

success story



dailypointTM
Central Data Management



PUSH SALES WITH TRIPADVISOR



NOVEMBER 2022

How to improve customer acquisition with a top listing on TripAdvisor and how dailypointTM can help?

www.dailypoint.com

success story

5* luxury hotel / 89 rooms / munich
& dailypoint™ Quality Management

SITUATION

Munich is a highly competitive market, where an individual hotel like the Hotel München Palace must find a way against larger hotels and international chains to acquire new guests. Today, TripAdvisor is one of the most important channels when it comes to visibility on the Internet and acquisition of new customers. Therefore, the hotel management was required to push the outstanding and luxury hotel on TripAdvisor – the biggest rating platform for hotels. The ranking on TripAdvisor is affected by many factors. For example, the rating itself and the number of ratings play a major role. But there is one additional parameter – the timeliness of the reviews is important for the ranking as well. In a city like Munich with more than 600 listed hotels, it is not enough to have a good product, the management needs a clear strategy to get many good feedbacks on an ongoing basis. For many distribution experts the TripAdvisor ranking is more important than a brand and it is available almost for free.

SOLUTION

In October 2022, the hotel was in 3rd place of the overall ranking and first place of the 5-star hotels in Munich with 1.030 feedbacks. How did it come to this? The hotel used the dailypoint™ questionnaire module to create many new reviews on TripAdvisor and these are affecting the ranking very positively. The reason why they achieved this enormous result is, because the hotel offers a very easy way to place a review. dailypoint™ is part of the prestigious Preferred Partner Program of TripAdvisor which offers several unique benefits. One, the hotel can seamlessly integrate the TripAdvisor questionnaire into the post-stay e-mail. Two, the evaluation is possible without registration because this is done automatically via dailypoint™. The result is a top ranking and a positive influence on customer acquisition.

To manage the feedback, dailypoint™ offers a special overview showing all results of the hotels guest questionnaires, TripAdvisor and HolidayCheck reviews with a „direct answer function“.



„TripAdvisor is super important for an individual hotel like us, for customer acquisition. With the dailypoint™ questionnaire module we have an integrated tool. In dailypoint™ everything is linked to our central guest profile so we know exactly who our customers are.“

Kay Oliver Heller
General Manager Hotel München Palace

MODULES

ACTIVATED MODULES

- dailypoint™ Data Laundry
- dailypoint™ Campaign Manager
- dailypoint™ Profile Engine
- dailypoint™ Online Reputation Manager
- dailypoint™ Analytics

ACTIVATED INTERFACES

- Suite8 Interface
- Mailingwork newsletter system
- TripAdvisor Interface
- Holiday Check Interface