# Automated Review Express Guide For Hotels

Contents

Introduction

WHAT IS REVIEW EXPRESS?

Review Express is a free, powerful email-based review collection platform that makes it easy for hotels to invite recent guests to submit reviews on TripAdvisor.

Our automated solution – available through connectivity partners – makes review collection even more effortless. When hotels opt in, guests automatically receive a customized, post-checkout email from the hotel requesting a review. TripAdvisor simply powers the system.
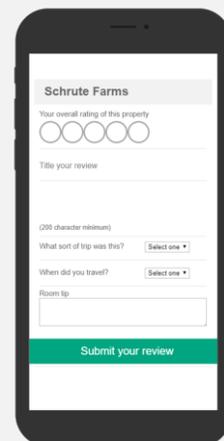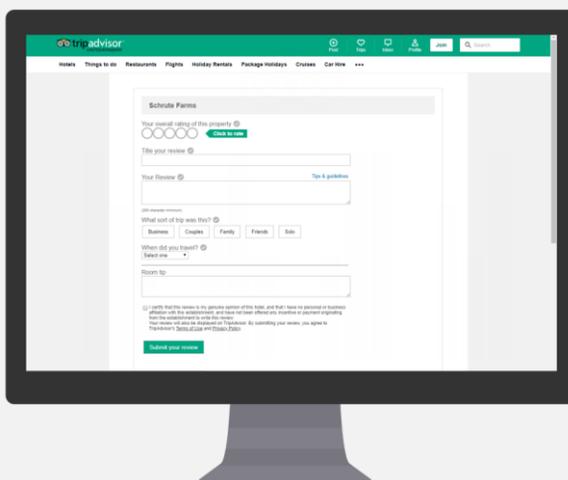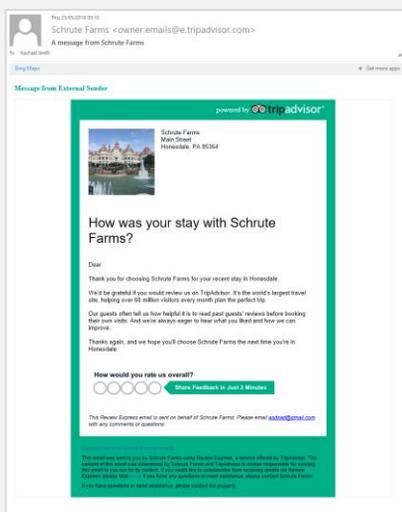
WHAT ARE PRIVATE SURVEYS?

Review Express + Private Surveys, which is available to all hotels, is an extension of Review Express that adds a customizable guest satisfaction survey to the review request email. Surveys are easy to set up and save on the TripAdvisor Management Center, and opted-in hotels can include them in the automated Review Express send.

All survey responses are confidential — results are visible only to the hotel on their Review Express Dashboard, don't show up on the property's TripAdvisor page, and do not influence their TripAdvisor rating or ranking.

Benefits of Review Express

IT'S FREE AND EASY TO USE

Opting in is simple (see here) — and our automated services offer hoteliers true "set it and forget it" capabilities. Any verified hotel representative can use Review Express + Private Surveys.

IT HELPS BUILD BUSINESS

Studies show that reviews make a real impact on travelers' decision-making process. Review Express makes it easy for hotels to get the fresh reviews travelers want to see when they're ready to book.

IT'S CUSTOMIZABLE

Hoteliers may personalize their email message with custom text and/or imagery, as well as edit their Private Survey questions.

78% of travellers focus on recent reviews to get the freshest perspective of a property[1]

On average, regular Review Express users see a **28%** uplift in the number of reviews for their property[2]

Reviews can also be used as a tool to monitor **how a business is performing** – they highlight what is going well and where improvements can be made. The below data is available to all hoteliers via the Review Express dashboard within the Management Center.

| Home | Dashboard | Create Email | Create Survey | Send Email | Settings |

Campaign Performance as of November 23, 2019 See Campaign Details

Total Campaigns	Total Emails Sent	Total Opens	Total Clicks
885	13486	4824	1576

Review Express Reviews	Total Survey Responses	Active Automated Review Express Providers	Invite more guests to write a review
330	399	1	

ADD NEW PROVIDER>

Recent email campaigns

Date	Campaign Id (Language)	Survey	Sent	Clicks	Opens	Bou
10/01/2019	15830517 (pt)	✓	1	0	0	0
10/01/2019	15830515 (es)	✓	39	5	20	14
10/01/2019	15830513 (en_US)	✓	4	0	2	1
09/30/2019	15818951 (es)	✓	35	11	17	4
09/30/2019	15818950 (en_US)	✓	2	0	0	1
09/29/2019	15807756 (pt)	✓	1	0	0	0
09/29/2019	15807754 (es)	✓	27	4	10	10
09/29/2019	15807753 (en_US)	✓	3	0	1	1
09/28/2019	15797882 (pt)	✓	0	0	0	2
09/28/2019	15797881 (es)	✓	32	7	13	5

Campaign data is updated regularly. There may be a delay of up to 7 days before the final campaign data displays in the dashboard.

Above: Campaign summary statistics

Right: Private Survey feedback statistics

Guest Satisfaction Survey Feedback DOWNLOAD RESULTS LAST 6 MONTHS ▼

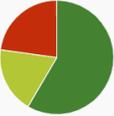| Total survey responses in the last 6 months.	Most recent survey response	Your current survey status
741	2019-11-25	Published

Understanding your Private Survey responses

▼ Overall Experience

How likely is it that you would recommend us to a friend or colleague?

Net Promoter Score: 35

58% Promoter
19% Passive
23% Detractor

Value of room for the price — 4.3/5
736 guests responded to this question

Data Sources: 1. TripAdvisor "Power of Reviews" survey, July 2019 2. TripAdvisor internal data, 2014

Automated Review Express: How does it work?

Hotel is already using the services of a Technology Provider (e.g. Booking Engine, Property Management System or Wi-Fi provider)

Technology Provider adds hotel to its TripAdvisor "inventory"

Hotel opts in to Review Express Automated, by selecting the appropriate Technology Provider(s)* from the list

Technology Provider captures guest's email address (from booking form/guestfolio/Wi-Fi login) and passes this, along with the guest's checkout date, to TripAdvisor via a secure connection

Within 72 hours after the guest checks out, TripAdvisor sends the guest an email requesting them to write a review. If they do not respond, a reminder is sent after 7 days

Captured reviews are posted to the hotel's TripAdvisor listing, along with the wording "Review collected in partnership with this hotel"

*Hotels may choose to opt in to Review Express with more than one Technology Provider in order to capture a wider range of guest reviews. TripAdvisor will detect duplicates and will not send the same email more than once to the same hotel guest in a 90-day period.

Opting-in

FREE FOR EVERYONE

Any verified owner or representative of a hotel can opt in to automated Review Express for free. They do not need to be signed up for any other product offered by TripAdvisor.

If you haven't done so already, please first register and claim your listing at www.tripadvisor.com/owners
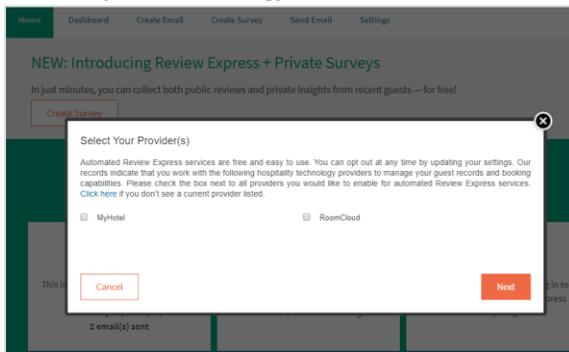
1. Go to www.tripadvisor.com/reviewexpress and select your business
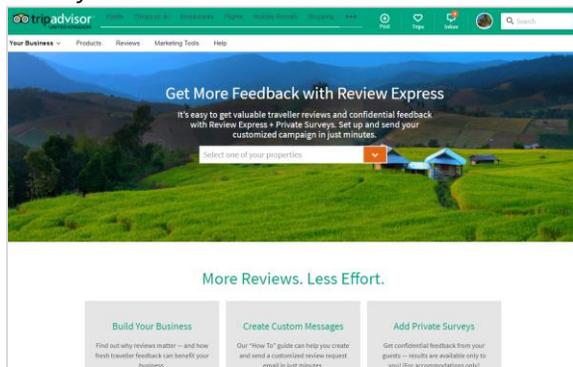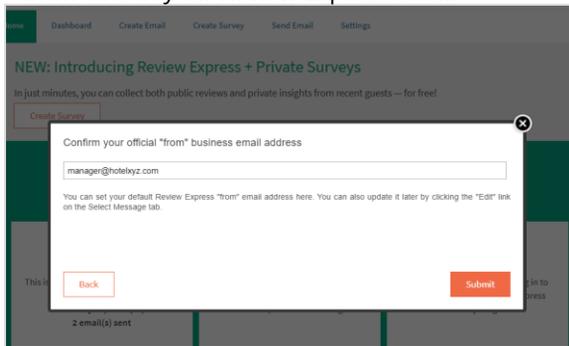

2. Click "Opt In Now"
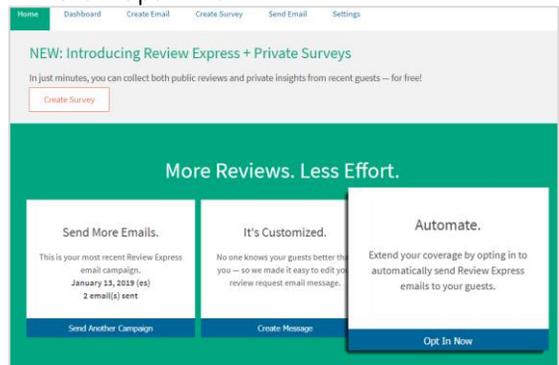
3. Select your Technology Provider from the list
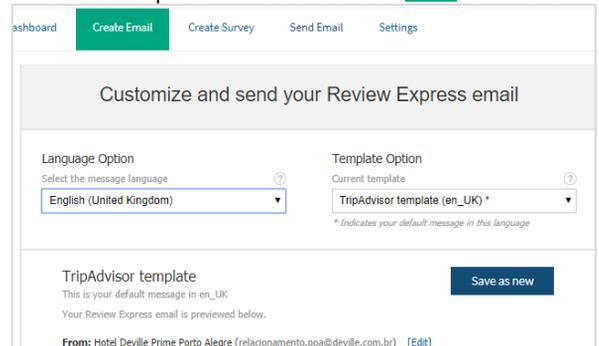

4. Accept TripAdvisor's terms and conditions
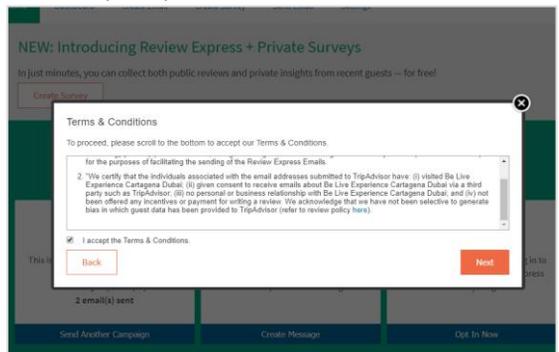
5. Provide an email address that will appear in the "from" line in your Review Express email

6. (Optional) Go to "Create Email" tab and customize the template. If you choose not to, the default template will be used. See here for more.

Customizing Campaigns

CREATE EMAIL

- Select the language of the template you want to edit from the drop-down menu
- Update the "From" address, Subject line, header and message body
- Add a photo of your hotel
- Click "Save as new", name it and also check the box for "Use as default"
- Repeat these steps for every language your guests are likely to need (technology providers include a language tag in their requests so the appropriate template is always used).

CREATE SURVEY

- Select up to 7 questions from the bank on the left hand side
- Drag them into the dotted boxes on the right hand side, and reorder to your preference
- You only need to do this once, as questions will be automatically translated to the same language the Review Express email is sent in
- When you are done, click "Publish Survey"
- These extra questions will appear before the standard TripAdvisor review form when a guest clicks through from the email

Dashboard Overview

CAMPAIGN PERFORMANCE

- This section shows the results of the email campaign itself.
- You can see the number of emails sent, open/click rate and the number of reviews collected.
- Click on the campaign ID to see which email addresses it has been sent to (note: email addresses only visible for a period of 90 days).

Home	Dashboard	Create Email	Create Survey	Send Email	Settings

Campaign Performance as of November 25, 2019   See Campaign Details

Total Campaigns	Total Emails Sent	Total Opens	Total Clicks
543	22223	6987	1427

Review Express Reviews	Get more insights with a custom survey	Active Automated Review Express Providers	Invite more guests to write a review
320	Create Survey	1	Get Started

ADD NEW PROVIDER>

Recent email campaigns

Date	Campaign Id (Language)	Survey	Sent	Clicks	Opens	Bounced	Suppressed
10/16/2019	15995688 (en_US)		1	0	0	1	0
10/15/2019	15983624 (pt)		103	17	41	10	16
10/15/2019	15983623 (en_US)		2	0	1	1	0
10/14/2019	15970838 (pt)		106	23	48	25	15
10/14/2019	15970837 (es)		2	0	1	0	0
10/14/2019	15970836 (en_US)		1	0	0	1	0
10/13/2019	15959656 (pt)		75	6	23	12	7
10/13/2019	15959655 (en_US)		2	0	0	0	0
10/12/2019	15949512 (pt)		43	2	6	1	12
10/12/2019	15949511 (en_US)		10	0	1	0	0

Campaign data is updated regularly. There may be a delay of up to 7 days before the final campaign data displays in the dashboard.

Guest Satisfaction Survey Feedback

DOWNLOAD RESULTS   LAST 6 MONTHS ▼

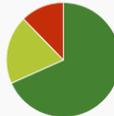| Total survey responses in the last 6 months.	Most recent survey response	Your current survey status
368	2019-11-27	Published

Understanding your Private Survey responses

▼ Overall Experience

How likely is it that you would recommend us to a friend or colleague?

Net Promoter Score: 56

68% Promoter
19% Passive
12% Detractor

▼ Guest Room & Furnishing

Cleanliness of room   4.6/5

Housekeeping service   4.5/5

247
91
6   7   15
1   2   3   4   5
Response Counts

Room safety and security   4.5/5
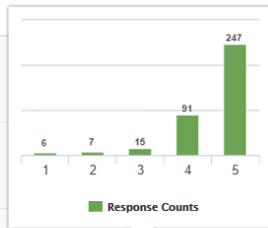
366 guests responded to this question

▶ Hotel Staff

▶ Dining Services/Facilities

PRIVATE SURVEY FEEDBACK

- This section shows the responses to your Guest Satisfaction Survey questions. These are only visible via this dashboard and not publicly on TripAdvisor.
- Net promoter score is a common marketing tool to measure guest satisfaction.
- The ratings of your customized questions are visible below. Hover over the green bar to see a breakdown of ratings.
- Toggle the reporting period (1 month/3 months/6 months) with the blue button on the top left
- Download a CSV file of results with the orange "Download Results" button.

Troubleshooting

FREQUENTLY ASKED QUESTIONS

I don't see the "Automate" option in the Management Center

Contact your technology provider and ask them to add your property ID to their TripAdvisor Review Express inventory. This process takes 24-48 hours to update, then you should see the Automate option.
The above also applies if you can see the menu but your preferred provider is not in the list.

Can I opt out of sending the reminder email?

No - for automated campaigns a reminder is always sent to non-respondents after 7 days, unless they click "unsubscribe" on the original email. This system helps to maximize the contribution rate of reviews.

What does "Automated Review Express Provider Status" mean?

- *Active* = Guests whose details are captured by this technology provider will automatically receive Review Express emails after checkout.
- *Pending* = You recently opted in to automated Review Express services with this provider. As soon as this provider begins forwarding requests to TripAdvisor to send Review Express emails on your behalf, this status will change to "Active". Please note that if guests have not checked out yet, then no emails will have been sent and "Pending" status will remain.
- *Inactive* = We have not sent Review Express emails to guests associated with this technology provider for more than two weeks. If your business is seasonal and you have not had guests to generate a request for Review Express emails, this may be expected. However, if you've had guests and this status should be "Active," please contact your technology provider directly.

What does "Suppressed" mean on the Campaign Dashboard?

This is the number of emails we were unable to send. This could be for several reasons:
- The email recipient has submitted a review for this hotel within the past 90 days
- A Review Express email was already sent to this guest within the past 30 days
- The email recipient has unsubscribed from Review Express email

Is this legal? I'm worried about data privacy

Yes, it's legal! This article helps to explain email permissions and what you need to do. It is the hotelier's responsibility to comply with any privacy laws in your country.

Does TripAdvisor use my guests' email addresses for any other purpose?

No. If your guests do not respond to the email and do not write a review, we will not contact them again. If they do write a review, they have the choice of whether to opt in or opt out of marketing emails at the time of submitting the review.

Can I use Review Express manually in addition to opting in via an automated provider?

Yes, in fact we recommend doing this so that you have the chance to collect as many reviews as possible. Some guests' details may not be captured by your technology provider (e.g. if they are a walk-in or do not use your Wi-Fi) – you may ask for their email address at check-in and upload it to the Management Center directly.

There is no data in my dashboard

It can take up to 7 days for your latest campaign results to show in the dashboard. Please check back later.

I want to opt-out

We're sorry to see you go! If you no longer wish to automate Review Express, click on the "Settings" tab and then "Update your automated Review Express settings".
You can opt-in again at any time.

Further Reading

The below articles can all be found on TripAdvisor Insights, where you will find plenty of helpful information on how best to build your business on TripAdvisor:

The Complete Review Express Guide

Review Express + private surveys: Quick start guide

Review Express Analytics in 5 minutes or less

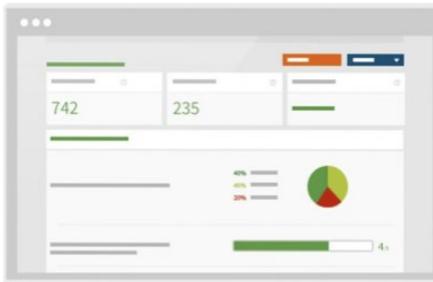8 Ways to Collect Guest Email Addresses

Quick Start Guide: Automated Review Express

8 Reasons to Ask All Your Guests to Write a Review

9 Common Review Express Concerns

Understanding your private survey responses

10 Tips to Get More Reviews With Review Express