



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Hospitality & Guest Services in the Hotel Industry [BMTIH4003]

Week 8 –
Reputation Management &
Customer Loyalty

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*

www.uwtsd.ac.uk



Phishing Awareness

- “Don’t Worry Students” email
- According to Phishing.org (2023), “phishing is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details, and passwords”.



Academic Misconduct

- UWTSD has a strong commitment to academic integrity which reflects the University's core mission
- Academic Misconduct will not be tolerated in any shape or form
- If a submission is deemed suspicious, the student will be invited to a Viva prior to an investigation by the Academic Office (AO)
- Do not work in teams – if you are found to share your work with another student, you will also be investigated.



PLAGIARISM

The logo for the UK Engagement Survey is located on the left side of the slide. It consists of three green rectangular blocks stacked vertically, with the text 'UK', 'ENGAGEMENT', and 'SURVEY' in white capital letters. A dark grey vertical bar is positioned to the left of the top two blocks.

UK

ENGAGEMENT

SURVEY

UKES Survey

The UK Engagement Survey (**UKES**) is the only nationwide undergraduate survey to focus on student engagement.

There are two ways for you to access and complete the survey:

1. Email: All students have received an email with personalised access.

2. Public links:

UKES

[Welsh link](#) / [English link](#)

If using the public link, students should sign in using the details below:

Username: student email

Password: uwtsd

Last Time...

- What is Corporate Culture?
- What is Service Culture?
- How to Create a Service Culture
- The Importance of Service Recovery
- Complaint Management
- Service Recovery Paradox (SRP)
- Employee Empowerment

Last Time...

- What is brand consistency?
- What is franchising?
- Hotel and restaurant ratings
- AA, AAA etc.
- Mystery shoppers

Recap Quiz

Question 1:

Which of the following three sentences best describes a Service Culture?

- A: An environment where employees are obsessed with providing superior customer service to guests.
- B: An environment where employee needs should always come before guest needs.
- C: An environment where the quality of service provided to guests is an afterthought.



Recap Quiz

Question 2:

Which hotel company did Marriott International acquire, making it the largest in the world?

- A: Stardom Hotels & Resorts
- B: Starwood Hotels & Resorts
- C: Starling Hotels & Resorts



Recap Quiz

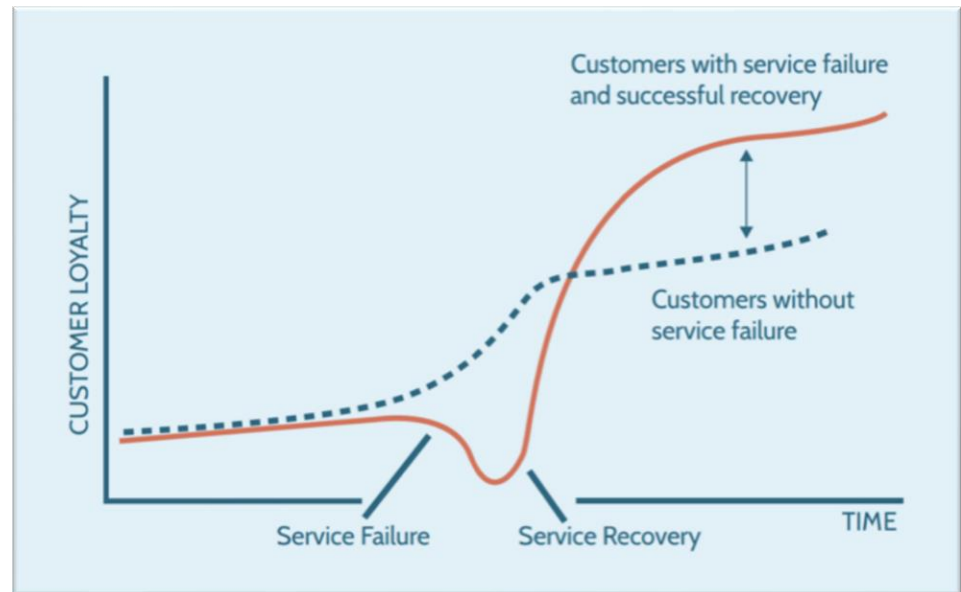
Question 3:

Which one of the following three statements about the Service Recovery Paradox (SRP) is *incorrect*?

A: The graph shows how the customer tend to become disloyal after a service recovery.

B: If second service failure occurs, the paradox disappears.

C: A customer's post-failure satisfaction exceeds pre-failure satisfaction.



Recap Quiz

Question 4:

The AA is one of the leading bodies for hotel star ratings. What does it stand for?

A: Automotive Association

B: Auto-manufacturer Association

C: Automobile Association



Recap Quiz

Question 5:

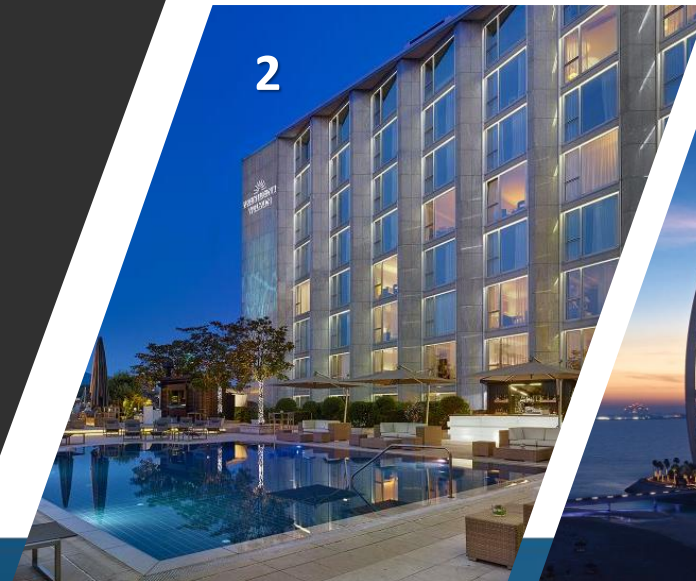
The pictures on the right depict three luxury hotels which have been acclaimed 7-star hotels by the press. What is their official star rating, and why?

A: 5

B: 6

C: 7

Can anyone name the hotels?





The Most Expensive Hotel Stay In The World

- 100,000 US-Dollars per night
- The Empathy Suite, Palms Casino Resort, Las Vegas

(LuxuryHotel, 2022)

Today's Content

Part 1: Reputation Management

- Social media influences
- TripAdvisor
- Digital management responses
- Guest reviews management



Tripadvisor

Part 2: Customer Loyalty

- The purpose of loyalty programmes
- How to increase customer loyalty





How did we do?

Please leave a review



Reputation Management

Group Discussion:

- What types of reputation management can you think of?
- What platforms have you heard of or used before to leave a review?

Type your answers in the chat box or raise your yellow hand.

Reputation Management

- According to Gartner (2023), Reputation Management is “the practice of influencing stakeholder perceptions and public conversations about an organisation and its brands. It includes monitoring perceptions and conversations, responding to reputation threats and proactively seizing opportunities to boost reputation”.
- It is part of a comprehensive organisational strategy that implicates most business functions in some capacity, including:
Communications, Marketing, Legal, Customer experience, Sales and loyalty
(Gartner, 2023)



What is Online Reputation Management?

- **Online reputation** refers to the image of a brand or business that is projected on the internet.
- **Online reputation management** helps businesses to protect their reputation by identifying and managing both positive and negative mentions across the internet.

What is TripAdvisor?

TripAdvisor is a website that contains advice, opinions, reviews and information on travel destinations and related products and services worldwide.

Its main purpose is to assist customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums.

TripAdvisor “Traveller Ranking”: ranks places of interest and/or tour operators on TripAdvisor, based on traveller reviews in accordance with the Popularity Index, using the same method as stated above.



TripAdvisor's Impact on the Hotel Industry



TripAdvisor's Impact on the Hotel Industry



It comes down to one simple fact: consumers trust other consumers.



Your volume of TripAdvisor reviews impacts your competitive positioning



Negative reviews always outweigh positive ones: which is why responding is critical

TripAdvisor's Fake Reviews



(Which, 2019)

Case Study: Travelodge



In 2019, Travelodge made headlines as part of TripAdvisor's fake review scandal.

Some Travelodge hotels received hundreds of 5-star reviews

At two Travelodge hotels, almost half of the hundreds of 5-star reviews – 48% and 40% respectively – came from first-time contributors. In contrast the figure for once-only 3-star reviews was much lower.

A red warning badge is issued to warn travellers that reviews may have been manipulated by the business.

Case Study: The Best 'Fake' Restaurant in London

'The Shed at Dulwich' was created as a hoax by journalist Oobah Butler in April 2017





Fake Reviews – What Does the Law Say?

- Fake reviews are a violation of the terms of service of all business review sites.
- Trading practices in the UK are covered under the **Consumer Protection from Unfair Trading Regulations 2008**.
- Trading watchdog, the Competition and Markets Authority (CMA), **took its first action against a company for posting fake reviews in 2016**.

Fake Reviews – Negative Impact



1. Fake reviews can destroy trust

- Customer will lose faith in online shopping.

2. Your Local Search Traffic Can Drop

- Google is based on data. Once Google knows that you are trying to game the system, they will be less likely to rank you for relevant local search terms.

3. Fines

- Expect to see this type of behaviour punished more regularly in the future.

4. You may appear too good to be true

- If your page is filled with nothing but glowing 5-star reviews, consumers are more likely to suspect you of gaming the system.



Fake Reviews

Group Discussion:

- Who is responsible for fake reviews?
- How can hospitality businesses spot them?

Type your answers in the chat box or raise your yellow hand.

Fake Reviews - Reasons

Online reviews heavily influence purchase decisions, but not every review is real. The problem of fake reviews can affect companies of all types and sizes.

Where do these fake reviews come from? Here are some common sources:

- **Service providers or vendors** that sell both positive and negative reviews, such as what you will find when you try to buy Google reviews;
- **Business owners and marketers** who write their own fake reviews to attract customers, including fake negative reviews of their competitors;
- **Former employees** who post negative reviews of their employers in retaliation for being fired or laid off;
- **Friends, family, and employees** who write positive reviews on behalf of a company or brand they are closely associated with;
- **Customers** who write negative reviews in order to get a refund, a discount, or some other benefit.

A red flag icon with a vertical pole, set against a white circular background with a gray border.

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Online Reputation Management

Group Discussion:

- What are the common mistakes often made by hoteliers when handling online presence and reputation?

Type your answers in the chat box or raise your yellow hand.

Online Reputation Management — Common Mistakes

1. They are nowhere to be found
 2. They are silent
 3. They are static
- A strong online presence will raise your awareness and bring you more bookings.



FEEDBACK

Online Reputation Management

Group Discussion:

- Why do we need to respond to both positive and negative feedback?

Type your answers in the chat box or raise your yellow hand.

Online Reputation Management

Management responses matter on TripAdvisor



88% of users say reviews impact their accommodation choices



80% of users believe a hotel that responds to reviews cares more about its guests



69% of users are less likely to book at a hotel that leaves aggressive/defensive management responses



60% of users would rather book at a hotel that responds to reviews

(TripAdvisor, 2022)



Online Reputation Management – Both Positive and Negative Reviews Matter!

1. Responding to positive reviews:

Be grateful and appreciative, thank them and tell them you hope they will consider you on their next visit to your area.

2. Responding to negative reviews:

Show empathy. Reply with tact, and do not get defensive. Apologise and offer compensation if necessary, and say how you will make sure it does not happen again. Even though you feel some reviews are unfair, you need to take the high road and be professional at all times.

Negative Guest Review Management

Task: Take 5 minutes to respond to the following guest review.
Share your responses in the chat box.



Afternoon Tea disappointing

“The winter menu had been put on since I booked. So it was burger and chips , not sandwiches. The food was cold when it arrived. One vegetarian option had no alternative to the scotch egg, so less food the service was awful, no one came in to give us clean plates for the cakes so we had to use the same plates the burger had been on. We had one drink and had to go and find staff to get another drink. The tea was again tepid and not nice. The milkshake was warm. All in all disappointing and would not recommend.”

[Read more](#) ▼

Date of stay: August 2021

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.



Helpful



Share

Positive Guest Review Management

***Task: Take 5 minutes to respond to the following guest review.
Share your responses in the chat box.***



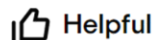
5 stars

“Stayed in this hotel last weekend and the service was amazing 10/10. All the staff were extremely friendly. I’d like to specifically mention the receptionist Katie who made our stay amazing from start to finish, her customer service was exceptional couldnt fault it. We will definitely be staying again.”

[Read more](#) ▼

Date of stay: October 2022

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews.



Helpful



Share

Reputation Management: Key Findings

Respond

Hoteliers must respond to both positive and negative guest reviews alike

Guest

Guest reviews impact purchase decisions (bookings)

Damage

Fake reviews can damage hospitality businesses' reputation



Part 2: Customer Loyalty



**CUSTOMER
LOYALTY**

Customer Loyalty

Group Discussion:

- What is customer loyalty?

Type your answers in the chat box or raise your yellow hand.



Customer Loyalty

- Customer loyalty is the likelihood that existing and previous customers continue purchasing from the same company.
- Marketing and customer service departments of many companies spend significant resources on customer loyalty.
- It is important for them to retain existing customers.
- There are many ways companies can boost customer loyalty. They can:
 - Maintain overall low prices
 - Offer multi-purchase deals
 - Have special offers
- They can also reward customers with regular loyalty discounts (loyalty programmes)



Customer Loyalty

- Investing in customer loyalty is more effective than investing in new customers
- Studies have shown that it costs significantly more to get new customers than to keep existing ones

1

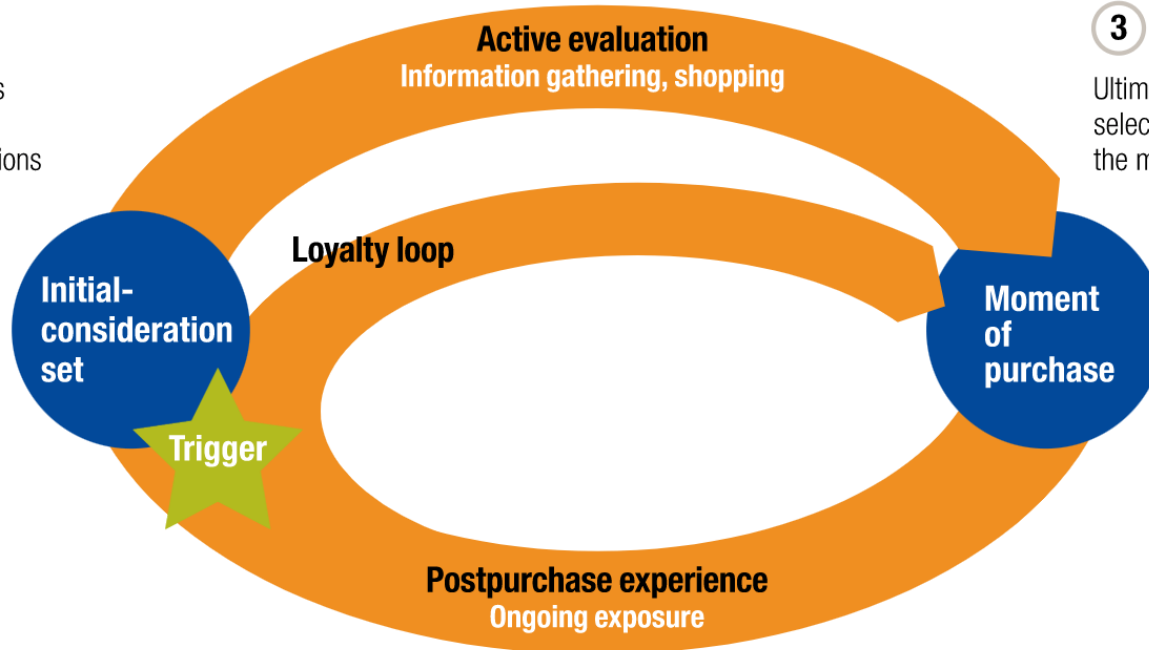
The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2

Consumers add or subtract brands as they evaluate what they want.

3

Ultimately, the consumer selects a brand at the moment of purchase.



4

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

▼ 10 Effective Strategies to Improve Customer Loyalty

1. Thank the customer for doing business with you
2. Always be there when customers need you
3. Focus on constantly delivering great experiences
4. Delight your customers by being personal
5. Create the WOW Factor in customer engagements

▼ 10 Effective Strategies to Improve Customer Loyalty

6. Make realistic promises – and be consistent
7. Anticipate customer needs and exceed expectations
8. Give customers something your competitors are not
9. Ask your customers for feedback and act on it
10. Build an effective customer loyalty programme



Customer Loyalty Programmes

Group Discussion:

- Can you name any customer loyalty programmes that you are familiar with?
 - How do they work?
- What are the benefits for both the company and customers?

Type your answers in the chat box or raise your yellow hand.

The Marriott Bonvoy logo is displayed on the left side of the slide. It features the word "MARRIOTT" in a white, sans-serif font above the word "BONVOY" in a larger, white, sans-serif font. The "O" in "BONVOY" is stylized with an orange underline. The entire logo is partially enclosed by a large, light gray circular arc.

MARRIOTT
BONVOY

Case Study: Marriott Bonvoy

Silver Elite

Gold Elite

Platinum Elite

Titanium Elite

Ambassador Elite

Case Study: Marriott Bonvoy



Member Benefits

0-9 nights per year

The possibilities (and points) are endless



Complimentary In-Room Wi-Fi

Stay connected. Members enjoy complimentary Wi-Fi.



Exclusive Rates

Enjoy exclusive discounted rates for Marriott Bonvoy members



Mobile Check-In & Mobile Key

Use our mobile app to check into your room, then use your phone as your room key.

Case Study: Marriott Bonvoy



Ambassador Elite

100 nights per year + \$20,000 USD qualifying spend*

Seize the whole day.



Ambassador Service

Dedicated Ambassadors available to assist anytime, anywhere.
Coming in mid-2023, personal Ambassadors will be available for all your travel needs.



Your24™

Get the flexibility to choose the 24 hours of your stay. Check in at 9 p.m., check out at 9 p.m. the day of departure – it's up to you.



Get 75% More Points

Get 75% bonus points for every eligible hotel purchase, including room rate, dining, spa, and more.



Other Hotel Loyalty Programmes

- World of Hyatt
- Hilton Honors
- IHG Rewards
- Accor LeClub

Case Study: Airbnb

- In 2018, Airbnb announced the launch of its loyalty programme *Superguest*.

“The Airbnb community is very loyal and guests are super excited about having a Superguest or some form of loyalty program.”

Greg Greeley (Airbnb President of Homes)

- Several months later, they decided to stop the launch of *Superguest*.

“We decided that it wasn’t differentiated enough, we didn’t have enough community involvement for us to launch it. So we’re actually back to the drawing board. We have nothing else to share on that, but I can tell you the team is waking up every day thinking about how we can have a great Superguest program for those loyal guests that are asking for it.”

Greg Greeley (Airbnb President of Homes)



Loyalty Programmes Gone Wrong

Group Discussion:

- What are the reasons behind failing customer loyalty programmes?

Type your answers in the chat box or raise your yellow hand.

Reasons Why Customer Loyalty Programmes Can Fail

Erroneous Reward Selection

Unappealing Rewards

Lack of Awareness

Scanty Communication
Management

No Emotional Connection



Tips to Run An Effective Loyalty Programme

1. Keep your loyalty programme simple so that your customers can understand it easily.
2. Keep an eye on your data to prevent fraudulent activities. If possible, set a limit on daily loyalty swipes.
3. Do not forget to offer tangible rewards for your potential customers.
4. Tiered programme is one of the best ways to reward your best customers with greater deals.



Tips to Run An Effective Loyalty Programme

5. Experiment and cultivate effective promotional offers for customers.

6. You need to remind your customers to use the earned points. Hence, send customised email/SMS messages based on buying habits.

7. Prepare and train your staff to passionately promoting the loyalty programme.

Customer Loyalty: Key Findings

Customer loyalty in the hotel industry is when a customer provides repeat business to a specific hotel location or chain.

Investing in customer loyalty is more effective than investing in new customers.

It costs significantly more to get new customers than to keep existing ones.



Part 1: Reputation Management

- Social media influences
- TripAdvisor
- Digital management responses
- Guest reviews management

Part 2: Customer Loyalty

- The purpose of loyalty programmes
- How to increase customer loyalty



Next Time...

Week 9: Industry Skills - Skills For a Career in Hospitality

- What is a skill?
- Hard and soft skills in the hospitality industry
- Transferable skills
- Hospitality skill requirements
- New skill requirements in hospitality
- Individual values and personality traits
- First and last impressions

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