

**NEW ON THE HOTEL SERVICE PORTAL:
"MY GUEST EVALUATIONS"**



The Hotel Portal

”MY GUEST EVALUATIONS“: A NEW SERVICE FOR NEW DEMANDS

New on HRS: Guest evaluations with comments

HRS guests have been able to evaluate their stays at your hotel for some time. However, up to now, only the ratings generated from this have been published on [HRS.de/](https://www.hrs.de/) [HRS.com](https://www.hrs.com/). HRS is expanding this service, and after careful consideration has decided to also show comments by hotel guests.

New on the hotel service portal: ”My Guest Evaluations“

As a hotelier, you can, of course, respond to comments by guests right away. To this end, we have set up a new area, [My Guest Evaluations](https://www.hrs.com/hotelservice), within the hotel service portal (www.hrs.com/hotelservice). Here you can find out what your guests are saying about your hotel.

This brochure presents the new service and provides information about the new area of the hotel service portal, [My Guest Evaluations](https://www.hrs.com/hotelservice).

Contents of the brochure

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EVALUATIONS WITH GUEST COMMENTS ON HRS: FIND OUT EVEN MORE ABOUT YOUR GUESTS



22/06/10, Sabine L., Group: Private traveller Ratings: 9.4 / 10 Points

Show evaluation in detail Comfort factor

Positive: Very central location but still calm. Double rooms are great!
Hotel's comments: Nice that you liked staying in our hotel. We hope that you could take advantage of our central location.

Negative: Single rooms are a bit small.
Hotel's comments: Unfortunately we're not able to offer larger single rooms.

The advantages for you:

- How are guests rating your hotel? Keep a close eye on all your HRS evaluations.
- Ongoing feedback from your customers acts as constant quality control.
- Dialogues create trust and credibility: comment on your guest evaluations.

The new evaluations display on HRS.com: comments by guests will now accompany the details of your hotel

ACCESSING „MY GUEST EVALUATIONS“, THE NEW FUNCTION ON THE HOTEL SERVICE PORTAL



Your evaluations at a glance:
Ratings, feel-good factor, latest guest comments

Good!
8.3/10 points
(813 evaluations)

Feel-good factor 😊
I felt very well looked after at this hotel. It meets my expectations in every way. I would not hesitate to recommend it to others.

The 5 most recent comments (total: 218)

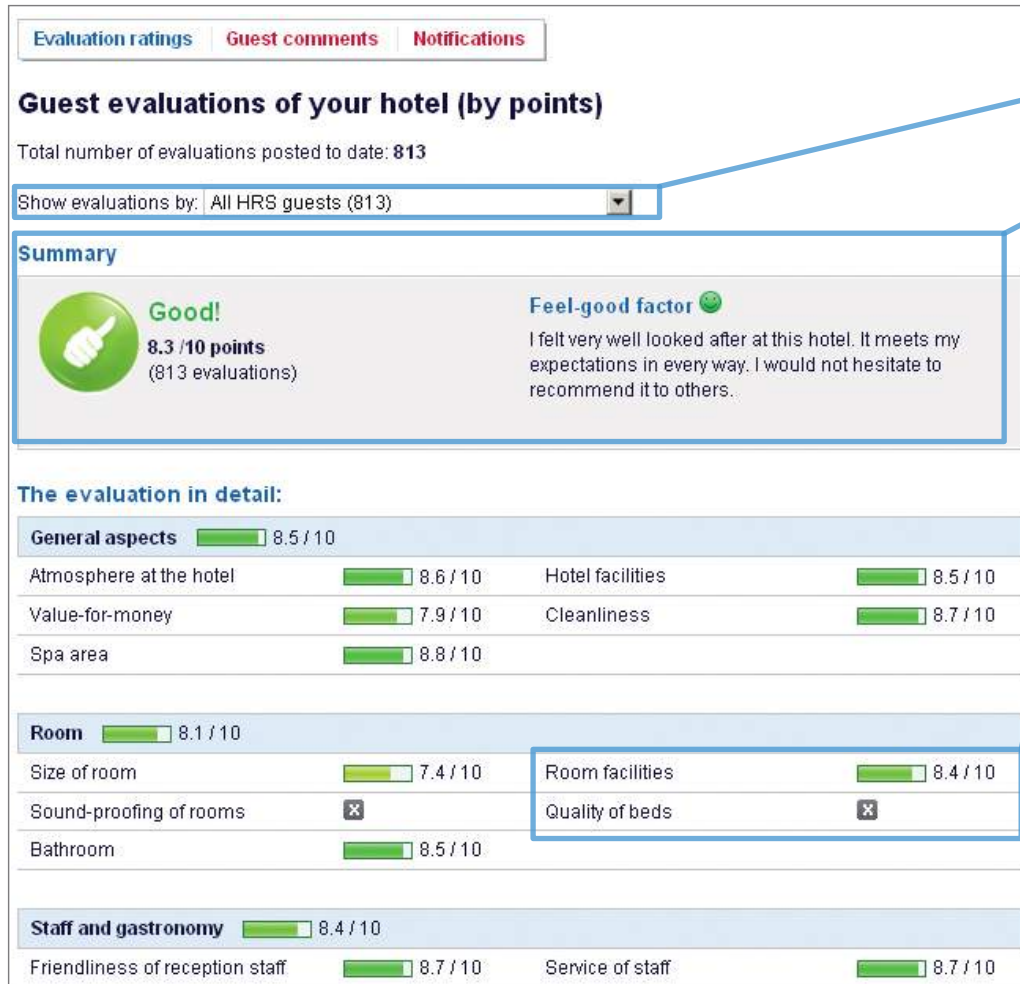
10/03/11, Dennis E., Group: Private traveller
Positive: Tolle Atmosphäre im Hotel, beim Frühstück etc..Genialer Wellnessbereich
Negative: Einzelzimmer sind ... [More](#)

General aspects	8.5 /10 points
Room	8.1 /10 points
Staff and gastronomy	8.4 /10 points

The summary:

- The overall grade combines all the ratings made (at least five) and is represented by the "thumb" symbol.
- The rating summary is made up of the sum of the individual evaluation criteria (e.g. the facilities in the room or the quality of the beds).
- The five most recent comments give you an impression of the current opinions of your guests. All other comments can be found under the heading "Guest comments".

RATINGS ON THE HOTEL SERVICE PORTAL: RECOGNISE YOUR STRENGTHS, REACT TO WEAKNESSES



The overview by ratings:

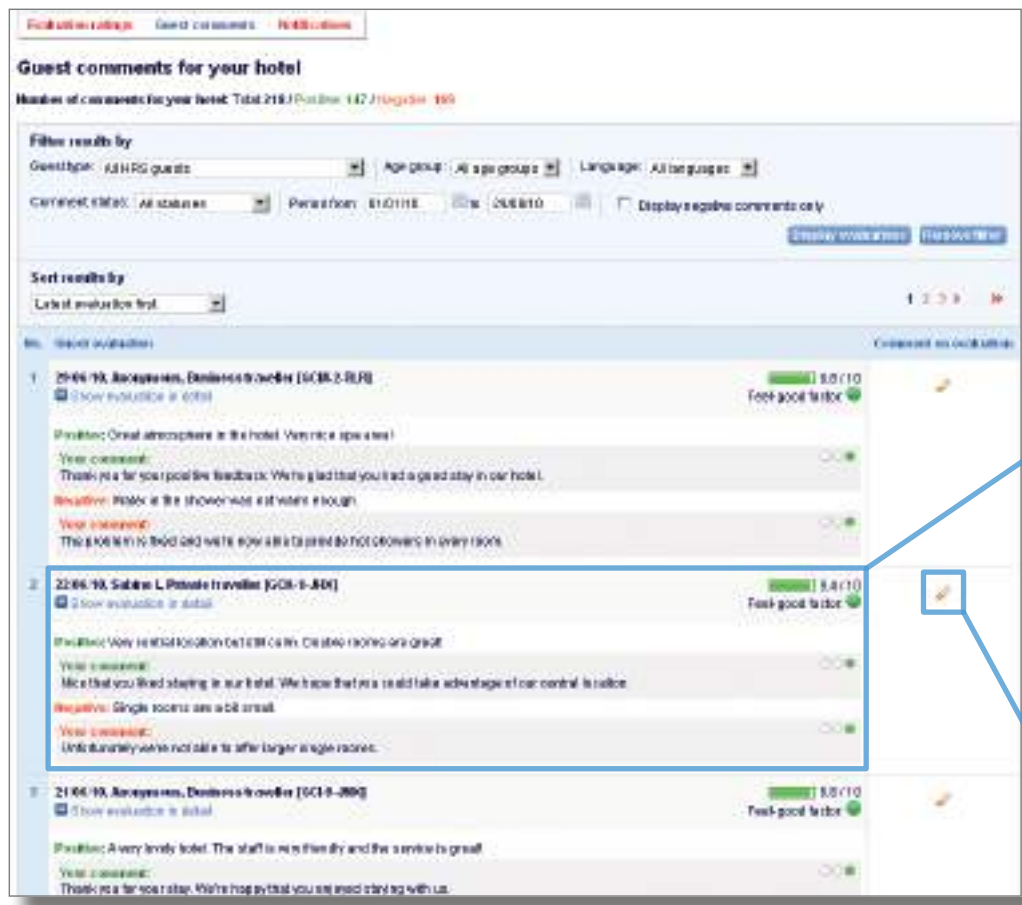
- Who rated you? You can filter evaluations by guest group, be it business travellers or young couples.
- How do your guests view your hotel in general, and would they recommend it to others? Here's a summary.
- The rating of individual criteria shows you where you may need to make some improvements.

The rating points system

10 – 9	excellent	4 – 3	tolerable
8 – 7	good	2 – 1	bad
6 – 5	satisfactory	✖	No rating

Overview of your "ratings": part of the new "My Guest Evaluations" service on hotelservice.hrs.com

GUEST COMMENTS ON THE HOTEL SERVICE PORTAL: PRAISE AND CRITICISM FROM THE PEOPLE WHO MATTER



Overview of your "guest comments":
part of the new "My Guest Evaluations" function on hotelservice.hrs.com

What's good, and what could be even better?

- Comments from guests enable you to constantly improve your quality.
- Practical filters and search functions help you keep an overview of the wealth of comments received.
- React to your guests' comments. Whether praise or criticism, feedback creates trust and clarity.

Positive: Very central location but still calm. Double rooms are great!

Your comment:
Thank you for your stay. We're happy that you enjoyed staying with us.

Negative: Single rooms are a bit small.

Your comment:
Unfortunately we're not able to offer larger single rooms.

Respond or give your guests feedback: comment on praise or criticism by clicking on the pencil symbol.

RESPOND TO COMMENTS: EYE-LEVEL COMMUNICATION




Clicking on the pencil symbol opens an edit window in which you can respond to the guest's comment.


The five golden rules of commenting:

- **Write for others too**
Your comments will be published online. They should therefore be interesting for all readers.
- **React quickly**
Take your guests' concerns seriously. It is particularly important that you respond to criticism while the issue is uppermost in the guest's mind.
- **Keep replies short and succinct**
People don't like reading long texts on screen. The shorter your reply, the more effective it is.
- **Stick to the facts**
Nobody receives only positive ratings. Even if the customer appears to be very angry, stay objective.
- **No advertising**
Refer to your guest's comments. Pasting catalogue texts into your replies makes you appear unreliable.

PUBLISHING HOTEL COMMENTS: FROM CREATION TO APPROVAL


Comment accepted:

Your comment: „Thank you very much for your positive comment. We're glad that you enjoyed staying with us. We would be happy to welcome you again as our guests.” comment status: 




The flowchart illustrates the approval process: 1. Hotel writes response (Hotel icon, speech bubble icon). 2. Editor checks response (Editor icon, magnifying glass icon). 3. approves (arrow icon). 4. response visible (HRS logo, speech bubble icon). Below the steps are three traffic light icons: yellow, yellow, and green. A blue arrow points from the green traffic light icon in the status bar to the green traffic light icon in the flowchart.

Comment is rejected:

Your comment: „There is no criticism about our hotel allowed. We're the best hotel in town and do not accept criticism at all.” comment status: 

Your comment was rejected by a HRS editor with the following reason:
„HRS does not accept your comment as is. Please refer directly to the guest comment and give relevant answers.”



The flowchart illustrates the rejection process: 1. Hotel writes response (Hotel icon, speech bubble icon). 2. Editor checks response (Editor icon, magnifying glass icon). 3. rejects stating reason (arrow icon with a red 'X'). 4. Hotel corrects response (Hotel icon, speech bubble icon). Below the steps are three traffic light icons: red, yellow, and yellow. A blue arrow points from the red traffic light icon in the status bar to the red traffic light icon in the flowchart.

This is how the approval process works:

- Write your reply, and send it off. It will then be ready for checking by HRS editorial staff.
- Until your comment has been approved, it will be marked with a **yellow traffic light** on the hotel service portal.
- The editor checks the comment and approves it if it meets the "five golden rules" for comments.
- The comment appears on HRS. A **green traffic light** appears next to it on the hotel service portal.
- If a comment is not approved, it is marked with a **red traffic light**. The comment will not then be visible on HRS. The editor will provide a reason for not approving it. This reason can be used to amend the comment and present it anew for approval.

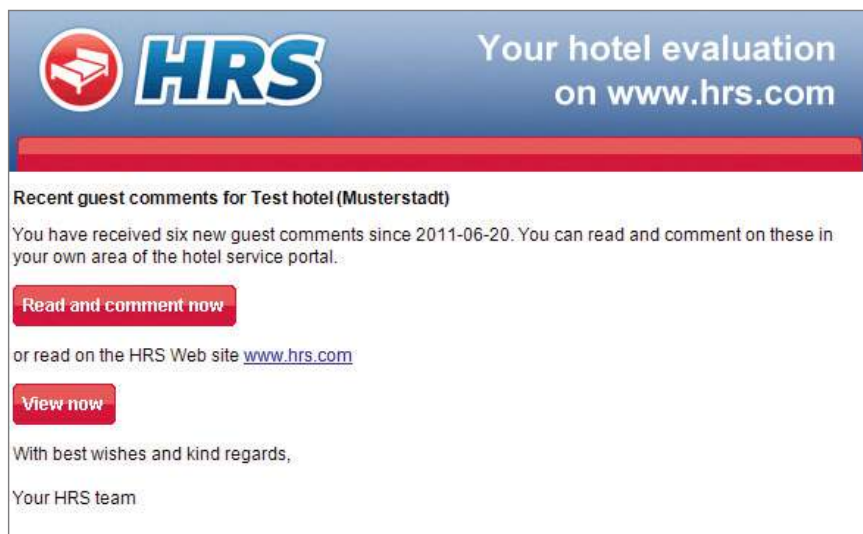
THE E-MAIL NOTIFICATION SERVICE: ENSURING YOU ALWAYS STAY INFORMED



Specify how often you want to be notified by e-mail about new evaluations.

Don't miss a single evaluation:

- Receive alerts whenever new evaluations are posted for your hotel.
- If the number of evaluations gets too high, we'll gladly bundle your alerts, e.g. by sending you a daily e-mail.
- Enter the e-mail address to which you want your alerts sent.



A notification e-mail

UNACCEPTABLE GUEST COMMENTS: WE'LL HELP



Evaluations can only be deactivated using the reference number.

Where can I find the reference number?

- For your own security, the reference number can only be found in the "My Guest Evaluations" function on the hotel service portal.
- There you can select the problematic evaluation under the heading "Guest comments".
- The reference number can be found in square brackets in the header of the evaluation after the details of the person.

How to report unacceptable evaluations

First check whether a response from you may be a more productive solution. That way you remain in contact with the disgruntled guest and cannot be accused of censorship. If that's not enough, the evaluation can be blocked by HRS.

- Find the **reference number** for the evaluation in the hotel service portal as described on the right-hand side.
- Contact HRS.
- An HRS employee will use the reference number to check the comment, and will then block it if your complaint is upheld.
- The guest comment will then no longer be visible on HRS.

Your contact at HRS

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