

YOUR GUIDE TO REVIEWPRO



ReviewPro

UPGRADE THE GUEST EXPERIENCE

UNDERSTAND THE FEATURES AND FUNCTIONS FOR YOUR
ATIC-REVIEWPRO DASHBOARD AND GET THE MOST OUT
OF YOUR FREE REVIEWPRO ACCOUNT

Bought to you by

ATIC AUSTRALIAN TOURISM
INDUSTRY COUNCIL ■

crtic
Canberra Region Tourism
Industry Council

WHAT IS REVIEWPRO?

ReviewPro is an online reputation management platform that aggregates all of your online reviews into one easy-to-use platform.

It pulls reviews from TripAdvisor, Google and a vast range of OnlineTravel Agents.

The platform provides a real-time, all-in-one dashboard to track, measure and respond to online guest reviews from more than 200 review sites. It also provides you with reports and insights to benchmark your property against your competitors and others in your region or accreditation category.



HOW CAN IT BENEFIT MY BUSINESS?

Using ReviewPro can help you to increase guest satisfaction and leverage reviews to increase revenue, boost your rankings on review sites, and outperform your competitors.

Best of all, through your Quality Tourism Australia accreditation or Canberra Region Tourism Award nominations, **it's free.**

WHAT IS REVIEWPRO?

Feedback

ReviewPro is a platform for gathering guest feedback...

Tools

...with tools for managing, acting and responding to that feedback...

Reporting

...and multiple reporting options to monitor, benchmark and gain insight.

Reviews

From 175+ sources
Post-stay



Surveys

Direct, provoked feedback
In-stay & post-stay



- Dashboards, filters & views
- Alerts, auto cases & workflows
- Guest response tools

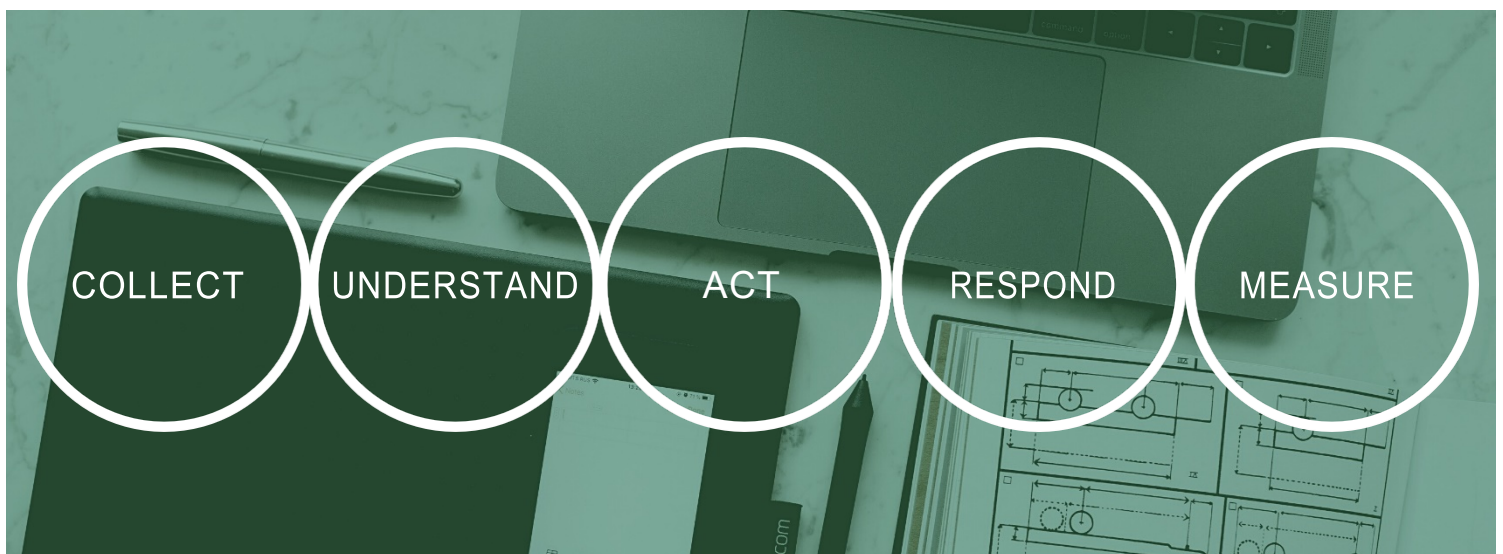


Messaging

Direct from guest
In-stay & some post-stay



- Predefined & customised reports
- Reports by role
- Scheduled reports
- API: Connect PMS, CRM, BI



KEY FEATURES:

- ♦ **Global Review Index (GRI)** - your online reputation score enabling you to benchmark your business against competitors
- ♦ **Sentiment analysis**
- ♦ Tailorable **reporting and alerts**
- ♦ **Management response page**
- ♦ **Mobile app**

WHAT CAN I DO WITH REVIEWPRO?

ReviewPro is an intuitive platform that will enable you to improve your services and guest satisfaction. Your exclusive ReviewPro dashboard will allow you to:

- ♦ View guest reviews from 175+ review sites and online travel agents in 45+ languages all in one place
- ♦ Analyze positive and negative comments and respond online
- ♦ Use the ReviewPro app to receive alerts and respond in real-time
- ♦ Prioritize operational and service improvements according to client feedback

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A higher number of ratings will boost your position on search engines & review sites, increasing your visibility & making it easier for future guests to find you online.

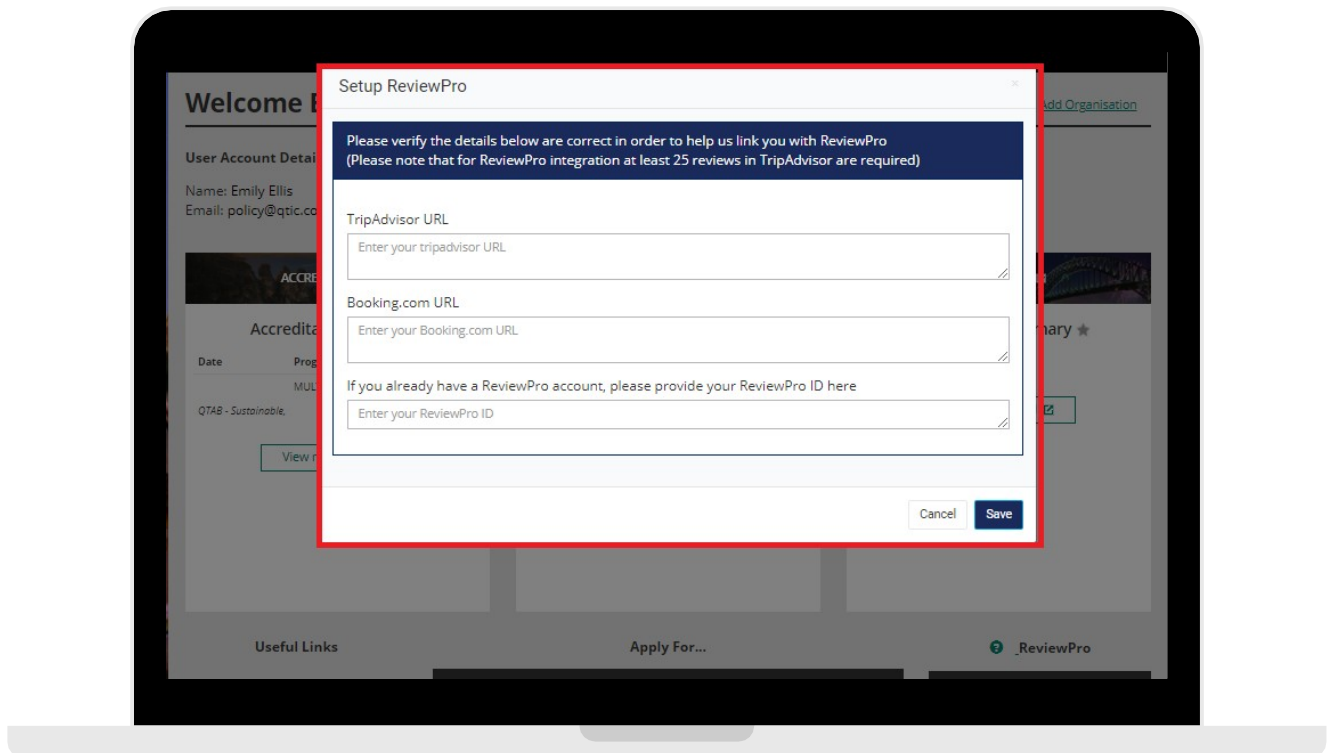
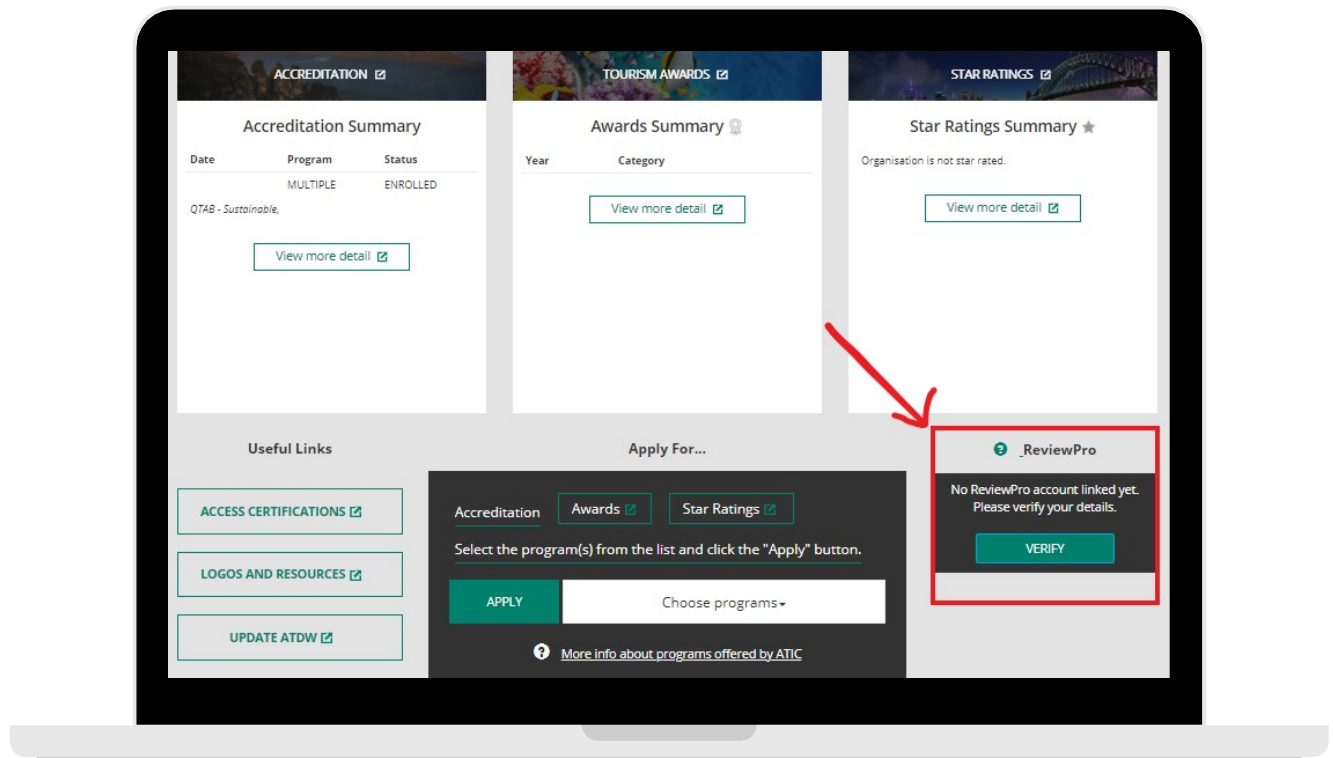
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The guest reviews your business receives online can directly affect revenue. A higher volume of reviews creates a strong sense of reliability and credibility around your brand and can improve your competitive online position and visibility. Analyzing guest comments identifies areas for improvement, revealing how you can take pro-active measures to improve your business. Most importantly, having more online reviews builds trust in consumers and increases the chances that they will book with you.

WHY IS IT IMPORTANT?

HOW DO I CLAIM MY ACCOUNT?

You can claim your ReviewPro account directly via your Quality Tourism Australia accreditation or awards log in, as per the images below:



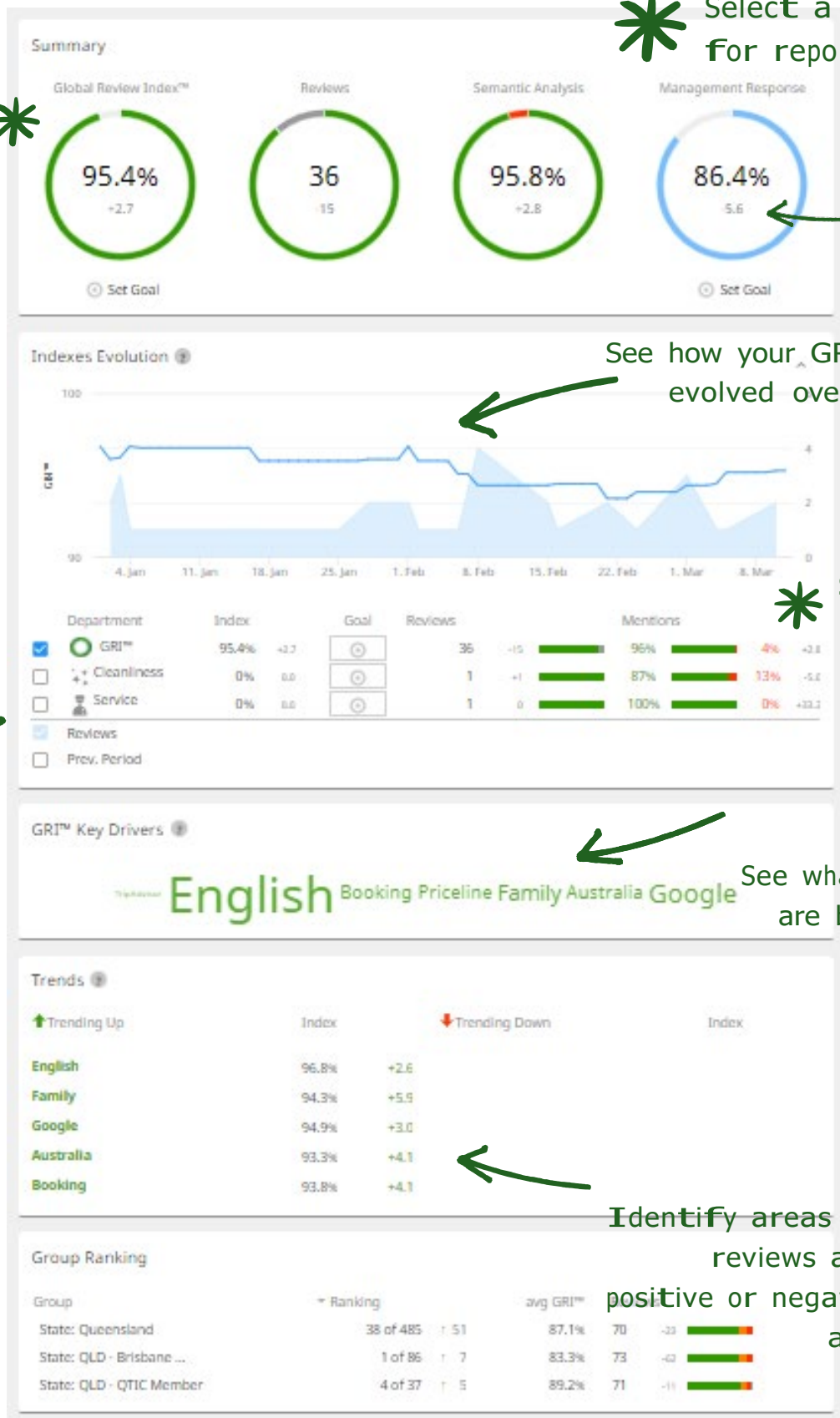
TAKE A LOOK

Find your GRI here on your dashboard

Monitor performance across departments with insights pulled from reviews

* Download tailorable reports

See where you sit compared to other businesses in your categories



* Select a date period for reporting...

...and select a period for comparison

See how your GRI has evolved over time

* Set goals for improvement

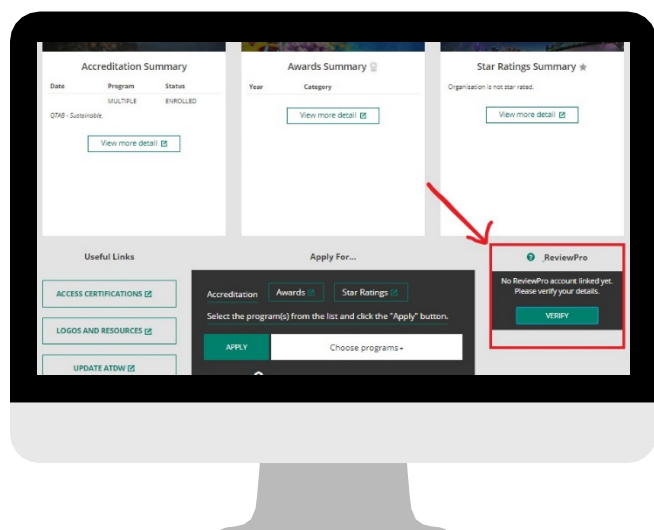
See what key words are being used in reviews

Identify areas trending in reviews and monitor positive or negative change across them

WHAT DOES REVIEWPRO MEAN FOR THE TOURISM AWARDS?

A Consumer Rating now forms a small part of how Tourism Awards are scored. This change has taken effect nationally and applies to a number of categories.

Your Consumer Rating is calculated based on your ReviewPro Global Review Index (GRI) score, obtained by aggregating scores from your online reviews received during the qualifying period (1 July 2019 - 30 June 2021). To generate a GRI, you must have at least 25 reviews across recognized consumer review platforms (like TripAdvisor, Booking.com, Expedia and many more). To check if a Consumer Rating score applies to your category, this information will be detailed on the last page of your category information document.



If your business is not accredited, you receive FREE access to your own ATIC-ReviewPro dashboard for the duration of the Awards period. Whether you are registering for the Awards only, or if you are accredited through QTAB or Star Ratings, you can claim your free ReviewPro dashboard via your QTF account.

Consumer Ratings are now considered in the scoring for the following Tourism Award categories:

- Major Tourist Attractions
- Tourist Attractions
- Tourism Retail and Hire Services
- Visitor Information Services
- Major Tour and Transport Operators
- Tour and Transport Operators
- Adventure Tourism
- Tourism Restaurants and Catering Services
- Tourism Wineries, Distilleries and Breweries
- Caravan and Holiday Parks
- Hosted Accommodation
- Unique Accommodation
- Self Contained Accommodation
- 3-3.5 Star Accommodation
- 4-4.5 Star Deluxe Accommodation
- 5 Star Luxury Accommodation
- Excellence in Food Tourism

HOW TO GROW YOUR REVIEWS

EXCEED EXPECTATIONS

The majority of positive guest reviews come when guests are pleasantly surprised by what they receive. Under promise and over deliver.

GET THE RIGHT TEAM IN PLACE

Your staff have a great impact on your reviews. Businesses that earn the best reviews tend to have a strong emphasis on recruiting the right people and encouraging them to work to exceptional standards.

PROACTIVE MANAGEMENT

The best way to ensure a positive customer experience is by proactively engaging with your customers. Troubleshoot problems and respond personally to guest needs and requests as they occur.

KNOW YOUR AUDIENCE

Pay close attention to your guest demographic and travel purpose. There are many different approaches that can be enlisted to cater to a range of customers and entice reviews across targeted review channels.

RESPOND TO REVIEWS

Respond to customer reviews online and use negative feedback to correct what went wrong. Maintain an active social media presence to take control of your business' reputation. Use ReviewPro to track what people are saying about your business online.

PROVIDE OPTIONS

People will leave a review wherever it feels comfortable or wherever they already have an account set up. Avoid limiting your request to just one website, which could restrict the overall number of reviews you receive online.

STIMULATE ENGAGEMENT

Create memorable experiences. Add special touches to your guest experience to spark conversation. Give your customers something to talk about.

ENCOURAGE SHARING ONLINE

Have a hashtag, and use branded items or photo opportunities that customers can snap and upload to social media. Sharing online holds the power of word-of-mouth.

AM I ELIGIBLE FOR A FREE REVIEWPRO DASHBOARD?

The exclusive ATIC-ReviewPro dashboard is offered for free to participants of the following programs:

- ♦ Star Ratings accreditation
- ♦ Quality Tourism Accredited Business program (QTAB)
- ♦ Canberra Region Tourism Awards



ATIC AUSTRALIAN TOURISM
INDUSTRY COUNCIL ■

This has been made possible through an exclusive agreement between the Australian Tourism Industry Council and ReviewPro.

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