



We write  
responses to  
your reviews  
and turn them  
into sales



Hotelspeaker  
We turn reviews into sales

# THE ROLE OF REVIEWS IS CRITICAL

It is a **FACT\***:

**82%** of consumers read online reviews

**97%** of review readers take in businesses' responses to reviews (+8 points vs last year)

**71%** of consumers say they're more likely to use a business that has responded to their reviews

Source BrightLocal 2019

.... **RESPONDING REVIEWS** gives your hotel a **COMPETITIVE EDGE**

(Even more so, if answers are professional, personalized and implemented fast)

\*<https://www.medallia.com/press-release/responding-social-media-boosts-companys-bottom-line-new-research-finds/>

At Hotelspeaker, we **KNOW** that WELL-MANAGED  
REVIEWS will **INCREASE YOUR**  
**RESERVATIONS**

(It is as simple as that)

# TOO MANY **BARRIERS** PREVENT YOUR HOTEL FROM ANSWERING FAST

"We do not have the time to respond to all reviews."

"We select the most important opinions. As a priority ... negative comments"

"I get defensive when I get a negative review"

"The number of reviews is constantly increasing"

"We don't speak all languages..."

"We have a tool to help us, but even with that, we can't do it ..."

"I would like to vary our responses to customers more"

...

(Answering reviews with care is a job in itself, and we know it)

# WE CAN **HELP** !

Hotelspeaker is a **tech/human** company responding to customer reviews **on behalf of management**, in sync with **the communication guidelines**

**Personalized**. Fast. Consistent. **In all languages**. Professionally. **24/7**

Backed up by scientific research in partnership with the **University of Ghent**

We combine **AI** and a large team of **expert writers**, to analyse every review with the utmost care and craft a personal response in the review's language

(Always in contact with you, as if we were parts of the walls)

# OUR SERVICE IS **QUICK** & **EASY** !

01/ WE CAPTURE INFO ENABLING PERSONAL RESPONSES	02/ WE CAPTURE ALL EXTERNAL AND INTERNAL REVIEWS	03/ WE RESPOND	04/ YOU STAY IN CONTROL !	05/ RESPONSES ARE PUBLISHED
<ul style="list-style-type: none"> <li>_ Characteristics of the business</li> <li>_ Specific communication instructions (tone-of-voice, special info,...)</li> <li>_ Upload of the info in our platform</li> </ul>	<p>Scanning for new reviews on all platforms: Google, Booking, Tripadvisor, Trustyou, Facebook,..</p>	<p>We provide a personalized &amp; unique response in the same language as the review</p>	<p>The manager approves on our user-friendly dashboard (this process can be automated)</p>	<p>We post the approved response on the original site of the review</p>

Our service can be integrated via API into other platforms to ensure a seamless UX

**DONE!**  
Hours of time saved !  
Reputation under control.  
The customer cycle has been closed qualitatively.  
Future turnover has been written !

# YOU DECIDE THE **FORMULA** THAT SUITS YOU BEST

From “AI-responses” to “full redactor responses”. Or anything in between based upon the filter you decide.

	SILVER LET US HELP YOU	PLATINUM LET US TAKE CARE OF EVERYTHING
REVIEW CAPTURING	Automated	Automated
ANALYSIS	Overview of the mood of all the reviews received, tops & flops, review languages used (global & per outlet)	Overview of the mood of all the reviews received, tops & flops, review languages used (global & per outlet)
REVIEW ANSWERS	<b>Our intelligent platform</b> proposes unique answers based on the review content, in sync with your communication style. Possibility to send a specific review to a redactor if you need help!	<b>Our redactors</b> write a unique & personalized answer to all your reviews in sync with your communication guidelines and taking into account your USP's. In all languages. 24/7. Flagging of reviews needing specific attention.
POSTING OF THE ANSWERS	Automated after approval	Automated after approval, approval can be organized at entity level

Our service proposes :

- Consistency in your review answers across platforms & countries, in sync with your communication guidelines
- 24/7, in all languages
- Unique & personalized answers (no templates) to maximize the impact on revenue, communication style adapted to the different countries & establishments
- Overview of the tops & flops mentioned in the reviews
- Flagging of reviews needing aftercare or more info to enable a qualitative answer

We always offer the **possibility to test our service**, no strings attached! (beware, it is very addictive 😊)



Contact us for more info, we will gladly help.

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