



the royal guest house assesses service strengths and weaknesses

customer: the royal guest house

The Royal Guest House (part of the River Hotel Group) is an elegant 12 bedroomed guest house in a small, seaside town. For manager, Bianca Grobbelaar, “instantly knowing your strengths and weaknesses” is the key to her GuestRevu experience. “Without the questionnaires, you miss out on so much information – without them you run the risk of only hearing the bad bits and you actually miss out on [hearing from] the people that just had a good time, and still have so much valuable input”.

In its first month, the resort received its highest number of TripAdvisor reviews ever.



the challenges: manual methods limited and time consuming

Like the majority of guesthouses of its size, The Royal Guest House had comment cards for guests to fill out in their rooms and reception – all of which ended up being filed and put away. “There was no culture of actively asking for feedback” or reporting on it, said Bianca.

When approached by GuestRevu, The River Group immediately saw the potential in transforming their business’s processes to automate their guest feedback and make it central to the management of their properties.

“...There are so many other benefits from it, like being able to accurately assign budget to areas that need improvement and see immediate results”.

the results: more reviews and deeper insights

Being a small guest house, The Royal Guest House’s staff members often have an almost personal relationship with a lot of their guests – especially those returning for another visit. Bianca says, “automating their guest feedback process was a revelation for the team, as they found guests much more comfortable giving honest and detailed feedback when offered the chance to fill out an online questionnaire that is emailed to them after checkout. They can fill it out in their own time and without having to worry about any confrontation with staff they feel they know well”.

“Even if someone is unhappy, I feel like you get a far more accurate response when they fill out a questionnaire online as you can get to the crux of an issue without any emotions. The delay also sometimes allows aggravated guests to



Bianca Grobbelaar,
General Manager,
Royal Guest House





calm down before giving a review”.

When the TripAdvisor integration was incorporated into GuestRevu, the guest house immediately embraced the functionality and was rewarded with an increase in their ranking.

bonus: management success

One of the biggest challenges consistently faced by Bianca as a manager was how to consolidate all of the feedback data into a form that she could actively manage and monitor without adding to an already growing paper trail. GuestRevu gave her exactly this – and more.

“You know where to spend your budgets, you know where to focus training, you know where to motivate staff or where to paint”, says Bianca, and, from a guest relations point of view, “there is nothing worse than hearing from someone who heard from someone else that a guest was unhappy. Now you have the opportunity to be the first to learn of it and the first to respond”.

Time is a manager’s most valued asset, and so GuestRevu’s instant notifications and reports made a huge difference to Bianca – “for organisation and prioritisation, it is the only way forward,” she says. “The automated invitations mean there is contact with each and every guest after checkout with no input from me, and, when dealing with responses, Hot Alerts ensure that unhappy guests are always prioritised, and at the click of a button a guest’s response details and history can be accessed”.

“The reporting looks great and really conveys a great deal of relevant detail to superiors when reporting at the end of the month. The more information you have the easier it is to put issues that come up into perspective”.



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