



# Manager's Guide

## Understanding Feedback, Fast!

Hi, I'm Ross! I am the General Manager at Hotel Happy.

We average **200 survey responses** and **100 online reviews** quarterly.

Within the platform, how can I easily:

- Dig deeper into issues I already know about?
- Identify issues I don't know about yet?

Oh, and I only have **20 minutes!**



### This Manager's Guide shows you how to:

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3. Find Mentions of a Word or Phrase .....	8
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# 1. Scan Individual Feedback

Reading all survey and review comments takes time! From a front-line perspective, you should already have a notification and response plan in place to stay on top of comments and take action as they arrive.



**Note.** Response activities fall outside this 20-minute manager plan. See [more information](#).

From a management perspective, scanning individual feedback can still be a useful exercise when you remove the noise. The platform provides several ways to scan individual feedback:

**Reviews Tab**

Sort by Date, Sentiment, Word Count. Page through and respond to comments.

**Surveys Tab > Results Feed**

Sort by Date, Sentiment, Word Count. Page through and respond to comments.

**Surveys Tab > All Surveys > Results**

Sort by Response, Flag, Unread, Syndicated. Page through and respond to comments.

**Surveys Tab > Results Manager**

Sentiment	Based on your experience: how likely are you to recommend 0 to a friend, family member, or colleague? ↕	How would you rate the friendliness and caring of the Prestige staff? ↕	We take pride in delivering amazing guest experiences. Please let us know if any particular staff member exceeded your expectations.	What additional feedback can you share with the hotel manager?
7, 2020	Positive	10	5	i understand there is a minor policy,just found it hard to go through the doors from hotel to casino but i guess it's better to have secured doors <a href="#">Read Less</a>
7, 2020	Neutral	8	5	Front Desk is always friendly and courteous. In morning during check out when i mentioned a cleaner

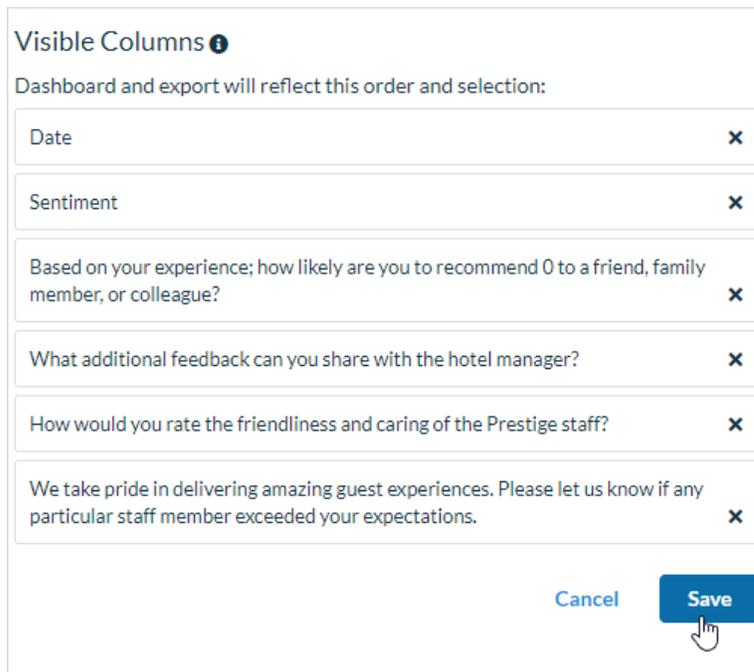
Create custom views for sorting. View results within a single page.

Let's check out this one!



## ► To create a custom view in Results Manager

1. From the platform menu, click **Surveys > Results Manager**.
2. From the **Surveys** drop-down, select your preferred survey (Prestige Survey).
3. Click **Edit Columns**. Clear all columns except:
  - Date
  - Sentiment
  - Based on your experience...(1-10).
  - How would you rate the friendliness...(1-5).
  - We take pride...(staff comments).
  - What additional feedback...(overall comments).
4. Rearrange the columns to your liking, and click **Save**.



Visible Columns ⓘ

Dashboard and export will reflect this order and selection:

- Date ×
- Sentiment ×
- Based on your experience; how likely are you to recommend 0 to a friend, family member, or colleague? ×
- What additional feedback can you share with the hotel manager? ×
- How would you rate the friendliness and caring of the Prestige staff? ×
- We take pride in delivering amazing guest experiences. Please let us know if any particular staff member exceeded your expectations. ×

Cancel Save

5. Next to the Views drop-down (Unsaved View), click **Save View**.
6. Enter a name for your custom view, and then click **Save**.

Now each time you return to the Results Manager, your custom view is selected to allow you to quickly scan comments of the latest survey submissions.

Spend 5 minutes on this custom view to quickly scan recent survey comments.



STATE ▼

CITY ▼

LOCATION ▼

DATE RANGE ▼

All

All

All

Last 7 days

▲ Hide Filters 🔄 Reset Filters

SURVEYS

VIEWS

🔍 More Filters 🗑️

🔗 Edit Columns

Prestige Survey ▼

Feedback Scan ▼

1-20 of 20 responses

Date <span style="font-size: x-small;">↕</span>	Sentiment	Based on your experience; how likely are you to recommend 0 to a friend, family member, or colleague? <span style="font-size: x-small;">↕</span>	How would you rate the friendliness and caring of the Prestige staff? <span style="font-size: x-small;">↕</span>	We take pride in delivering amazing guest experiences. Please let us know if any particular staff member exceeded your expectations.	What additional feedback can you share with the hotel manager?
Jan 17, 2020	Neutral	8	5	Front Desk is always friendly and courteous. In morning during check out when I mentioned a cleaning issue that was overlooked by housekeeping, he was apologetic, listened and wrote down the complaint for housekeeping and said we would receive a free upgrade with our next reservation. I felt like I was being listened to and valued as a customer. <a href="#" style="color: #0070c0; font-size: x-small;">Read Less</a>	I realize housekeeping is on a tight schedule to get rooms ready for next reservation. Our wall beside the bed and nightstand was full of coffee or pop spilled on it. We were not in our room much and did not notice till the morning when I sat on the bed waking up. If I had noticed when we checked in I would have asked for a new room. The point is if Housekeeping schedule is to tight they miss extras. I am a job coach and this is a common mistake I have experienced in hotels. <a href="#" style="color: #0070c0; font-size: x-small;">Read Less</a>
Jan 16, 2020	Positive	10	5		Bring back your Continental Breakfast! <a href="#" style="color: #0070c0; font-size: x-small;">Read Less</a>

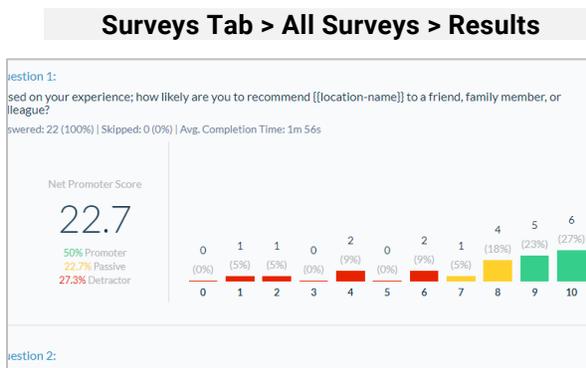
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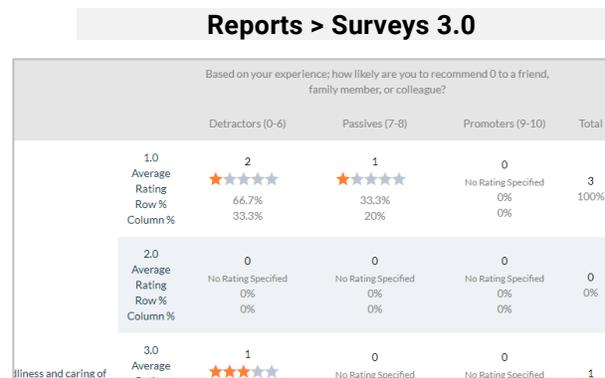
# 2. Identify Feedback Correlations and Set Sentiment Benchmarks

Take a break from comments. Let's look for correlations that can help you set benchmarks for success. For example, does staff friendliness rating significantly affect overall rating? Can you set a "bottom box" goal for friendliness to know when we reach our maximum threshold?

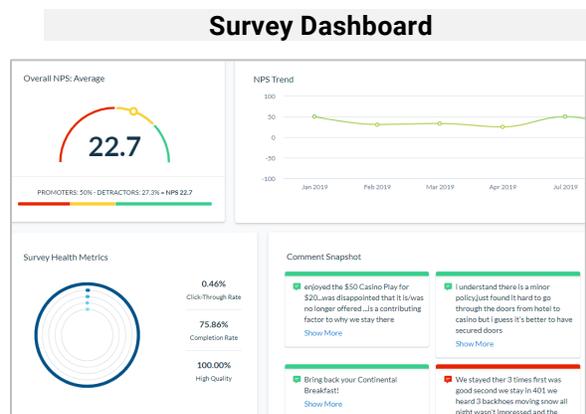
The platform provides several ways to identify correlations and monitor benchmarks.



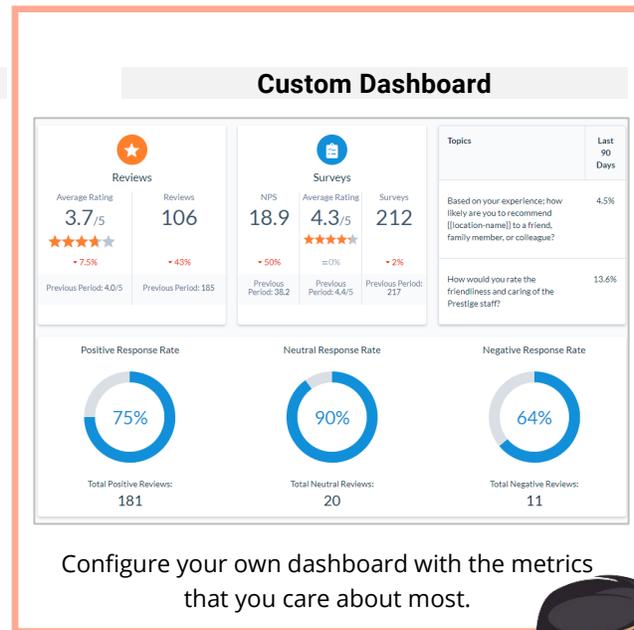
View results summary. Drill into responses.



Look for cross tab correlations or other trends.

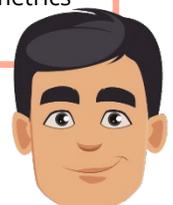


View overall score, trend over time, survey health, and a snapshot of comments.



Configure your own dashboard with the metrics that you care about most.

Let's check out this one!



## ► To create a custom dashboard:

1. From the platform menu, click **Dashboards**.
2. Click the **+** button (Add).
3. Set a name for your dashboard (My Stuff!) and a default date range (Last 90 days).
4. From the list of modules, drag-and-drop the ones you want onto the dashboard:
  - **Row 1, Column 1** – Reviews > Reviews Overview
  - **Row 1, Column 2** – Surveys > Surveys Overview
  - **Row 1, Column 3** – Surveys 3.0 > Top Box Trends
  - **Row 2** – Reviews > Overall Response Rate
  - **Row 3** – Surveys > Overall Response Rate
5. Hover over the Top Box Trends module, and click **Customize** (gear icon).
6. From the Customize pane, select the **Survey** you want to monitor (Prestige Survey).
7. Set the **Topics** (Based on your experience...NPS and How would you rate...friendliness).
8. Set the **Type** to **Bottom Box**.

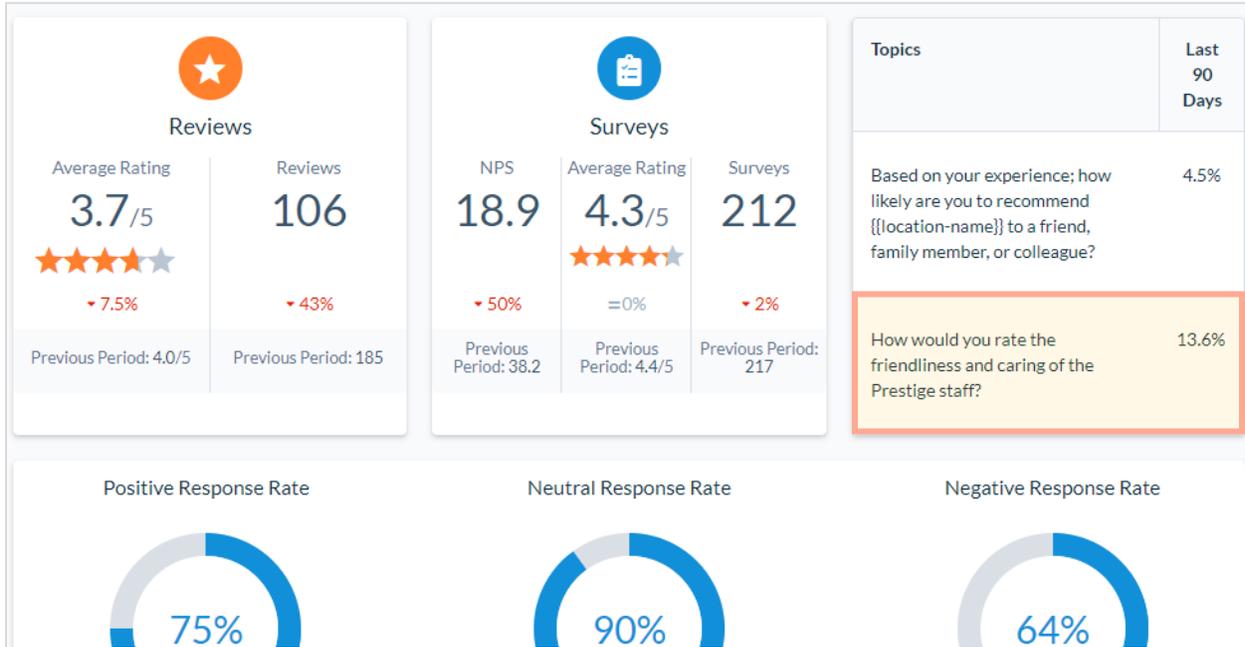


**Tip.** The Bottom Box score is the percentage of respondents who selected the *least* favorable response (i.e., 1 on a 5-point scale). This score may be a strong predictor of overall satisfaction ratings / NPS. It's a good metric to keep your eye on.

Topics	Last 90 Days
Based on your experience; how likely are you to recommend {{location-name}} to a friend, family member, or colleague?	0.0%
How would you rate the friendliness and caring of the staff?	13.6%

9. Click **Apply**.
10. From the Options button (...), click **Set as Default**.

Set a Bottom Box goal for Friendliness (e.g., 7%). If you fall below goal, put a plan in place to notify, retrain, or incentivize staff. Monitor regularly.



**Note.** Staff friendliness rating appears to have a big impact on overall rating as well as all other categories. You can analyze the impact using the Cross Tabs report or from the All Surveys > Results tab (see below).



The difference in NPS between Bottom and Top Box is nearly 100 points.

### 3. Find Mentions of a Word or Phrase

Last quarter there was an issue with food trays being left in the hallways for too long. Check to see if mentions have decreased since the last staff training.



► **To check for mentions of specific words or phrases:**

1. From the platform menu, click **Operations > Explorer**.
2. Click the **All** category to open the Word Cloud.

Domain	Feedback	Avg. Rating	<input type="checkbox"/> Compare to Industry
Expand All	Collapse All	Negative Positive	Negative Positive
All	53 148	3.7 /5	<div style="width: 50%; height: 10px; background: linear-gradient(to right, red, green);"></div>

3. Click the **Word Cloud** tab. When the Word Cloud loads, use your browser's "Find" feature (**CTRL + F** or **⌘ + F**) to search for a specific word.

4. Click the word to see specific mentions for more context.

Inspect any additional keywords that jump out at you.



# 4. Get Insight into Sentiment Themes

View a more detailed snapshot of strengths and weaknesses. Drill into specific categories to read customer quotes and identify trends.

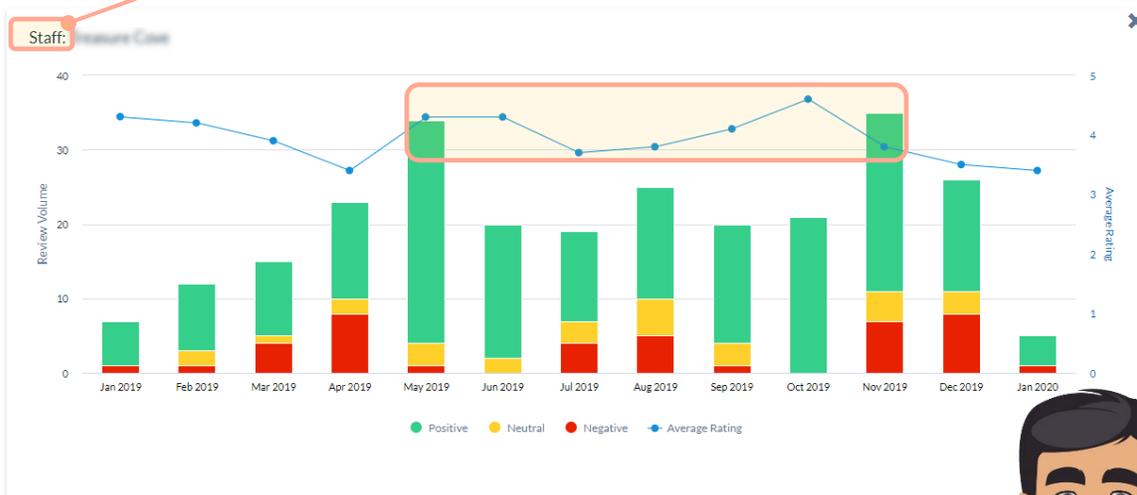
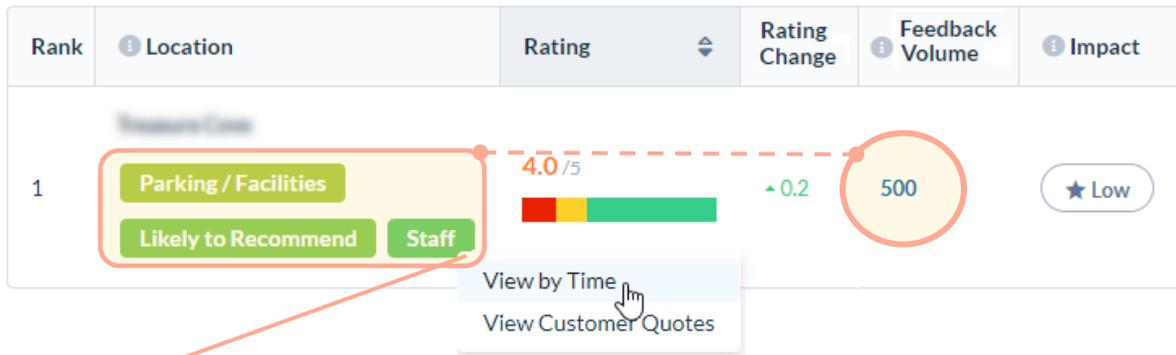


► **To identify most mentioned categories:**

1. From the platform menu, click **Operations > Insights (Beta)**.
2. Click the **Insights by Location** tab.
3. In the Sentiment by Location section, the categories shown are the ones with highest feedback volume over the selected time period. In other words, of your total Feedback Volume (500) these are the topics that people are talking about most, color-coded according to sentiment.

**Note.** You can also see most mentioned categories on Sentiment Map. The below view is helpful to associate with rating change, feedback volume, and impact of total rating.

Additionally, you can drill into each of these categories by time or by specific quotes.



May thru November was a good streak!



► To identify **highest and lowest rated categories with the most impact:**

1. From the platform menu, click **Operations > Insights (Beta)**.
2. Click the **Insights by Category** tab.
3. In the Strengths and Weaknesses section, categories are displayed in descending order by impact: *Highest positive impact = Strengths* and *Highest negative impact = Weaknesses*.

**Location**

Category  79

Sentiment -100 100

Mentions 31 Reviews and Surveys

Impact ★ +0.02

- Good location ,Very clean .
- Very clean hotel staff was great, only downside is that there not very many restaurants in walking distance .
- Easy location to get to and out of.
- Everything was good, location and the casino next door .

**Wait Time**

Category  -12

Sentiment -100 100

Mentions 6 Reviews and Surveys

Impact ★ Low

- No coffee in room Couldn't get in late, had to call/wait for night staff to let me in Noise from construction in the morning .
- We waited 20 min and phoned down.
- Also, their front desk is often understaffed so prepare to wait for check out.

**Note.** Impact is measured in hundredths of a point/star. "Low" indicates impact less than one hundredth. Impact is calculated relative industry baseline. For example, let's say the industry baseline is 3.5, and a single 4-star review has two positive categories associated with. Each of those categories have a +.25 impact on the rating  $(4.0 - 3.5 = .5) / 2$ .

4. Use the Sentiment Map to drill into trends by time and more customer quotes with full context.

Parking / Facilities

View by Location

View by Time

View Customer Quotes

2
★★★★☆ 3.0/5
Apr 3, 2019

 Survey  
 Anonymous  
Responded

The restaurant is not good value for the dollar. The breakfast nook area is t food was not palatable. While they took the first breakfast sandwich back t better. I threw it out. **The parking lot left my parked vehicle very dirty.** We hotel. Long time to get warm water and the pressure is less than satisfactor

On this stay, how satisfied were you with: - Overall reservation experience 3

On this stay, how satisfied were you with: - Overall check-in experience 4

On this stay, how satisfied were you with: - Value you received for the price paid

On this stay, how satisfied were you with: - Overall hotel appearance 3

On this stay, how satisfied were you with: - Guest room working order 3

On this stay, how satisfied were you with: - Guest room cleanliness 3

# Summary

## ▶ Scan Individual Feedback

From a management perspective, scanning individual feedback can be a useful exercise when you remove the noise.

## ▶ Identify Feedback Correlations and Set Sentiment Benchmarks

Look for correlations that can help you set and monitor benchmarks for success.

## ▶ Find Mentions of a Word or Phrase

Check to see if mentions of a specific issue have decreased since the last staff training (e.g., too much chlorine in the pool).

## ▶ Get Insight into Sentiment Themes

View a more detailed snapshot of strengths and weaknesses. Drill into specific categories to read customer quotes and identify trends.



Time's up! I'm off to take my findings back to my super team. With great insights comes great responsibility...for *action!*



# Worksheet

How do you take action—or *operationalize*—this feedback? Who will you share it with? This worksheet provides space to brainstorm ideas for enhancing strengths and resolving weaknesses.

► **To enhance your strengths:**

1. Which members of your staff are mentioned most often in a positive light? What are you doing to acknowledge and reinforce their contribution?

*Example: Forwarding a quick kudo email from the platform with a link to the feedback, entering employees into a monthly drawing, featuring employees in a quarterly newsletter / corporate email, etc.*

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2. Which of your strengths do you think contributes most to your overall rating? Is there something you can do to ensure that strength remains consistent and is sustainable?

*Example: Location is your top strength. You aren't moving any time soon, but is there something you can do from a promotional standpoint to capitalize on this feature of your business (e.g., partnering with walkable businesses to provide coupons or launch a social media campaign for a targeted audience that commonly mentions location)?*

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3. Who can you share this information with? How often and in what format?

*Example: Post the top strengths in employee breakrooms (whiteboard). Ask for their ideas.*

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► **To resolve your weaknesses:**

1. Which of your weaknesses do you think contributes most to your overall rating? Is there something you can do to ensure that weakness is resolved quickly?

*Example: Parking is your top weakness. Can you provide more signage, hire valet service, offer a free shuttle? Can you reach out to other managers to see what they've done to improve this area?*

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2. Which of your weaknesses do you think requires more strategic planning (and resources)? Who can you partner with to assist?

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3. Who can you share this information with? How often and in what format?

*Example: Schedule 1:1 coaching sessions with members of your staff to share your goals for improvement in specific categories.*

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