

# Personalised satisfaction surveys

hotelinking



# Index


What are the personalised surveys?	3
Benefits	4
Features	6
How to create a survey	7
□ Create surveys	8
□ General or specific questions by hotel	14
□ Languages	15

□ Sending	16
□ Reminder	19
Results and statistics	20
□ Notifications of the results of the survey	21
□ Guest ratings and comments	22
□ Hotel results comparison	24
Related content	27

# What are the personalised surveys?

The personalised satisfaction surveys are a **premium functionality that completes the current guest satisfaction survey during stay** that Hotelinking offers. This includes a single evaluation and the possibility of leaving a comment with the guest's observations.

The premium survey is a **flexible and comprehensive solution** because it is designed so that both independent hotels and chains can take advantage of its full potential. Creating a survey is a very intuitive process and has several options to ask more specific questions about the property's facilities and services.



What is your opinion regarding the variety, quality and presentation of the breakfast?

8

Great variety of dishes, everything was delicious

Guest feedback and statistics are received through **a single channel**, which makes it easier to manage all this information. In addition, hotel chains can pull out global results, by category and by hotel.

***Thanks to these personalised satisfaction surveys, you can learn what your guests think about you and implement improvement actions.***

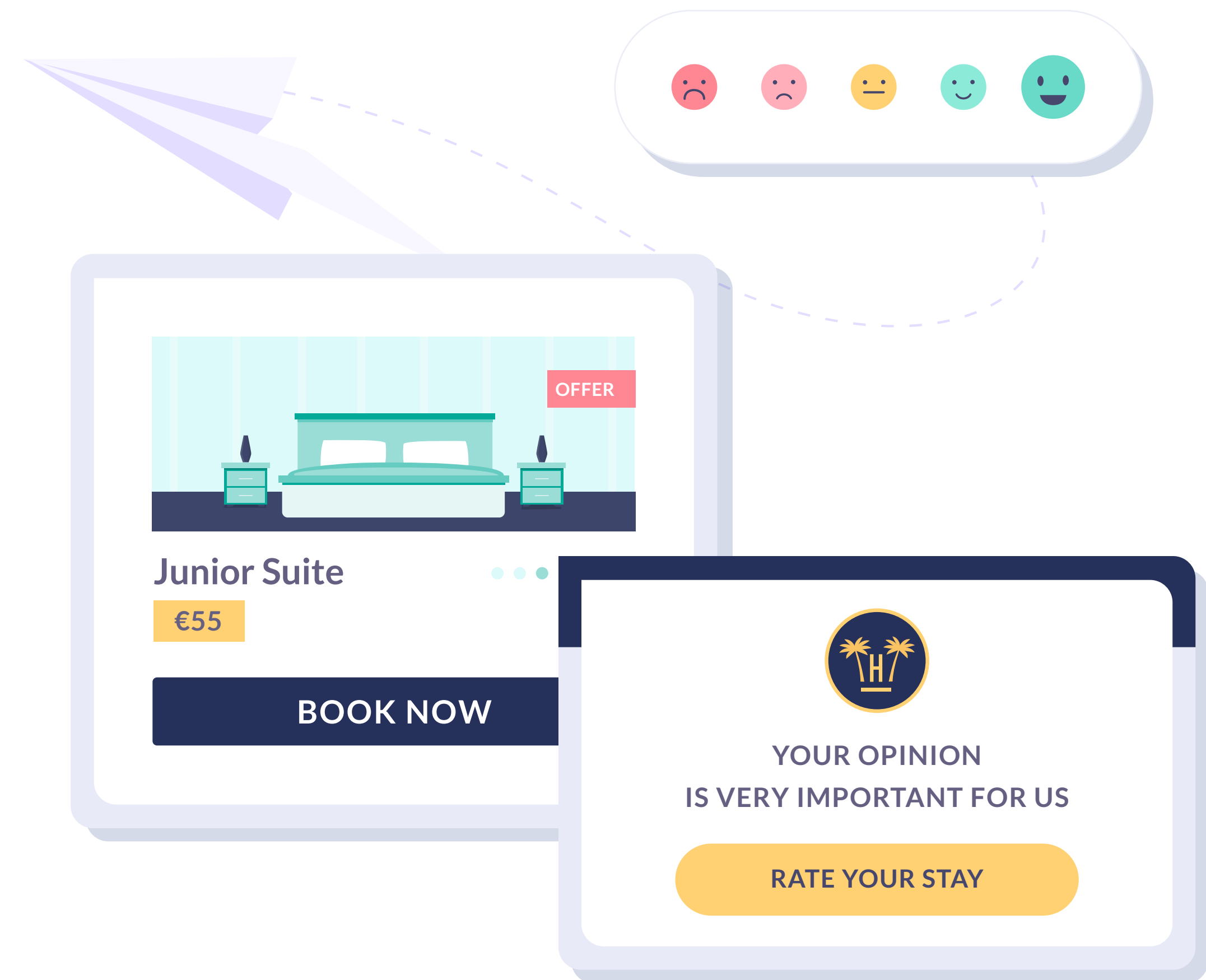
# Benefits

## Foster guest loyalty

By asking them for their opinion about the service they have received, you create a **feeling of differentiation**, showing interest for them, and they will feel closer to your brand. They will possibly keep you in mind for future reservations.

## Promote direct sales

The feedback you will obtain from your guests will enable you to **improve your services**, and with this information you will be able to run personalised marketing campaigns that can potentially become new direct reservations.



## Attract new guests

A happy guest **comes back and also recommends**. By making your guests happy, they will be your best brand ambassadors.

## Grow as a brand

The information you will receive will enable you to improve your services and grow as a brand: If you listen to the opinions of your guests and you make the changes they recommend, you will be **creating a service tailored to their needs**.



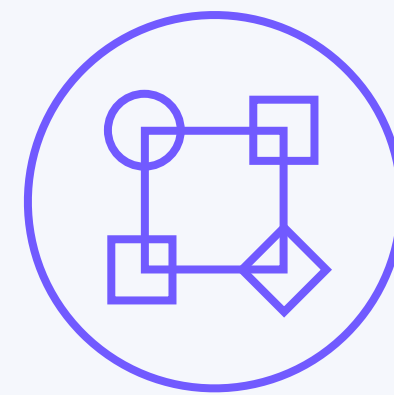
# Features



**Each hotel**  
can personalise  
their survey



**Available**  
in 7 languages



**Categories**  
of questions

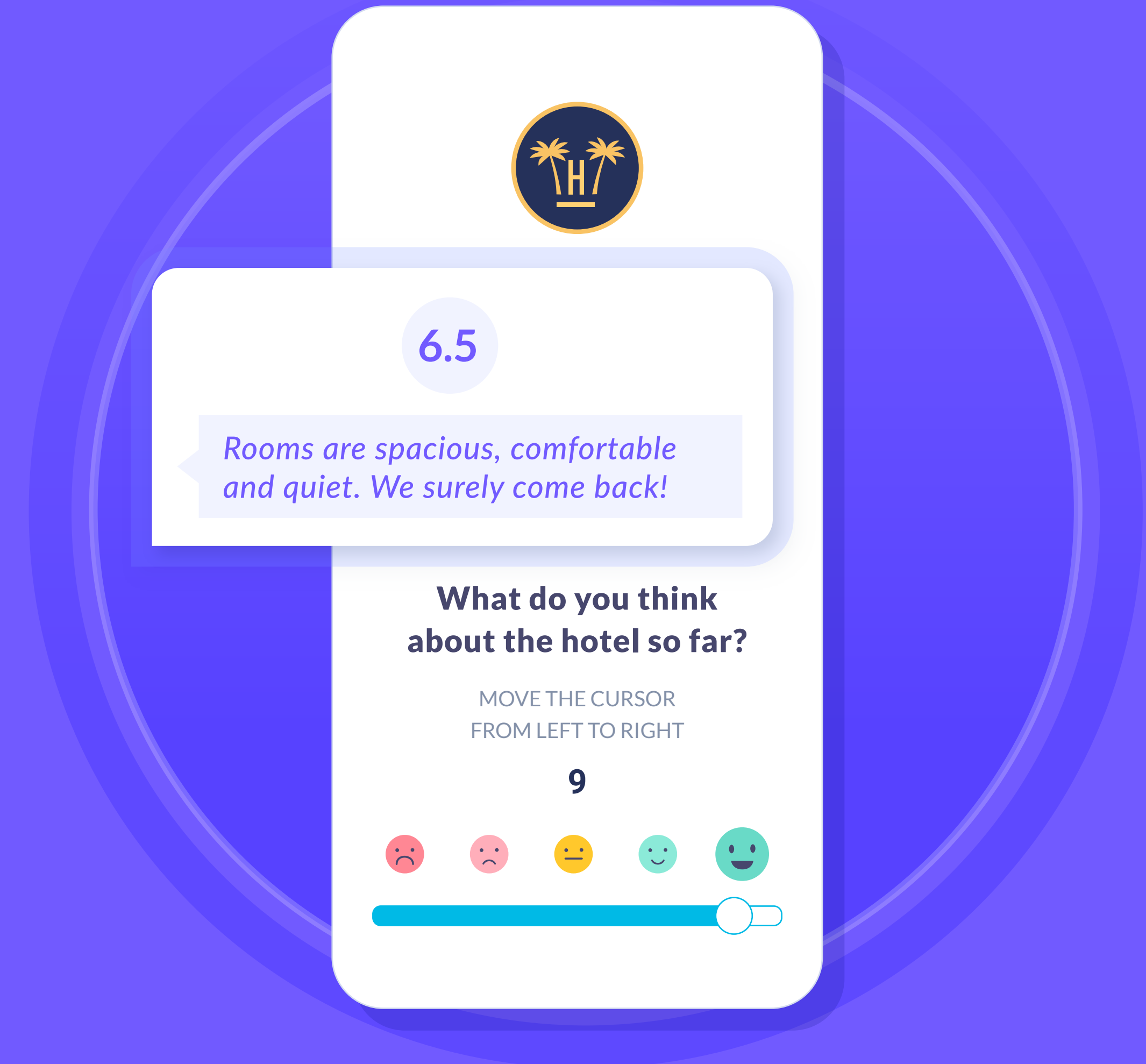


**Multiple**  
choice questions



**Global statistics**  
for hotel chains

# How to create a survey



## Property info

### 1. Property basic info

Name

Hotel Paraíso

Location

Las Bahamas

Time zone ?

GMT+01:00 Madrid (Europe/Paris)

Address

Stars

Rooms number

[Online reputation channels](#)

[Satisfaction surveys](#)

[Reports management](#)

[Birthday email automation](#)

[Loyalty configuration](#)

# Create surveys

Personalised satisfaction surveys are configured from the dashboard.

You have to access the 'Marketing Tools' tab, located in the top menu and display the different options to find 'Satisfaction Surveys'.



Use the questions of: Chain  Hotel

## Categories and questions - Hotel

Create category

### Cleanliness

Delete category

#### Questions

Degree of cleanliness 

What time do you think is best to clean? 

- Morning
- Afternoon
- Evening
- Others

#### Type

Rating

Multiple choice

#### Optional



#### Delete



Add question

Language  en

### Comfort

Delete category

#### Questions

#### Type

#### Optional

#### Delete

To facilitate its use, there is a **default survey** with a series of categories and questions already defined that can be edited, deleted or added.

If you want to create the survey from scratch, you must first create the categories, there can be as many as you want. You can **create up to 50 questions** in total that can be **mandatory or optional**.

Use the questions of: Chain  Hotel

## Categories and questions - Hotel

Create category

Cleanliness

Delete category

### Questions

Degree of cleanliness? 

Type

Optional

Delete

Rating



Multiple choice



What time do you clean?

- Morning

- Afternoon

- Evening

Add question

Language  en

Comfort

Delete category

Questions

Type

Optional

Delete

There is the option to enable/disable each question. For example, in the case of an accommodation with an outdoor swimming pool, it is logical to not to ask about this facility during the season that it is not in use.

Disabled questions don't go away, they just aren't active and don't show up in the satisfaction survey the guest receives. When you want to collect feedback again, you can easily enable them without needing to ask it again..

### Create questions ×

**Select question type:**  Rating + comment  Multiple choice  Open question

**Responses**

Multiple choice question must have at least 2 choice answers defined in order to be saved.

Activate 'Others' answer choice (allows the user to write an alternative answer to those offered).

[Add answer](#)

There are three types of questions:

## 1. Multiple choice questions

We offer the possibility to create questions where guests can select **an answer from multiple options**.

The objective of this type of answer is to be able to ask detailed questions to know and **understand in depth the preferences** of your guests.


## 2. Score and comment


This question consists of **giving points and a comment field** where the guest can add their opinion.


It gives more limited information, but offers a **quantitative value** with which it is possible to know the level of satisfaction of each question.


**Create questions** ×


Select question type:  Rating + comment  Multiple choice  Open question


 Write the question in the language specified


 Write the question in the language specified

 Write the question in the language specified

 Write the question in the language specified

 Write the question in the language specified

 Write the question in the language specified


 Write the question in the language specified


**Create questions** **Close**

Categories and... **Create category**

Facilities **Delete category**


Questions Degree of sati **Delete**


**Add question** 

Staff  en

Questions Degree of sati **Delete category**

**Add question** **Delete**

Value for mon 

 en **Delete category**

### 3. Open question

With this type of question the guest can enter a comment, so it is possible to obtain more detailed and in-depth information.

### Custom surveys

Activate personalised surveys

### Custom surveys configuration

Allow an optional comment for each question in the customised survey

Send warning email if a question score is found below the minimum score set for satisfaction survey

### Time that must pass to send the personalised surveys

Send personalised survey email at the same time as the satisfaction one

Send personalised survey email after than satisfaction one

Save changes

Use questions by: Chain  Hotel








## General or specific questions by hotel

For hotel chains, it is possible to select the **same questions for all the properties or different** questions by hotel.

If you choose to be different, each hotel can formulate the questions differently in the same category. In the statistics, it is displayed the overall result of the category, regardless of how the questions have been formulated.

## Create questions

Select question type:

	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>
	<input type="text" value="Write the question in the language specified"/>

Create questions

Close

# Languages

Both the categories and the questions can be created in the different languages that the dashboard currently supports:

- Spanish
- German
- Italian
- Chinese
- English
- French
- Catalan



### When and how send First satisfaction survey

When the user connects for the first time, send the first satisfaction survey after:

days

hours

Send thank-you mail after survey is filled

## Sending

In the panel it is possible to determine the **exact moment of sending the survey**, as well as select if you want to send a thank you email after the guest completes the satisfaction survey.



## Non customers or access code

- Send satisfaction survey to users that used access code instead of room number or that declare themselves as not clients

You can also set whether you want to send the **survey to guests who have not stayed at the hotel**, in other words, to people who have enjoyed the services of the property (such as the restaurant or the spa), but not spent the night.

### Option 1

#### Time that must pass to send the personalised surveys

- Send personalised survey email at the same time as the satisfaction one
- Send personalised survey email after than satisfaction one

### Option 2

#### Time that must pass to send the personalised surveys

- Send personalised survey email at the same time as the satisfaction one
- Send personalised survey email after than satisfaction one

*Select days and hours (Must be greater than days and hours of first satisfaction survey send)*

<input type="text" value="5"/>	days	<input type="text" value="7"/>	hours
--------------------------------	------	--------------------------------	-------

The personalised survey can be sent together with the satisfaction survey during the stay or after. It can never be sent before.

**Option 1:** if you keep the box active, the personalised survey will be sent together with the satisfaction survey during the stay. The guest will receive **two surveys in the same email**.

**Option 2:** in this case, the personalised survey will be sent a few days after the satisfaction survey during the stay, and according to the indicated period of time.

## Reminders

Send reminders to user if satisfaction survey is not filled

How many follow up emails we have to send to the user (1 every 24h)?

emails



Dear Sara García,

remember to evaluate your degree of satisfaction and help us to improve your stay.

We hope that you are having a delightful stay with us. We remind you that you can rate your level of satisfaction from 0 to 10 and leave a comment so that we can improve your stay (should it be necessary).

[Rate your satisfaction](#)

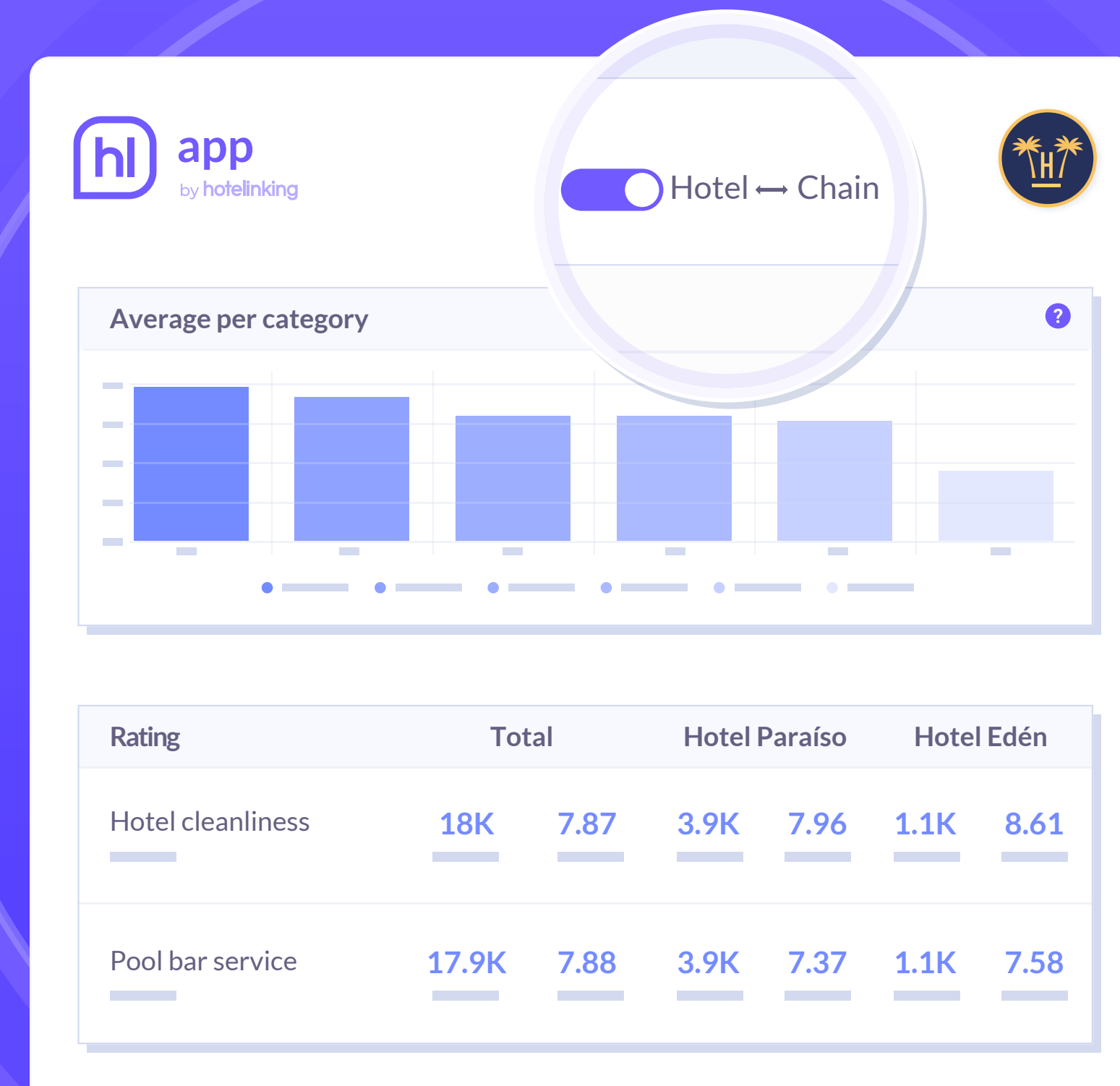
Hotel Paraíso

# Reminder

There is the option to **send a reminder email** in the event that guests **do not complete any of the surveys**, nor the survey sent during the stay or the personalised survey post-stay.

In this email, the user will be able to add a global evaluation and a comment and to then fill in the personalised satisfaction survey.

# Results and statistics



## AUTOMATED NOTIFICATION SATISFACTION SURVEY

Personalized satisfaction survey below the cut-off mark (8).

### RATING AND SCORE

6.5

*The elevator was out of service and the AC wasn't working.*

### ANSWERS TO THE PERSONALISED SURVEY

Question	Answer	Category
Degree of satisfaction with the cleanliness of the hotel Comment: DK/NA	6.5	Cleanliness
Degree of satisfaction with the comfort of the facilities Comment: DK/NA	5.7	Comfort

## Notifications of the results of the survey

If the results of the satisfaction survey are **below the established cut-off mark**, the hotel staff will receive an email with the guest rating and comments.

In the event that the hotel has activated the personalised surveys and the rating is below the cut-off mark, an email will also be sent.

## Guest Ratings and Comments (7.2)

Total: 1123

Export client list

Print selected

Search results

Export

Search

Show clients

Date range

Search



By hotel



Dates

Start

To

End

Clear filters

Bellbot	Assisted	Guest	Hotel	Room Id	Country	Rating	Comment	Time-lapse to response	When	Actions	
<input type="checkbox"/>	★	●	Sara García	H. Paraíso	107	es	7.5	A perfect hotel!	1 day y 2 h	21.02.21 15:36:22	  
<input type="checkbox"/>	★	●	José Gómez	H. Mediterráneo	222	es	8.3	The best service	7 h	21.02.21 11:05:08	 
<input type="checkbox"/>	☆	●	Gerardo Brunet	H. Paraíso	576	es	5	The AC didn't work	3h	21.02.21 10:17:54	 

# Guest ratings and comments

Surveys received from guests can be read in the 'Surveys' tab of the main panel, located in the left column.

Users who have completed the personalised survey have a **button with an (i)**; when clicking on it, it shows the answers to the surveys.

You can also see the **average score of the total evaluations and download the results** of the surveys in Excel format to make your own reports or comparisons.

Hotel ↔ Chain

Back to Dashboard

Statistics ▾

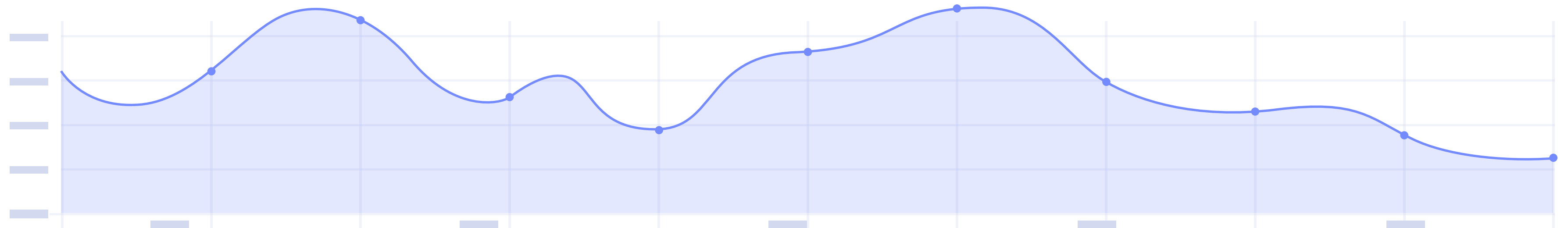
- Customers
- Clicks and impressions
- Reputation
- Customer interaction
- Employee interaction
- Hotel comparison
- Loyalty statistics

Bellbot

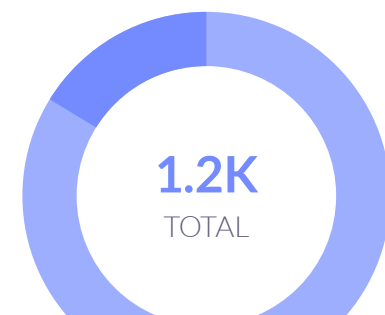
Salir

### Score in time

Day Month Year ?



### Have answered the survey ?



### Average score ?

5.76  
OVER 10

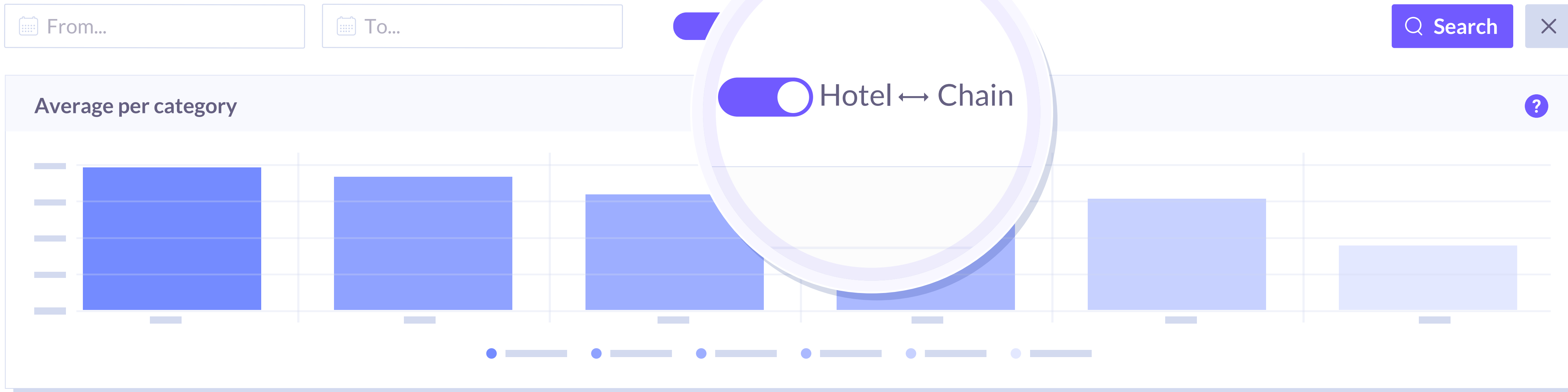
### Average response time ?

53.87H  
2 DAYS AND 6 HOURS

To **see the statistics**, you must access the 'Statistics' tab, in the left column of the dashboard.

Once inside, the '**Statistics**' option appears again. When clicking on it, from the dropdown menu, select '**Reputation**' to view the data.

This panel gathers all **the results and summarizes in graphs** for a better understanding. It is possible to see the overall average score of the hotel, for each category, by age, etc., in addition to a complete detail of the number of answers obtained per question.



Rating	Total		Hotel Paraíso		Hotel Pirineos		Hotel Edén	
Degree of satisfaction with hotel cleanliness QUESTION	<b>18K</b> ANSWERS	<b>7.87</b> MEDIA	<b>3.9K</b> ANSWERS	<b>7.96</b> MEDIA	<b>1K</b> ANSWERS	<b>7.98</b> MEDIA	<b>1.1K</b> ANSWERS	<b>8.61</b> MEDIA

## Hotel results comparison

To compare the results between hotels of the same chain, simply activate the 'Chain' tab from the same 'Reputation' panel.



Rating	Total	Hotel Paraíso		Hotel Pirineos		Hotel Edén		?
Are you satisfied with the pool bar service? QUESTION	<b>18K</b> ANSWERS	<b>7.87</b> MEDIA	<b>3.9K</b> ANSWERS	<b>7.96</b> MEDIA	<b>1K</b> ANSWERS	<b>7.98</b> MEDIA	<b>1.1K</b> ANSWERS	<b>8.61</b> MEDIA
Are you satisfied with the technical services department, without evaluating the Wi-Fi? QUESTION	<b>17.9K</b> ANSWERS	<b>7.88</b> MEDIA	<b>3.9K</b> ANSWERS	<b>7.37</b> MEDIA	<b>1K</b> ANSWERS	<b>6.42</b> MEDIA	<b>1.1K</b> ANSWERS	<b>7.58</b> MEDIA
Are you satisfied with the activities of the animation team? QUESTION	<b>17.8K</b> ANSWERS	<b>7.16</b> MEDIA	<b>3.9K</b> ANSWERS	<b>7.27</b> MEDIA	<b>1K</b> ANSWERS	<b>7.77</b> MEDIA	<b>1.1K</b> ANSWERS	<b>7.10</b> MEDIA

Cleanliness	Total	Hotel Paraíso		Hotel Pirineos		Hotel Edén		?
Degree of satisfaction with hotel cleanliness QUESTION	<b>102</b> ANSWERS	<b>7.46</b> MEDIA	<b>3.9K</b> ANSWERS	<b>6.25</b> MEDIA	<b>1K</b> ANSWERS	<b>7.58</b> MEDIA	<b>1.1K</b> ANSWERS	<b>8.6</b> MEDIA

Once the tab is activated, **the data of all the hotels appears in a table**. The rows show the questions grouped into categories and the columns show the name of the hotels. The table provides both the number of responses and the average score for each question.

## Hotel comparison

[Back to Dashboard](#)

[Statistics](#) ▾

Customers

Clicks and impressions

Reputation

Customer interaction

Employee interaction

[Hotel comparison](#)

Loyalty statistics

Bellbot

Logout



















Name	Satisfaction emails sent	Satisfaction emails opened	Clicks on satisfaction emails	Review emails sent	Review emails opened	Clicks on review emails	Warning emails sent
Hotel Paraíso	770	72%	69%	770	88%	87%	51
Hotel Pirineos	684	81%	73%	684	97%	91%	15
Hotel Edén	192	66%	90%	192	70%	66%	20
Hotel Mediterráneo	101	95%	80%	101	76%	67%	23
Hotel Lago Azul	453	40%	62%	453	25%	23%	49
Hotel Arena Blanca	326	83%	25%	326	52%	33%	92

In the **'Hotel comparison'** section, there are more metrics to compare between hotels, such as the percentage of open satisfaction surveys or the number of open review emails.

# Related content

- WiFi Portal  
- Automated notifications  
- Suite of contactless tools for hotels  
- Hotel Data Advanced Course  

- Whitepaper GDPR  
- Analysing Tripadvisor: how to improve reputation and visibility in the ranking  
- How to increase your guests' satisfaction  

# hotelinking

CONTACTLESS TECH TO CONNECT WITH YOUR GUESTS

Carretera de Valldemossa, Km. 7,4 Parc Bit. Edifici Disset 3<sup>a</sup> Planta Puerta D7, 07120

[www.hotelinking.com](http://www.hotelinking.com) | [help@hotelinking.com](mailto:help@hotelinking.com)

