

Having trouble  
responding to  
your reviews?  
**Take a note  
from these  
guys!**

# 5 Examples of Managers Responding Like Rock Stars

**TRUSTYOU** 

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[www.trustyou.com](http://www.trustyou.com)

TrustYou always emphasizes the importance of responding to reviews. Why? It's a reliable, genuine way to show consumers that you care. Guests that have written reviews will be happy to know that you are listening to their feedback, and prospective guests see a hotel or restaurant with competent, sympathetic staff ready to give their best to make sure customers are happy.

So let's take a look at some examples of perfectly crafted responses!

★★★★☆ 10/15/2013

Came here with a group of 7.

The table shared a jumbo appetizer (forget the name, it's \$20) which was really good. The boyfriend & I ordered 4 Angry Orchards & shared a legendary burger (14.95). REALLY good, sad I didn't get to finish my half! Our bill total was around \$43 + tip. Obviously, the appetizer wasn't on our bill. Lol.

Our server was Melissa. She was friendly, attentive, & personable. She dealt with our crazy party well. My brother kept ordering duckfat shots, not a common drink, & she was able to make them no problem. :-). PRE-shots they were crazy & AFTER all those shots, they were even louder, & our server handled us well even though the restaurant was busy also. She definitely helped make our experience. :-).

Was this review ...?

💡 Useful 2   😄 Funny 1   ❄️ Cool 1

🔖 Bookmark   ✉️ Send to a Friend   🔗 Link to This Review

Comment from Scott B. of Hard Rock Cafe Hollywood 10/18/2013   ⏪ Hide

 Hi Vanessa,

Thank you for the great review of our cafe! We work really hard to serve the best food in a great environment, and I'm glad to see those efforts pay off on your last visit. I will make sure that Melissa gets the recognition she deserves :)

Please introduce yourself to me the next time you come in, and I'll make sure you get the 5-star treatment you deserve.

Hope to have you back soon,

German Crespi  
Assistant General Manager

This manager does a great job of thanking the guest and complimenting his staff. Plus, he personally invites the guest back and signs off with his name. We predict this guest will be returning (along with anyone else reading the manager's response).

Notice how heartfelt and enthusiastic this particular reply is? Plus, the manager acknowledges the negative part of the review by announcing a solution. The negative has become a positive - and we want to try that new menu!

### “another perfect stay”

★★★★★ Reviewed 6 days ago **NEW**

We have stayed at this hotel multiple times and the high quality of service and attention to detail remains. The staffs is amazing the rooms have been comfortable and immaculate.

In past years we have stayed at The Four Seasons when we've been in Phila.

Now we wouldn't dream of staying anywhere other than Hotel Monaco.

The only thing that needs improvement, in my opinion, is the quality of the food in the on-site restaurant. This seems to be an issue at quite a few Kimptons that operate the restaurant rather than have it run but an outside entity. (although we had room service twice and it was excellent)

**Room Tip:** become an inner circle member. great perks.

[See more room tips](#)

**Jessica L, Manager at Hotel Monaco Philadelphia, a Kimpton Hotel, responded to this review**

**2 days ago**

Thank you so much for your amazing review! I'm happy to hear that you've found us and are never letting us go. I'm going to let you in on a secret.... We have a new executive chef starting with us very soon. I'm excited to have you come back and try his new menu!

Thanks again,  
Jessica

## “How come everybody here is so nice?”

○○○○○ Reviewed 4 weeks ago

Lots of small things add up to the best imaginable hotel stay. A glass of wine for the late arrival after a very long drive. Someone in the elevator lobby to make sure the key card-operated elevator experience works smoothly. Advice on less expensive alternatives to the hotel's valet parking. Never making you feel like you're asking for too much, and dealing with complaints rapidly and thoroughly. Looking really glad to see us. And of course the goldfish.

Everyone is so nice because we have the best guests! And we've figured out what makes every guest happy: coffee in the morning, wine in the evening, and a friendly fish to come home to. Honestly, we're just here to help with whatever you need.

Thanks for the love!  
Jessica

In all fairness, it would be tough to write a bad response to this glowing review. But this manager really nails the response. It is so genuine and natural, and she even takes the time to compliment the guests!



immoray22

Purpose Of Travel: Family

SPG: Non-Member



MONTH OF ARRIVAL:

Jan 2013

## EXCELLENT STAFF

January 21, 2013

I had made reservations for my brother and his wife for their wedding night! When I told the receptionist she uprdaded me to a King suite. Overall experience with the staff was excellent!

✓ Yes, I recommend this hotel.

Was this review helpful? Yes 0 No 0



[Reply](#)



Starwood

Starwood Hotels

GUEST EXPERIENCE TEAM

## DEAR IMMORAY22,

January 24, 2013

Thank you for posting a review! We have passed along your praises to our front desk associates. We hope your brother and his wife had an excellent stay!

Was this review helpful? 0 0



Management responses don't have to be long, especially when responding to a positive review. This management response gets right to the point. And it is great because it compliments the staff and is completely personalized.

## “Beautiful Hotel... Grumpy staff”

●●●○○○ Reviewed 3 weeks ago

I booked this hotel for my boyfriend and I to get away before he shipped for military boot camp. The overall hotel is GORGEOUS! We stayed in a suite at the top of the hotel which gave us an AWESOME view of the water. This room had so much to enjoy: A huge Jacuzzi tub; a spacious standing shower with glass doors; and a big comfy bed and nice flat screen television. There was also a big balcony where my boyfriend and I sat to look at the water. The view from there is STUNNING at night. I was surprised that valet parking was mandatory and that this hotel took such a huge security deposit for the rooms. I also did not stay on the balcony for too long because of the smell of the stagnant water. I should have known when we pulled up next to 3 Mercedes and an Aston Martin that we would stick out like a sore thumb! When we walked into the lobby, my boyfriend and I were treated like we did not belong there, so we only stayed there for one night. This was my FIRST bad experience at a Kimpton hotel. I ALWAYS used to book with them and I have not since this trip. This hotel is definitely not a place for middle class people to travel to unless you go above and beyond to look flashy. The overall ambience was impressive though!

MsHoneySmile7

Thanks you for sharing you feedback from your stay. We appreciate your kind words about our comfy and modern rooms with stunning views and EPIC's overall ambience and design. However, we are saddened to hear your comments about our hospitality and service. We are usually known for our attentive and friendly staff, who treats each guest with the same respect. We are truly sorry you felt differently and therefore like to apologize. We hope you will be giving us another chance and returning to our hotel in the future.

EPIC wishes,  
Jacqueline Ploettner

When responding to a negative review (although, in this case, it's not entirely negative), it's always important to apologize, address all specific concerns and invite the guest back. This management response follows all guidelines to responding to a negative review and does it in a matter that is authentic and sincere.

# About TrustYou

TrustYou's mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences.

TrustYou is an online reputation management company specializing in the hospitality industry. We aggregate all reviews across the internet and compile updates, sentiment and trends into one central dashboard for hoteliers to understand what is being said about them online and proactively manage its reputation.

We also offer hoteliers free survey solutions to gain more reviews and push them to sites like TripAdvisor, as well as marketing tools like the TrustScore. Learn more about us here: [www.trustyou.com](http://www.trustyou.com) or [contact us](#) for a free demo.

