

TRUSTYOU 
the standard for reputation

Online Reputation Management in Hospitality

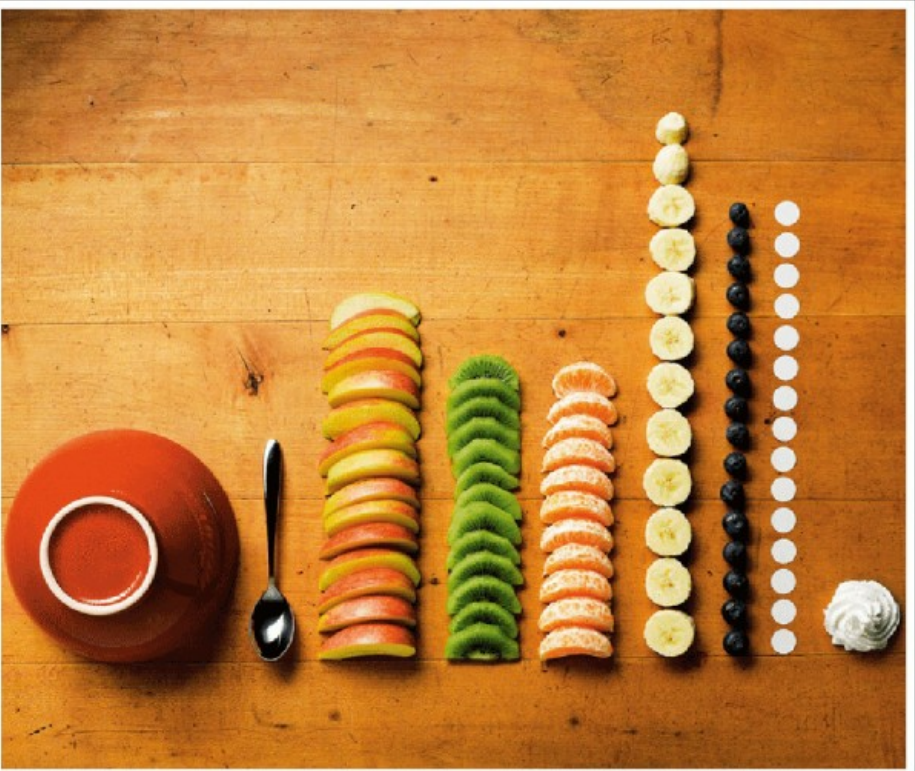
Larisa Huremovic
SEPT 12, 2012



TRUSTYOU 
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请勿乱扔杂物

≡≡≡≡≡≡≡≡≡≡

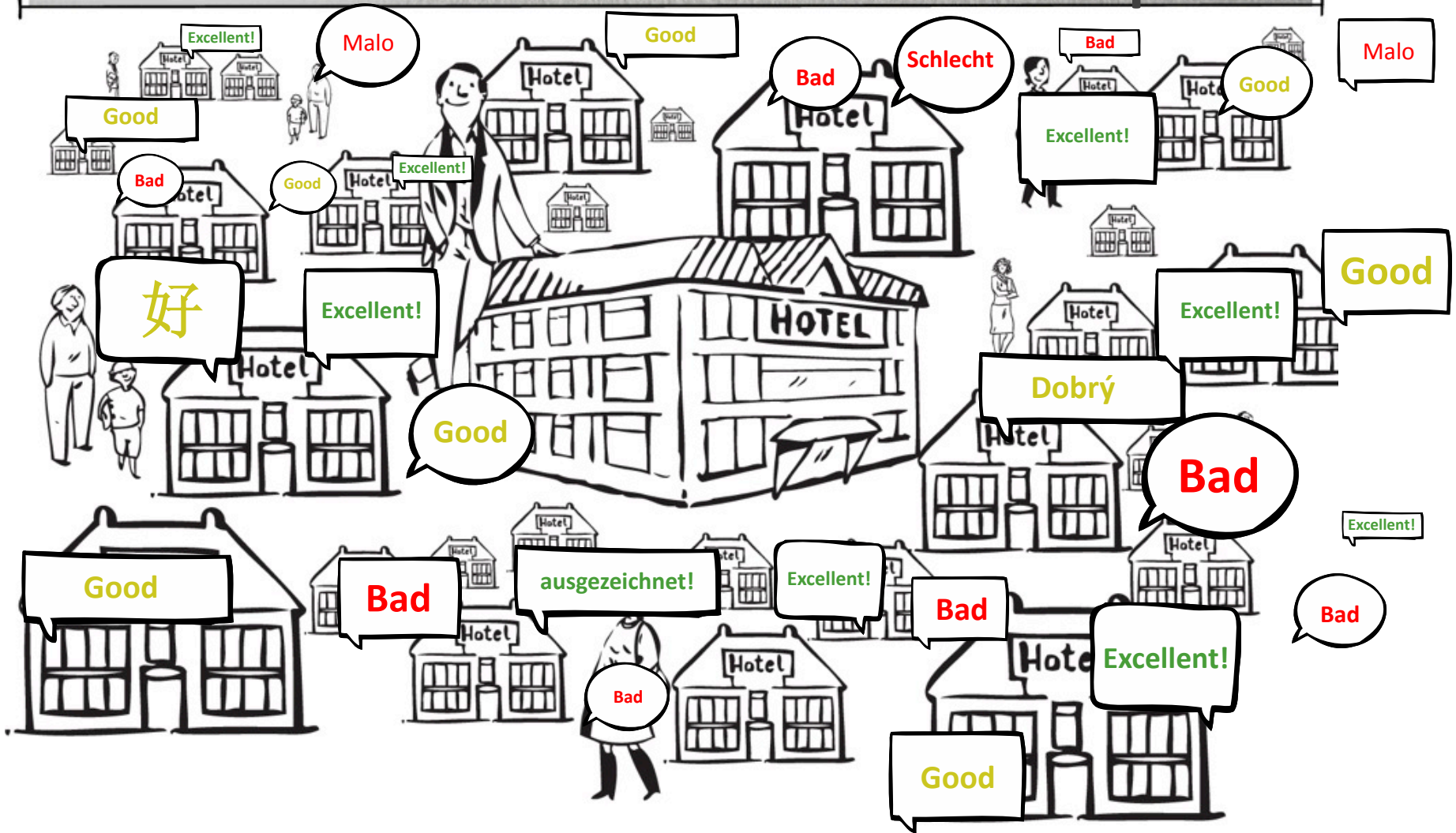
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What's Your Reputation?





Influential Features in Travel Planning (Incidence of Slightly/Very Influential)



Question: Please indicate how influential each feature is to you when planning leisure travel?

Base: U.S. Travelers(n=1,990)

Source: PhoCusWright's Consumer Travel Report



87%

95%

80%



100+ sources

20+ languages

400,000 hotels

100,000,000 reviews

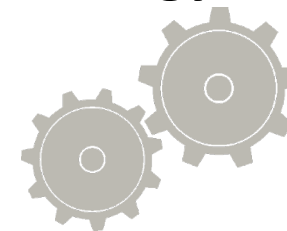
Chaos

**Semantic
Technology**

Structure



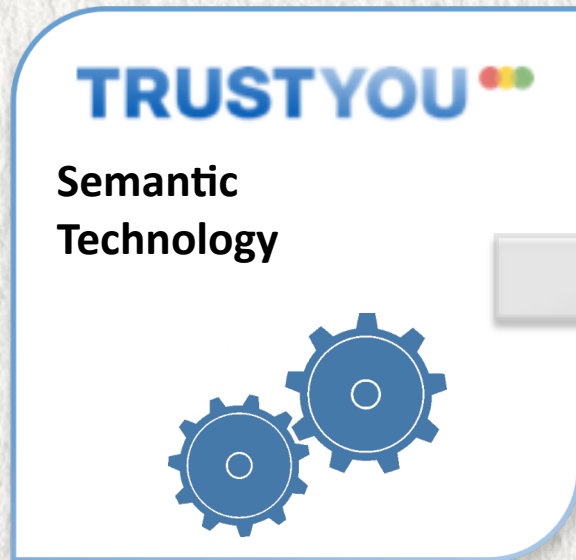
**Semantic
Technology**




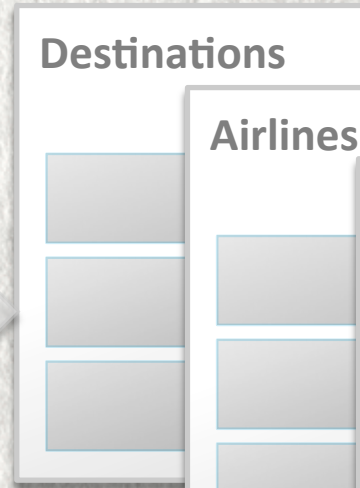
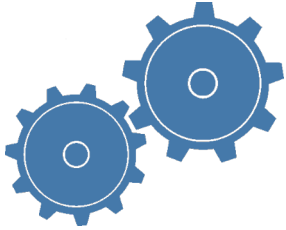


Five overlapping speech bubbles containing customer feedback snippets. The bubbles are colored green and red. The text inside the bubbles is as follows:


- “The check-in was very quick.”
- “No WiFi in hotel rooms.”
- “The surroundings were noisy and...”
- “The staff was friendly to kids.”
- Food and drinks were great.”



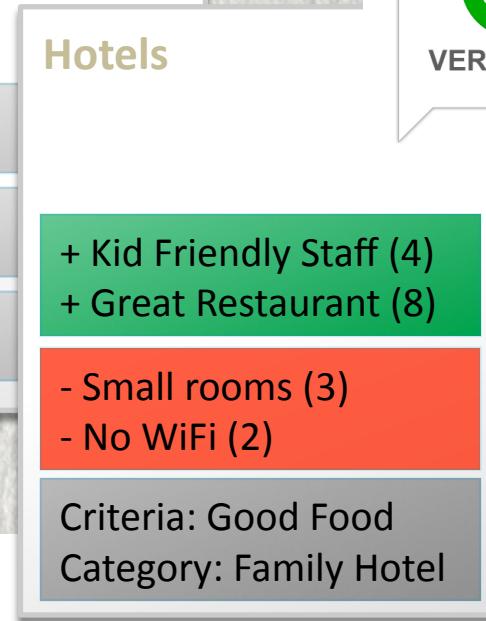

TRUSTYOU 
Semantic
Technology



Destinations



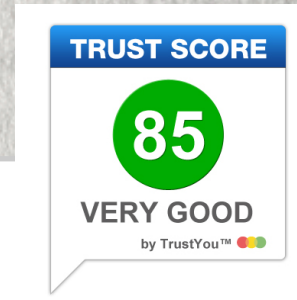
Airlines



Hotels


- + Kid Friendly Staff (4)
- + Great Restaurant (8)
- Small rooms (3)
- No WiFi (2)

Criteria: Good Food
Category: Family Hotel

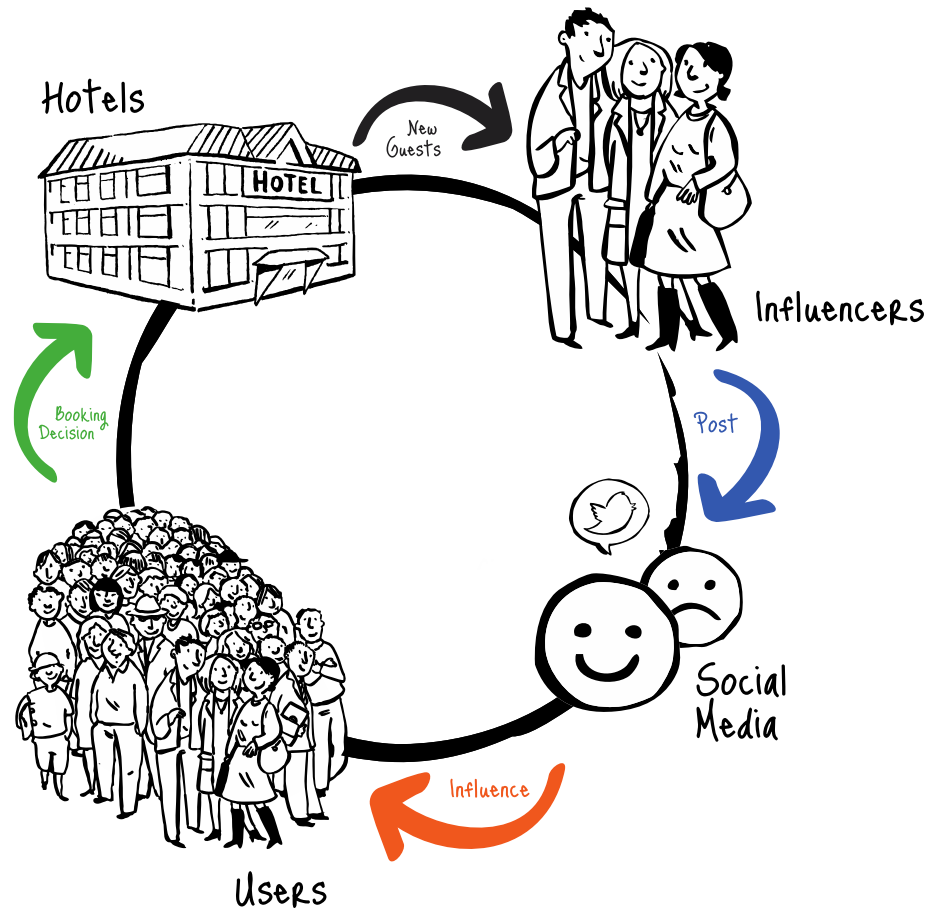


TRUST SCORE

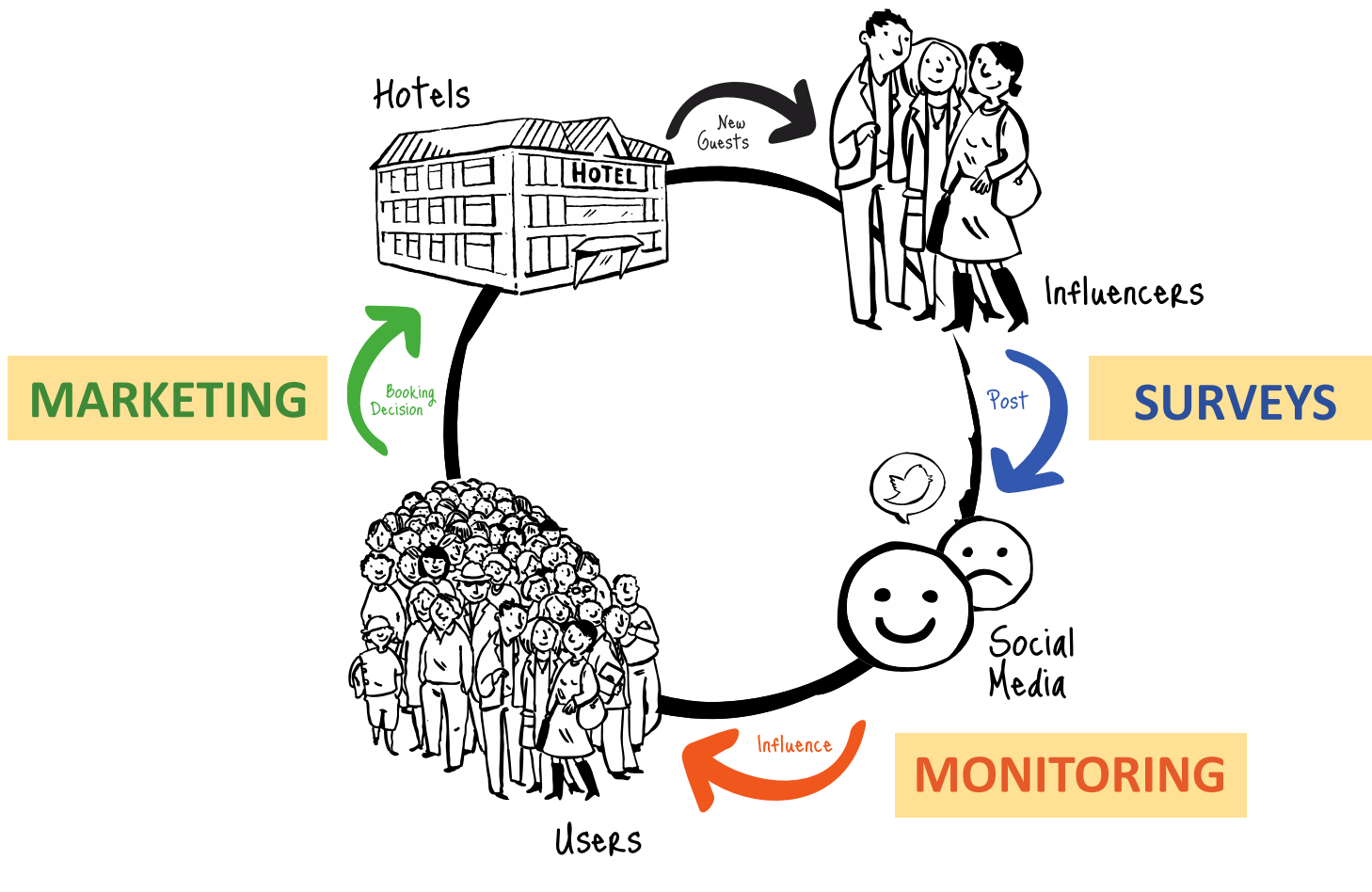
85

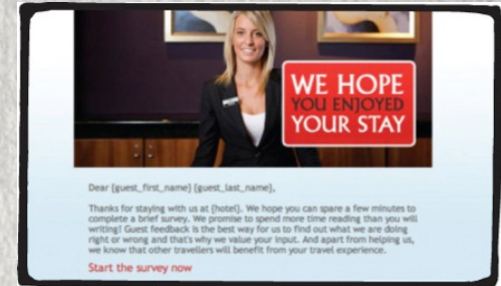
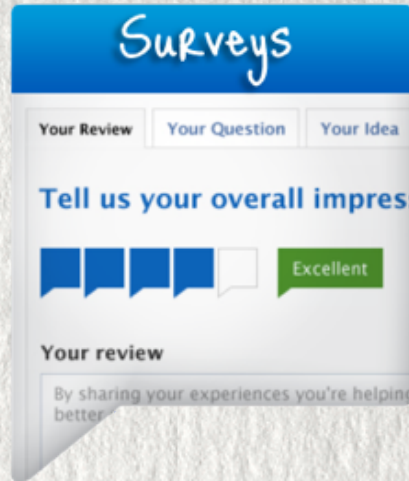
VERY GOOD
by TrustYou™ 

Circle Of Trust

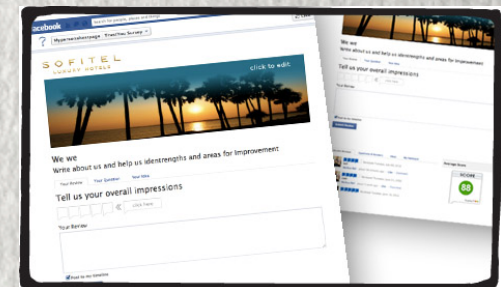
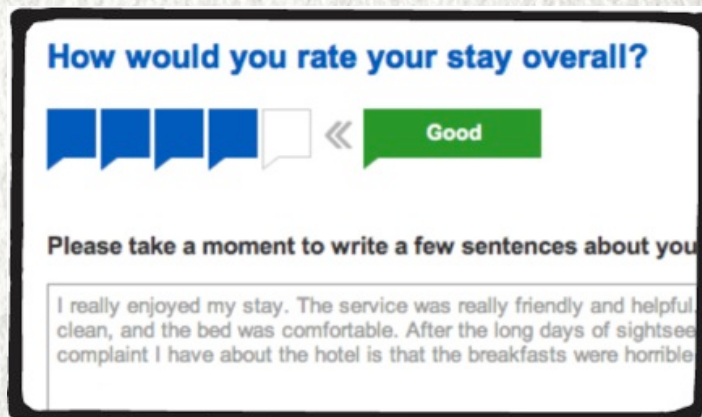
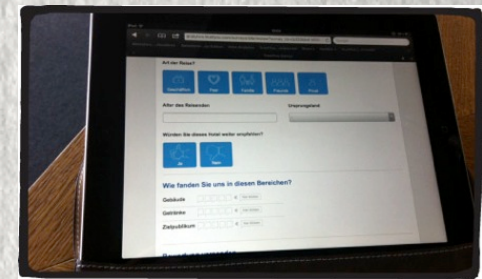


Control The Circle Of Trust

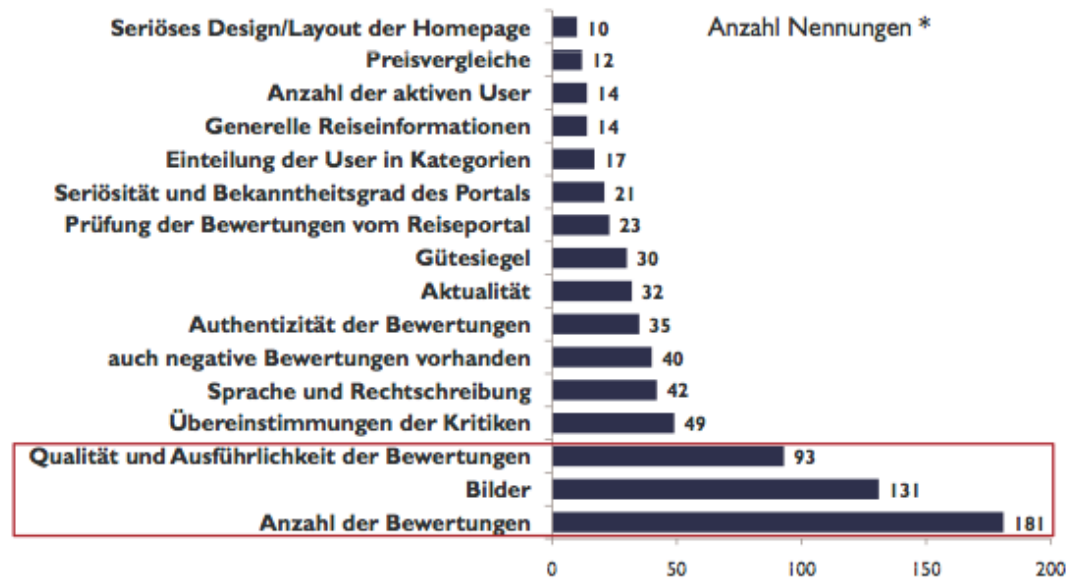




- ✓ Ensured quality/real guests
- ✓ Fully customizable
- ✓ We send out the post-stay emails for you
- ✓ Send reviews to Tripadvisor and Holidaycheck

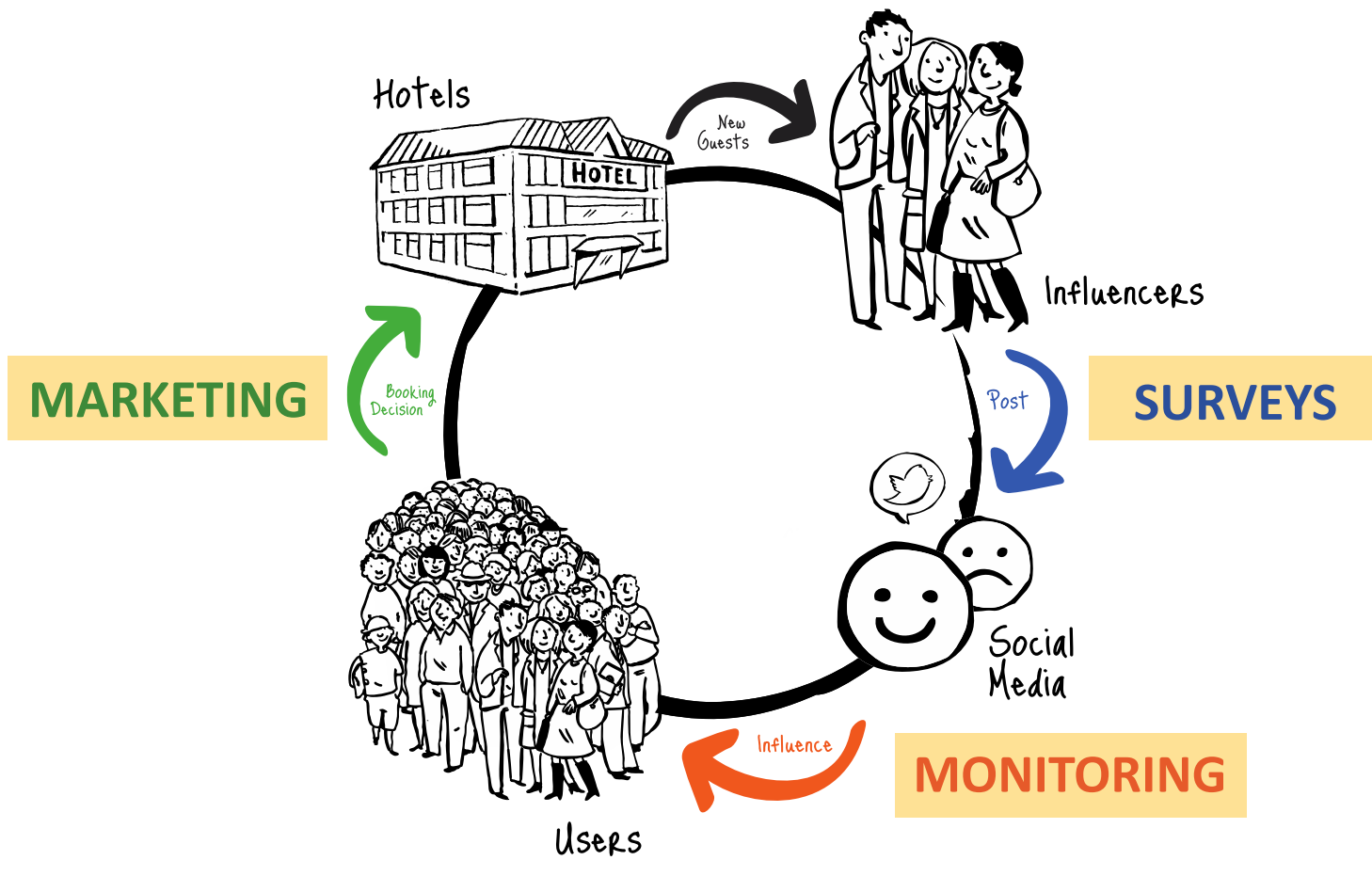


Control The Circle Of Trust

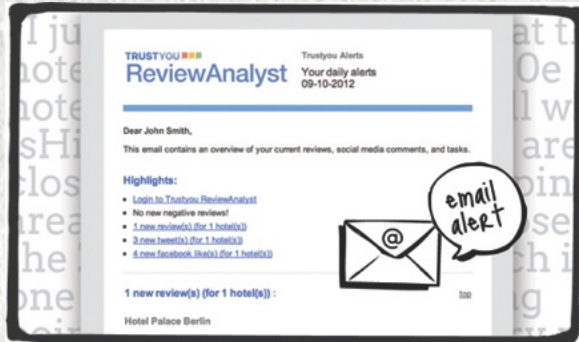


*Anzahl Nennungen >10; ungestützte Antworten

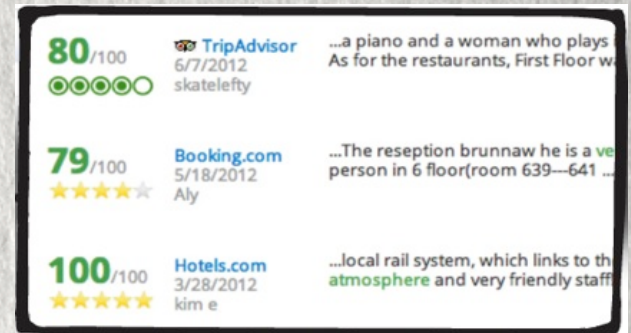
Control The Circle Of Trust



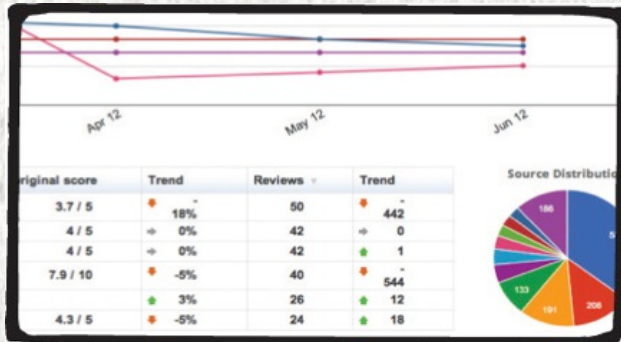
✓ Automatic email alerts



Reply directly to customers



Know your reputation



✓ One simple dashboard



Understand what customers are saying



How We Stand Out

✓ **More data**

With TrustYou's recent TripAdvisor partnership, we have access to the world's largest review site's API, so you know exactly what guests are saying in near real time.

Did you know?

✓ **More hotels, more languages, more sources**

We track 400,000+ hotels, in 23 different languages, across 100+ sources.

✓ **More filter options**

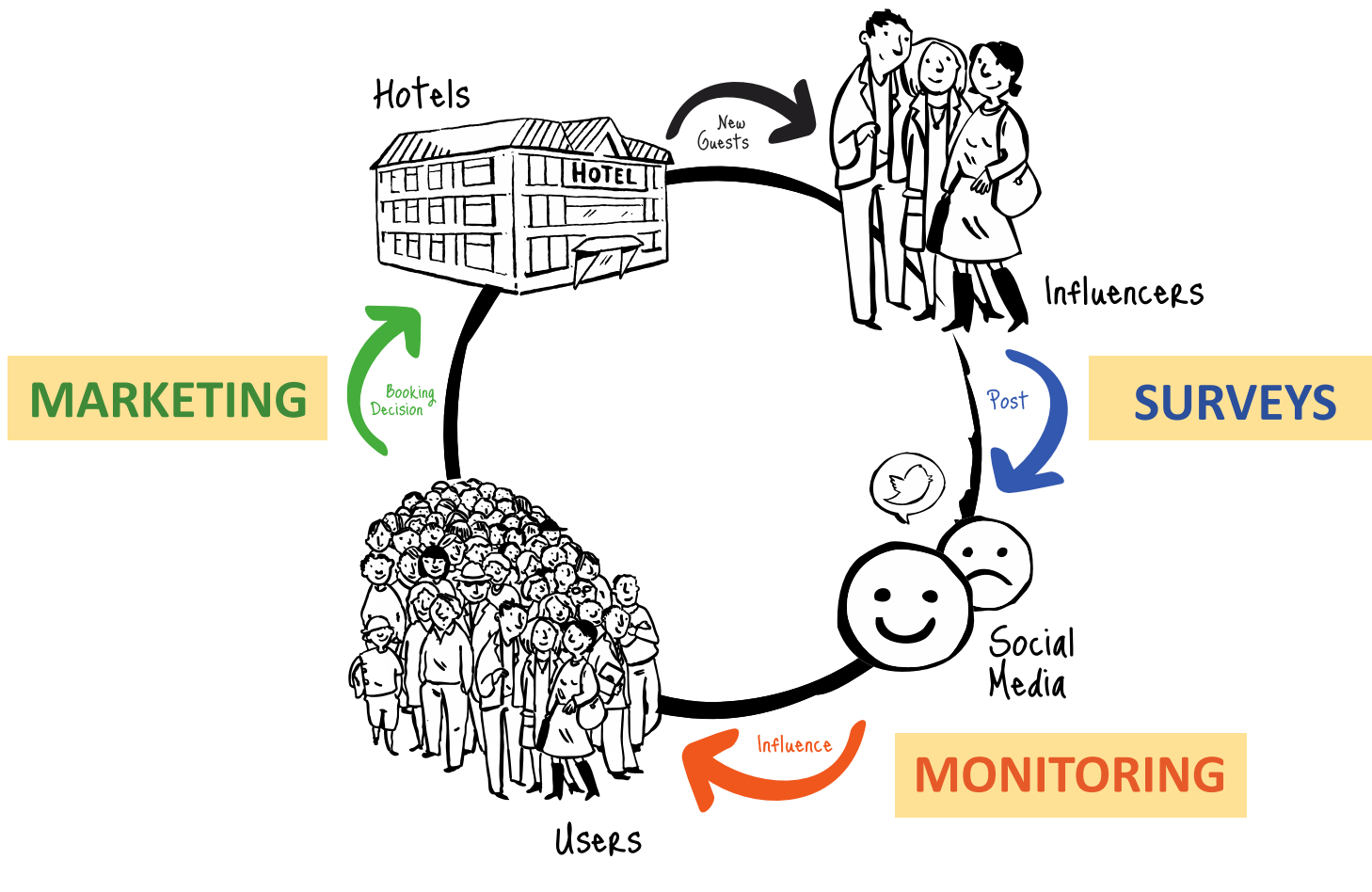
Look at reviews by source, rating, reviews that need to be responded to, tasks that are open, category score, etc.

✓ **Faster response time**

Respond directly to reviews for all your hotels in one place to save time.

TrustYou is the first and only vendor capable of searching all reviews for all groups in your portfolio of hotels.

Control The Circle Of Trust



Marketing

TRUST SCORE

Very Good

90 
by TrustYou™

TRUSTSCORE

Very Good

90 
by TrustYou™



FALKENSTEINER 
Family Hotel Diadora ^{MARSA}

TRUSTYOU


Sehr Gut

95 von 100 Punkte
2248 Bewertungen

95% 5%




TrustYou Survey 2012-06-12

80/100 

TrustYou Survey 2012-06-12


Staff very pol
the problem v
TrustYou Veri

TrustYou Survey 2012-06-14

80/100 



Beautiful room,
jim
TrustYou Verifi



TrustYou Survey 2012-06-13



100/100 



Friendly person



Name


TripAdvisor  90 (4.5/5) 


Expedia  90 (4.5/5) 

TripAdvisor  90 (4.5/5) 

Expedia  90 (4.5/5) 

Orbitz  7956 

90 (4.5/5) 

5380 

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Global Reputation Management


STEIGENBERGER
HOTEL GROUP

Marriott
HOTELS & RESORTS

maistra
ROVINJ-VRSAR


ACCOR

FAIRMONT ~ RAFFLES
HOTELS INTERNATIONAL

SOLARE
HOTELS & RESORTS

WORLDHOTELS




MÖVENPICK
Hotels & Resorts

starwood
Hotels and
Resorts




**Best
Western**

Hard Rock
CAFÉ


VALAMAR
HOTELS & RESORTS

Why TrustYou



✓ **More Bookings**

Social media directly influences more than 83% of all online bookings.



✓ **More Reviews, Better Scores**

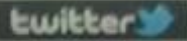

More than 80% of all reviews are positive, and for every 30 more reviews the overall review scores increase by 5%.



✓ **Increased Web Traffic**

Sites with trusted reviews and scores integrated on their website are crawled up to 200% more frequently.

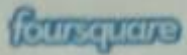
SOCIAL MEDIA EXPLAINED

 twitter 

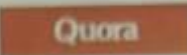
« I need to pee »

 facebook

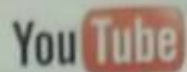
« I peed »

 foursquare

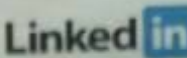
« This is where I pee »

 Quora

« Why am I peeing ? »

 You Tube

« Look at this pee ! »

 Linked in

« I'm good at peeing »

Manage your online reputation.
Grow your business.

Ready to get started?
We can help.


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