

Using Surveys for Market Research

USING SURVEYS FOR MARKET RESEARCH

Guest satisfaction surveys can be used for many things: there's the obvious direct guest feedback, followed by improving a hotel's rankings on its own and third party sites, and then there's the market research feature. This last feature is a big functionality that should be used very conscientiously. TrustYou, for example, allows hotels to segment off a portion of guest surveys for internal market research purposes. It's important that surveys still serve the primary need of gathering valuable guest feedback, but as long as you're accomplishing that goal, you're able to use your market segments from your property management system (PMS) to customize surveys to different groups.



BENEFITS OF USING SURVEYS FOR MARKET RESEARCH

GUEST SEGMENTATION

You're able to use your market segments from your property management system (PMS) to customize surveys to different groups. For instance, if you'd like to know more about how your Rewards guests are enjoying your special arrival amenity, you can gather that information and then use your results to redevelop the amenity and/or market the amenity to other Rewards guests.



DEEPER INSIGHTS

Perhaps you'd like to look at the areas where your property is receiving the lowest sentiment scores, but don't want these details included in your public review scores. For example, say your rooms are scoring low and you'd like to gather more feedback based on gender and age breakouts so you know how to shift your outreach. Maybe this ends up looking like a special room upgrade promo for your Baby Boomers that have higher standards.

SEGMENTING YOUR CUSTOMERS

You should segment your customers based on your business objectives. Some of the most commonly used parameters are:

- **Demographic:** gender, age, marital status
- **Geographic:** city, country, zip code, language
- **Behavioral:** loyalty program member, brand, etc.
- **Other:** Room number, booking source, etc.
- **Type of travel:** business vs. leisure, couple vs. family, etc.
- **Purpose of stay:** event, accommodation, restaurant, etc.
- **Behavioral:** device used, etc.
- **Psychographics:** income, lifestyle, personality characteristics, hobbies, other favorite brands, etc.

The image displays two overlapping screenshots of a survey interface. The top-left screenshot shows a survey with a 10-point overall score, a 'Type of Trip' question with radio buttons for 'Business' and 'Leisure / Personal reasons', and a 'How were you travelling?' question with a dropdown menu. The top-right screenshot shows a similar survey with a 10-point overall score, a 'Type of Trip' question, and a 'Have you used the meeting rooms in our hotel?' question with a dropdown menu.

TrustYou's guest satisfaction surveys allow for unlimited custom questions, all of which can be used for segmenting survey responses. TrustYou also allow hotels to create multiple surveys, so different data can be collected from different traveler segments (your hotel may have different questions for those attending a conference at the hotel vs. a leisure traveler).

SETTING UP SURVEYS FOR BEST RESPONSE RATES

Good surveys have higher response rates, are easier to complete and provide accurate, reliable information that can help efficiently guide your decision making process. Here are some tips on how to set them up for success!

KEEP SURVEYS SHORT AND TO THE POINT

The more questions you ask, the fewer respondents will complete your survey. Keep your surveys as concise as possible to ensure you're getting the best response rate.

MAINTAIN A LOGICAL STRUCTURE

Carefully plan the flow of your survey with consistent, logical sequencing. It is a good idea to start with more general questions and gradually move more detailed questions. If necessary, finish with any important demographic questions, and make sure to explain why you are asking these questions, and let customers know that answers will be kept confidential.

SETTING UP SURVEYS FOR BEST RESPONSE RATES

MAKE SURVEYS FUN AND ENGAGING

Giving your survey an appealing design can help improve response rates. Varying response types (radio buttons vs. open text, etc.) will make your survey more interesting for respondents. Plus, adding fun graphic elements will keep respondents engaged so that you receive more feedback.



TrustYou's surveys allow hotels to fully customize layouts into their corporate branding, identity and tone of voice. All branding can easily be configured without knowledge of HTML/CSS styling, and TrustYou team members are available to consult on setup/look and feel. Creating surveys in your corporate identity allows guests to have a seamless experience with the brand and helps to increase conversion rates.

A screenshot of a web browser displaying a survey form for Mercure Salzburg Central. The form is titled "Mercure Salzburg Central" and includes the address "Stemmelstraße 20, Salzburg 5020". The survey text reads: "Thank you for staying at our hotel. We would like to ask you to take a few moments to complete a brief survey about your experience. Your feedback is very valuable to us as it will point us to what we are doing right and where we need to improve. We look forward to welcoming you back to our hotel soon." Below the text, there is a section for "Your overall score" with a progress bar showing 4 out of 5 stars and a "Good" label. The form also includes a "Title of your review" field with the text "Great accomodation overall" and a "Your review" text area. A clipboard icon is visible in the top right corner of the browser window.

KEY METRICS TO FOCUS ON

Surveys are powerful tools that provide great customer insights. But many hotels want more information about which metrics to focus on once they receive survey feedback. Let's take a look at some of the key metrics.



OVERALL SCORE

A hotel's overall score is the score that a guest gives for their overall stay. These scores allow hotels to quickly assess their performance. Performance scores are helpful in determining trends, pinpointing top performing hotels in a portfolio, and understanding how a hotel/brand stacks up to a competitive set.

KEY METRICS TO FOCUS ON

RECOMMENDATION RATE


The recommendation rate refers to the percentage of guests who would recommend the hotel to a friend. It is a strong indicator of whether or not a guest would plan to return to the hotel. The higher the recommendation rate, the more likely a guest would be to return.

SENTIMENT ANALYSIS

It indicates the sentiment of a particular aspect of the hotel/brand (like: service, food, room, internet, etc.). Sentiment analysis is useful in understanding what is driving positive or negative sentiment.

SENTIMENT ANALYSIS SUBCATEGORIES/REVIEW TEXT

These are subcategories from the sentiment analysis (service friendliness, room cleanliness, etc.) and full review text analysis for further texture and information from the sentiment analysis. Further analysis of sentiment adds texture behind the scores.



TrustYou
analyzes
120+
semantic
categories.

ABOUT TRUSTYOU

TRUSTYOU IS A CHAMPION FOR THE TRAVELER

Our mission is to positively influence travelers' decisions. We understand the untold challenges everyone faces in their quest to make good choices, especially when it comes to leveraging lots of opinions. Digesting these opinions, however, is now beyond any one person's capacity. And the volume grows faster than the marketplace's ability to adapt.

HOW IT WORKS

TrustYou searches, analyzes and distills hundreds of millions of opinions scattered across a vast, fragmented market. Our software as a service (SaaS) technology is sophisticated; our products are simple. TrustYou's unique semantic engine analyzes this treasure trove of disorganized content. Our algorithms automatically detect, collect, understand, score and rank. The output is incredibly compact and amazingly useful. Unique insights and visualizations enable travelers to improve their trip planning and industry players to improve their offerings. Data becomes intelligence.

PRODUCTS AND MARKETS

TrustYou's products are extensively used by suppliers – hotels, accommodations, restaurants – for an array of reputation management purposes and by intermediaries – OTAs, meta-search, destination marketers – to help travelers purchase wisely. TrustYou improves travelers' search-shop-buy experiences by providing intermediaries with structured data like Meta-Reviews (easy to digest, independent summaries of all verified reviews across the web). TrustYou enables hotels and destinations to provide travelers with better services and enhanced offerings by monitoring, surveying and acting on trusted feedback of their guests.

MOST IMPORTANT

TrustYou enables travelers with the most important thing: better travel experiences. And our passion to improve travel, tourism and hospitality experiences strengthens by the day. Finally, everyone can find meaning in the millions. Smarter travelers. Better experiences. TrustYou.