

TrustYou's

HOW TO

Guides



A Hotelier's Guide To
Setting Up Your Reputation
Surveys (GSS) For Success

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Why Reputation Surveys (GSS)

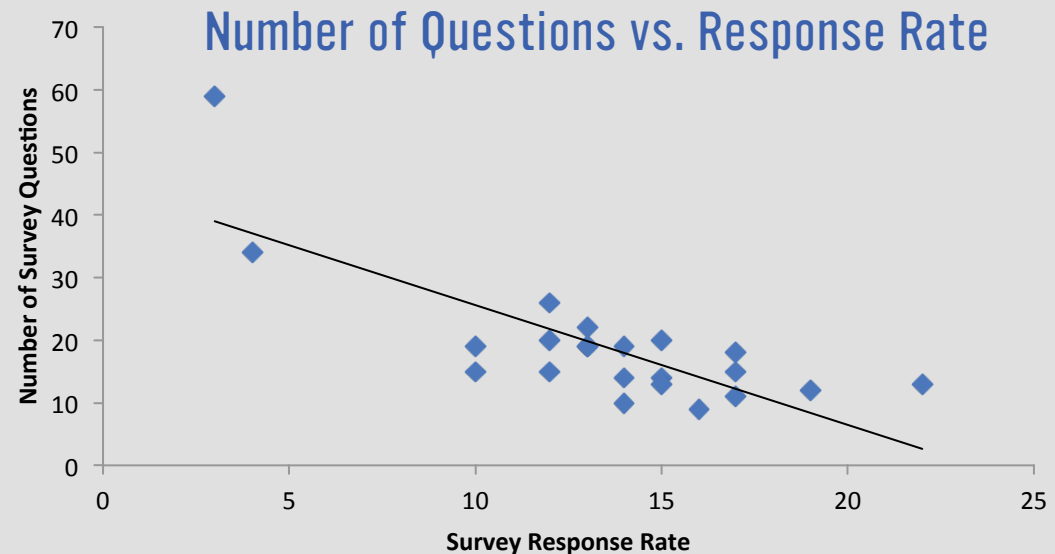
Reputation Surveys (GSS) allow you to gain valuable insights and market intelligence in order to improve services and stay ahead of the competition. Better yet, Reputation Survey responses can be distributed as reviews to your sales platforms. And more reviews = better scores, better rankings and more bookings. Ch-ching! Here are some tips to set your surveys up for success.

KEEPING IT SHORT

Let's face it; most people are happy to give their feedback, but aren't interested in spending all day doing it – we all have busy lives and fairly limited attention spans. When surveys are too long, you risk losing feedback for a variety of reasons: natural drop-off, boredom, and in worst cases, annoyance (guests don't like to feel like their time is being wasted). To avoid irritating guests, try keeping surveys short by only asking a handful of necessary questions that you want answered. The optimum time that it should take a guest to complete the survey is around 6-10 minutes. Some will stick around for 11-15 minutes, but longer than that, and response rates drop sharply.

The Link Between Survey Length and Survey Response Rates

Looking at Reputation Survey data and response rates from our clients, we've found that there is a clear link between the length of a survey and its response rate. For each additional question added to a survey, the response rate drops by 2.5%.



DEVELOPING A WINNING SURVEY

Consider your audience

Questions in the survey should be clear, concise, and specific. Write in a conversational tone and avoid using industry jargon that may confuse your guests. If your least informed guest might not understand the question, rewrite it.

Develop the right flow

Write surveys with a flow that makes logical sense to guests. Start with broad, easy questions like, “How was your overall stay?” These questions make the most sense at the beginning and help guests ease in to the survey. Then, move to more specific questions about their stay. Finish the survey with any demographic/personal questions that you may need answered. If you ask these questions, make sure to explain why, and give guests the opportunity to leave these answers blank.

Visualize

Visuals make a survey more fun to take. Adding in pictures and corporate branding is a great start. To really turn the surveys into something special, try making the questions themselves visual by incorporating different question formats and visual response buttons. This will keep guests engaged throughout the entire survey, so you gain more feedback.

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.

Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers and to use these authentic conversations to successfully market online reputations. 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.

Learn more about us here: www.trusty.com or [contact us](#) for a free demo.

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