
Perfect Social Media Management – Mövenpick Hotels & Resorts increase their efficiency thanks to TrustYou Analytics

“Early on we were already paying attention to customer review portals and had engaged them accordingly. Today these sites have become so numerous that time became a concern and confronted each hotel team with new challenges, while simultaneously providing the possibility to serve clients individually,” explained Heiko Siebert, VP of Distribution at Mövenpick Hotels & Resorts. In turn, the hotel group has broadened its global online monitoring. As one of their first clients, Mövenpick employed TrustYou Analytics early on, to analyze the millions of guest reviews online. TrustYou Analytics semantically and statistically reviews guest opinions stemming from over 60 internet sources. „The influence of customer review portals and other social media sites on customer decisions has increased enormously, not only for Mövenpick Hotels & Resorts but for the entire travel industry. This trend will continue, and therefore it is important for corporations to engage Web 2.0 in a structured and professional manner,” said Heiko Siebert. Thanks to TrustYou Analytics, Mövenpick Hotels & Resorts have access to consolidated overview of worldwide and regional review sites. This summary furthermore includes a comparison to competitors, alongside the analysis of guest reviews and development for Mövenpick hotels.”

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Benjamin Jost, CEO of TrustYou, testified to the time Mövenpick saves by using TrustYou. „Our analysis tool is simple and intuitive for users and offers a complete overview of around 30 million web reviews,” he said. Millions of people publish praise and criticism about a hotel on hundreds of review portals. The analysis of these reviews serves both guests, who want to obtain information on a hotel sorted according to personal relevance and preference, as well as hotel managers, who want to measure their online reputation.



„We have determined that reviews have a direct influence on the bookings and conversion rates. More than four years ago we started tracking the web portals at high labor cost. With TrustYou Analytics this is much simpler: with the click of a button we can track the reputation of our hotels, react immediately to criticism, and capitalize on our strengths,” said Heiko Siebert.

ABOUT TRUSTYOU ANALYTICS:

TrustYou Analytics provides services to hoteliers and tour companies, allowing them a time-saving and uncomplicated reputation management. The analysis tool based on the technology of the meta search engine TrustYou (www.trustyou.com) can be accessed over the preferred web browser (such as Internet Explorer or Firefox). The search engine specializes in internet reviews and analyses all opinions and reviews that users trade on relevant review and booking portals, blogs, forums, and communities. The search results are based on a semantic analysis that differentiates between positive, neutral, and negative comments, made possible due to computer-linguistic and semantic technology developed by TrustYou GmbH with cooperation from the Center for Information and Linguistic Processing (Centrum für Informations- und Sprachverarbeitung (CIS)).

ABOUT MÖVENPICK HOTELS & RESORTS

Mövenpick Hotels & Resorts, a hotel-management company with over 12,000 employees, is represented by over 90 finished or progressing hotel establishments in 27 countries in Europe, the Middle East, Africa, and Asia. The international hotel group with Swiss roots is expanding rapidly and plans to have increased its portfolio to 100 finished or progressing hotels by the end of 2010. With two types of hotels (business and conference hotels and holiday resorts), Mövenpick Hotels & Resorts has positioned itself firmly in an upper echelon. The hotel group stands for quality, reliability, and care with a personal touch and belongs to the Mövenpick Holding (66.7 %) and the Kingdom-Group (33.3 %).

TRUSTYOU ANALYTICS – SOCIAL MEDIA MANAGEMENT FOR HOTELS

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