback that they need to make operational decisions** and grow.

“

We can collate feedback, we can understand trends, we get hot alerts, which allows us to focus in on problem areas and either deal with a particular guest there and then, or just understand trends.

– Laurence Wall, Director of Operations



QUICK OVERVIEW



CHALLENGES

- > Collating information from comment cards
- > Assuming what guests want and need
- > Encouraging guests to leave feedback



SOLUTION

- > Identify trends in direct feedback and online reviews
- > Engage with each of their guests
- > Make informed operational decisions
- > Continually improve on the experience offered to guests



RESULTS

- > Improving their guest satisfaction
- > Getting more feedback from their guests
- > Getting collated and constructive insights
- > Increased and improved TripAdvisor results

The Challenges

Outdated technology, making operational decisions based on assumptions about what guests want and need, and motivating guests to leave feedback



Collating information from comment cards

“We had internal comment cards but, it's old technology” says Laurence. “In a fast-pace business like this, it's not something that we can measure in the way that we need to.” Rather, **dissecting comment cards had become a laborious, manual process**, which led to useful information often falling through the cracks.



Assuming what guests want and need

Without detailed feedback, Crazy Bear were finding it **difficult to spot trends in their guest experiences**, and found themselves using suppliers and allocating staff based on their assumptions about what guests were looking for, rather than on what guests actually wanted and needed.



Encouraging guests to leave feedback

“We had lots of customers coming through the business,” Laurence explains, “but they were here on one-night stays. Those types of guests are less inclined, we find, to leave feedback, unless they're encouraged to do so.” **Management wanted to receive insightful feedback from guests**, but didn't have a platform to do so.



We get specific reviews, from specific guests, so that we can target negative feedback and see where more training is needed.

– Laurence Wall, Director of Operations

The Solution

A real-time, easy to use **direct guest feedback and online reputation management** solution

GuestRevu's **online survey and reputation management solutions** with TripAdvisor integration and **group reporting** give The Crazy Bear Group the tools and insights that they need to:

- › Identify trends in direct feedback and online reviews
- › Engage with each of their guests
- › Make informed operational decisions
- › Continually improve on the experience offered to guests

The Results

Getting the feedback to **understand, meet and exceed guest expectations.**

The Crazy Bear Group are now able to engage with their guests more fluidly, and not only get more feedback, but the kind of real-time data that can inform management decisions and help them to meet guest expectations.



Improving their guest satisfaction

"I think our **guests feel a little bit more looked after** in a traditional sense when they get a questionnaire," Laurence explains. "It looks more professional and it certainly appears as if we care a great deal more. And we do! **We do want their feedback, we do want to improve**, and we want our guests to understand that they're an important part of our journey."



Getting collated and constructive insights

Without the monumental manual effort that comment cards required, the Crazy Bear Group are getting the insights that they need to **make the right decisions for their properties**. "We can collate feedback, we can understand trends, we get hot alerts," Laurence explains, "which allows us to **focus in on problem areas** and either deal with a particular guest there and then, or just understand trends."



Getting more feedback from their guests

Not only is the Crazy Bear Group hearing more from their guests, but management are able to put this feedback to better use as well. "The feedback that GuestRevu provides us with has allowed us to **identify high performing members of staff**, and areas where we're weaker, in a much more fluid, live manner," says Laurence.



Increased and improved TripAdvisor results

"TripAdvisor is massive for us," says Laurence. And, with the help of GuestRevu's TripAdvisor integration, the Crazy Bear Group is getting a whopping **432% more reviews**. What makes this even better is that the ratings for these jointly collected reviews are **16% higher** than the feedback that the group receive organically through the review giant's site.



I wouldn't hesitate recommending any hotelier puts this platform into use as soon as possible. The insights we've gained from GuestRevu have been absolutely valuable to our business and I couldn't recommend it highly enough.

– Laurence Wall, Director of Operations

