

The World's Largest Guest Feedback Platform

TRUSTYOU 



HOSPITALITY **PLUS**

Agenda

1. Introduction to the TrustYou platform

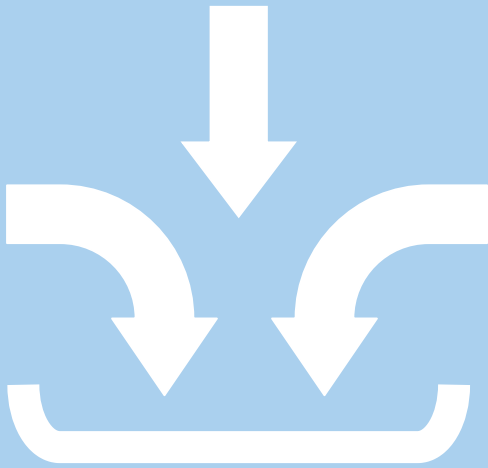
2. Explanation of the guest journey

3. Leveraging guest feedback in your strategy

4. The only all-in-one choice: TrustYou

1.

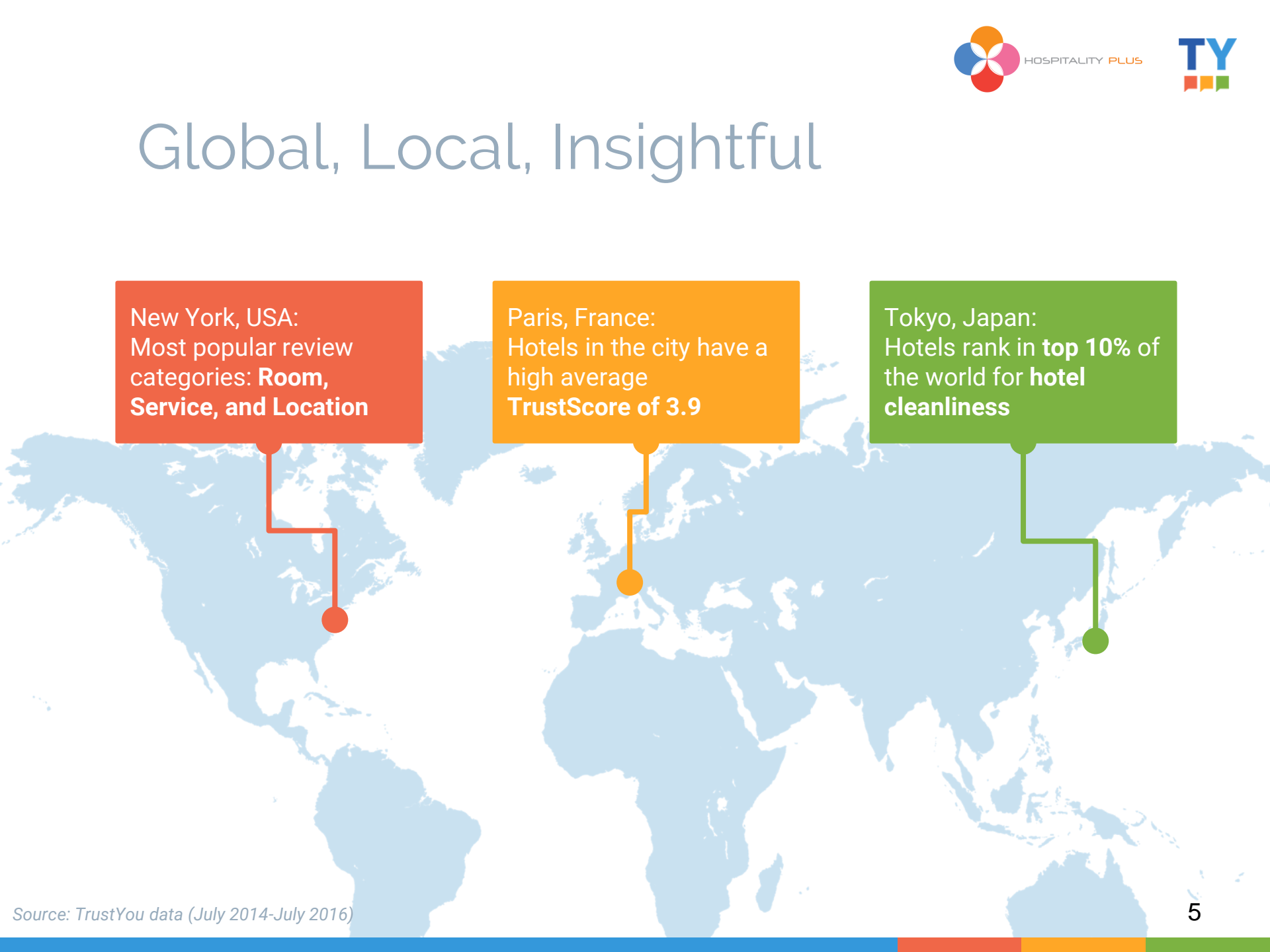
THE WORLD'S LARGEST GUEST FEEDBACK PLATFORM



Largest Database of Analyzed Review Content

We collect and analyze over 3 million traveler reviews, surveys, and social posts from all across the web, every week, for 500,000 hotels.

Global, Local, Insightful



New York, USA:
Most popular review
categories: **Room,
Service, and Location**

Paris, France:
Hotels in the city have a
high average
TrustScore of 3.9

Tokyo, Japan:
Hotels rank in **top 10%** of
the world for **hotel
cleanliness**

The Largest Travel Sites Use TrustYou Review Content





Really Get to Know Your Guests

Smart data results in a deeper insight into your guest's needs and the most accurate rating of your hotel.

2. THE GUEST JOURNEY

Every Step of the Way

The TrustYou platform helps hotels leverage guest feedback to impact the entire guest journey.



The Guest Feedback Platform



3. LEVERAGE THE PLATFORM

TrustYou META-REVIEWS



Impact Hotel Search and Bookings on Scale



 **95% of travelers**

read reviews prior to making a booking decision

 **52% of travelers**

say summarized review content is the easiest way to consume travel reviews

 **76% of travelers**

are willing to pay more for a hotel with higher review scores

1. *Consumer Research Identifies How To Present Travel Review Content For Optimal Bookings, TrustYou*
2. *Consumer Research Identifies How To Present Travel Review Content For Optimal Bookings, TrustYou*
3. *The Effect of Reviews on Hotel Conversion Rates and Pricing, TrustYou*



The Challenge

In a mobile-first world, time and space (mobile site real estate) for robust review content is limited.



The Solution

A platform that allows these reviews to deliver actionable insights for the hotel, as well as be made visible to travelers on scale.

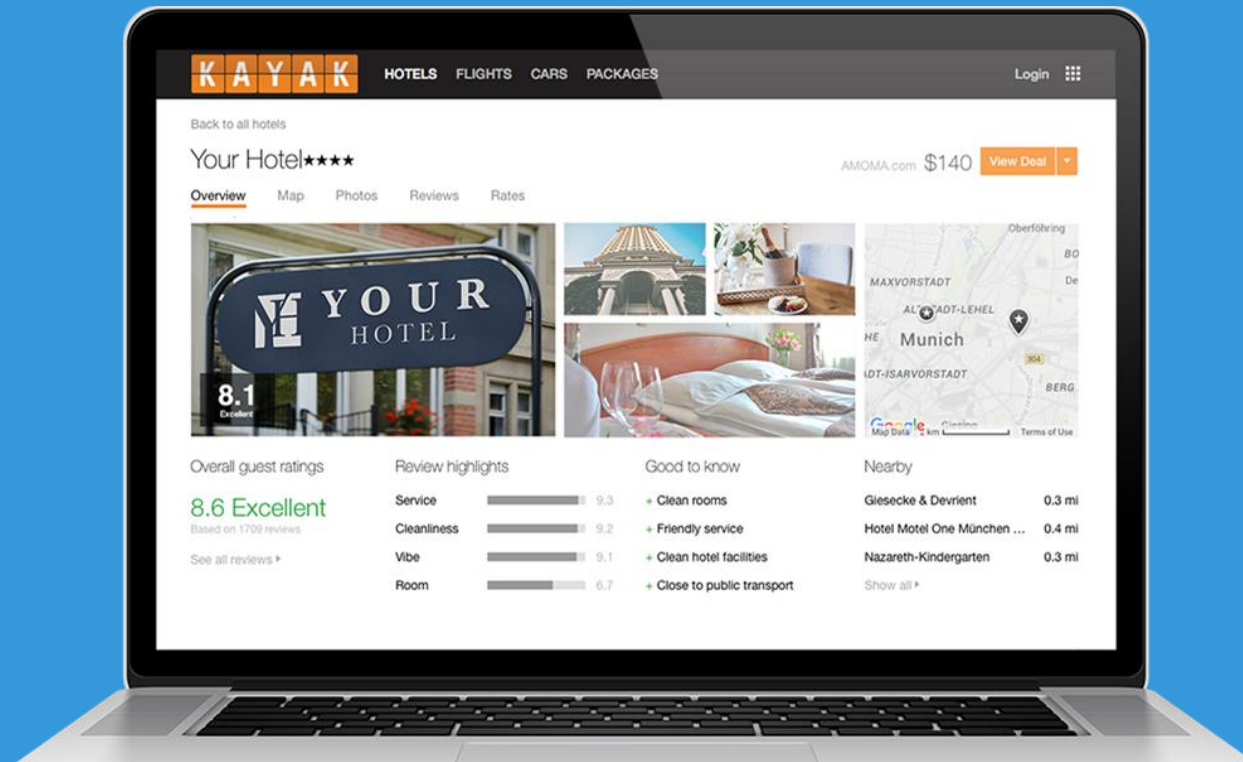
The TrustScore and Meta-Reviews guide traveler booking decisions by displaying summarized reviews and scores to travelers on scale.

Google

 Hotels.com

KAYAK

 **YOUR**
HOTEL



How Meta-Review Works



Review
summaries
created



Influence
millions



Drive direct
bookings



Increase click-
through



Promote
your
content

1

2

3

4

5

TrustYou MESSAGING



Create Positive Guest Experiences



Research by HeyWire Business
indicates that **78 percent of consumers**
would **prefer to use SMS** instead of
their current method for reaching
customer support.



The Challenge

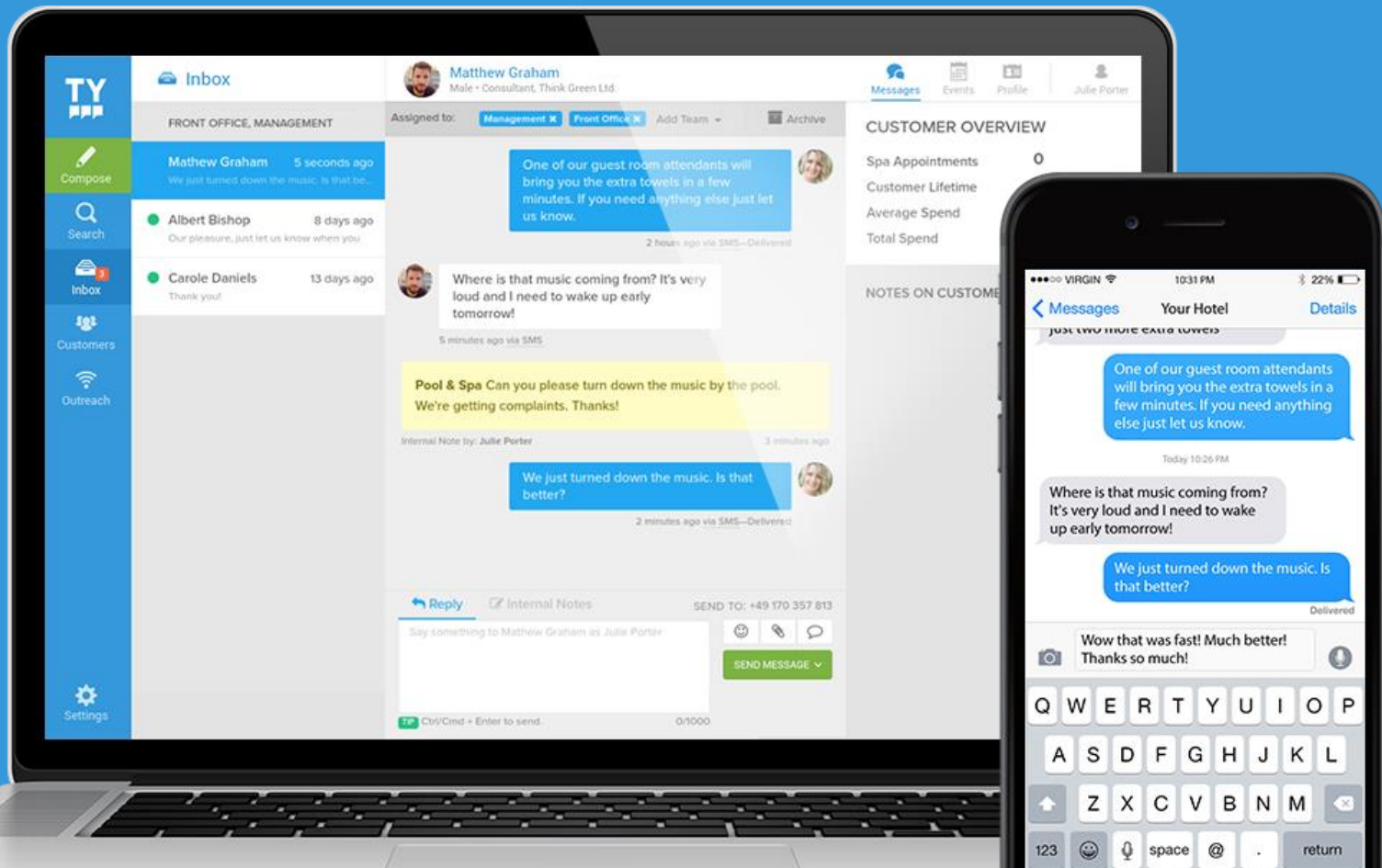
Getting feedback on site is crucial to issue resolution, but current communication methods with guests are fragmented.



The Solution

A platform that allows for easy two-way communication between hotel and guests.

Real-time communication improves your hotel's service on site and encourages better reviews from happier guests.



How TrustYou Messaging Works



Communicate via
Messaging

1



Solve Issues
in Real Time

2



Utilize the
feedback channel

3



Impact Your
Hotel Rating

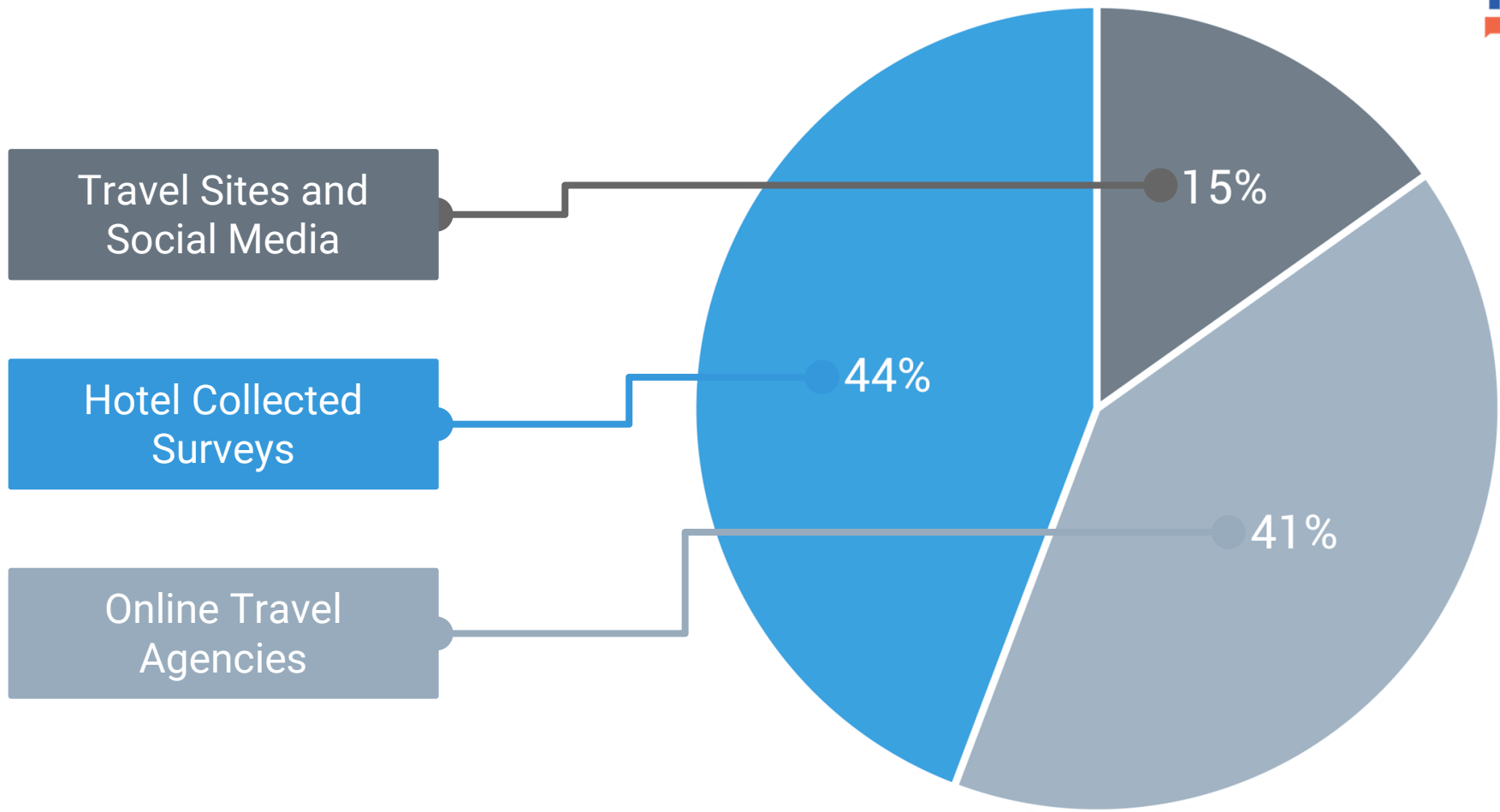
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TrustYou STARS



Enhance Post-Stay Review Content





The majority of all reviews are solicited by hotels themselves.



The Challenge

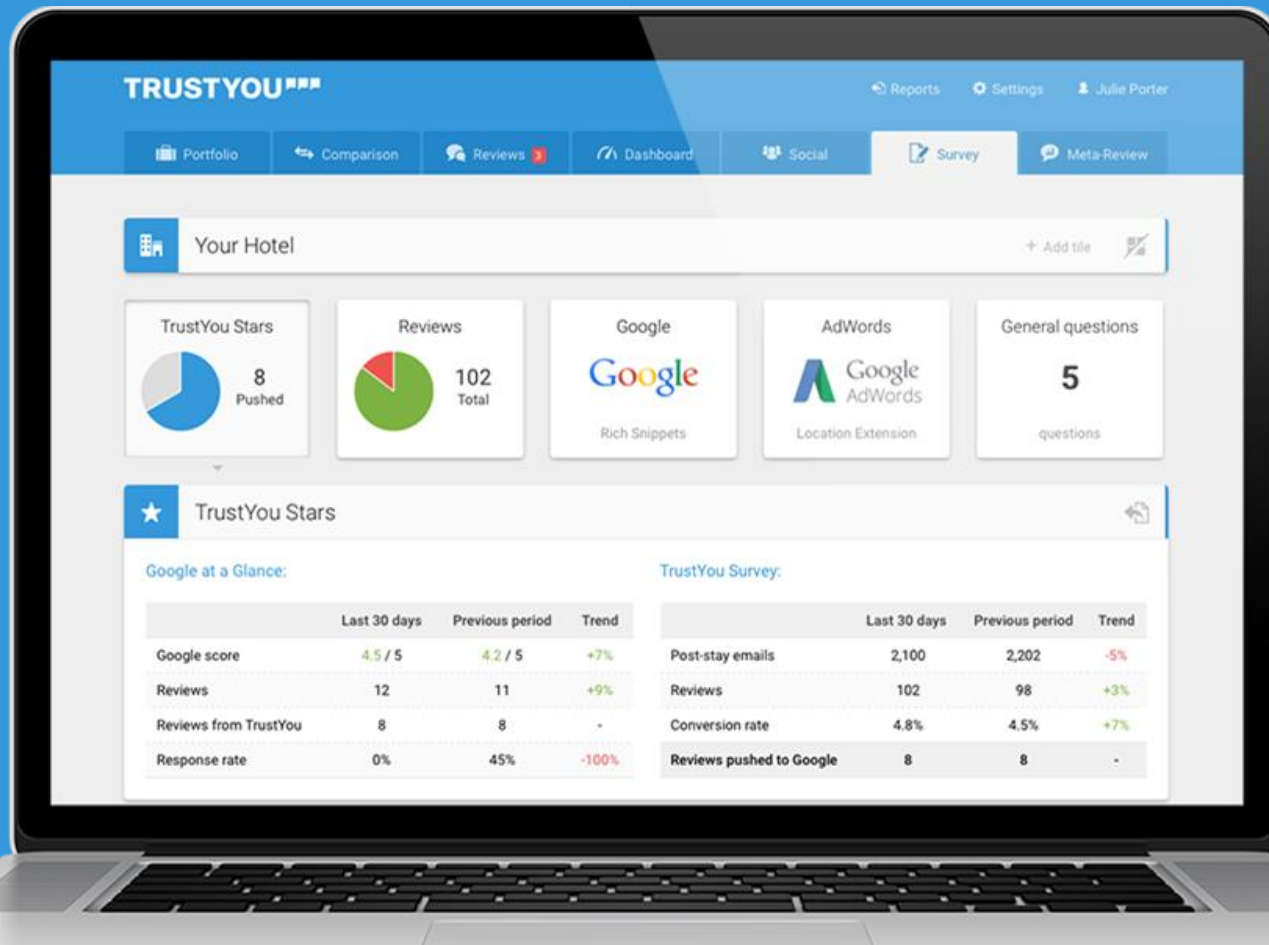
Most guest reviews and survey responses are hidden in the deep web, unseen by travelers and unused by hoteliers.



The Solution

A platform that allows these reviews to deliver actionable insights for the hotel, as well as be made visible to travelers on scale.

Build your collection of guest feedback with sophisticated survey technology and make these reviews visible to all travelers looking at your hotel.



How TrustYou Stars Works



Collect
reviews



Push to
TrustYou



Enhance
review content



Boost Your
Rating



Improve your
product

1

2

3

4

5

TrustYou ANALYTICS & RADAR



Leverage Guest Insights to Drive Future Bookings



2016 Cornell Research study
found that sophisticated text analytics
can give hotel managers specific
information about how to **improve their
guests' experience**—and that
information is **not available from
numerical ratings alone.**



The Challenge

Guest feedback is often fragmented, rather than consolidated, making it difficult for hoteliers to easily pinpoint and resolve issues, causing them to happen repeatedly.



The Solution

A platform that analyzes all guest feedback across the web, including guest satisfaction surveys, to create the most valuable insights for hoteliers.

Understand, respond and improve upon guest feedback - from reviews across the web, to surveys, to social posts - to improve your hotel product.



How TrustYou Analytics & Radar Works



Manage all
feedback

1



Analyze
your score

2



Easily KPI
reporting

3



Response
management

4



Connect
on-the-go

5



Monitor on
social

6





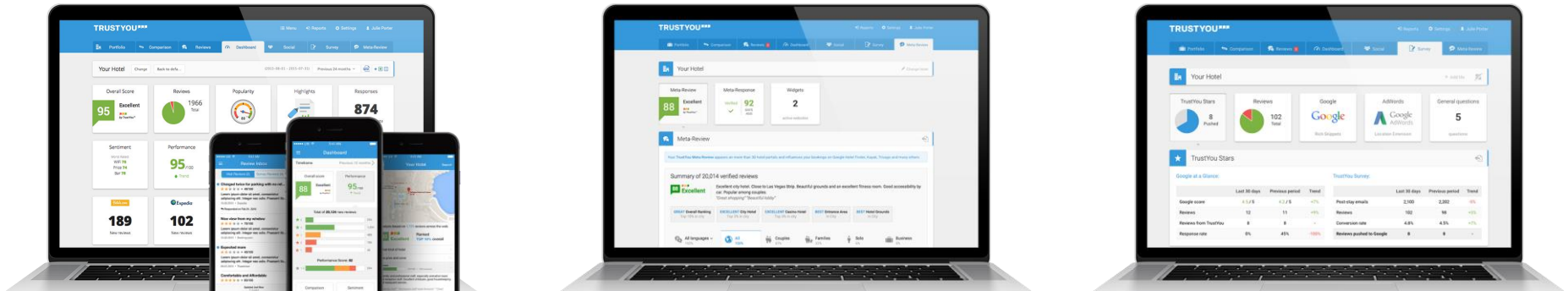
Improve
your hotel
product



Market your
hotel to the
world

4. CHOOSING TRUSTYOU

The *Only* All-In-One Choice



One-Stop-Shop Product

The leading tools for review analytics, online reputation management, guest satisfaction surveys, and guest messaging, all in one, sophisticated product suite.

Largest Database of Verified Reviews

Unbiased verified reviews collected from across the web create the most accurate review summaries and ratings for your hotel.

Direct Impact On Bookings

TrustYou scores and summaries are visible to nearly 5 billion travelers worldwide with showcased review content on 100+ online travel sites.

We provide value to thousands of hotels worldwide



We are a global company with 130+ employees



Munich, Germany (EU HQ)

Cluj, Romania

Milan, Italy

Mallorca, Spain

San Diego, CA (US HQ)

Dubai, U.A.E.

Moscow, Russia

Cologne, Germany

Singapore (APAC HQ)

Tokyo, Japan

Istanbul, Turkey

Herzliya, Israel