

# Brank tell-us.club

Guest Feedback System

## Brank tell-us.club Overview

Customer feedback software from Brank, tell-us.club, gives your hotel and restaurant the tool through which you can effectively collect reviews, opinions or any data that is important to your business.

A versatile online feedback system for hotels and restaurants that allows building stronger relationships with guests and customers. Powered with robust features, Brank tell-us.club will give hotels and restaurants complete freedom when engaging customers and also flexibility on when and how to collect feedback.

Brank tell-us.club will adapt naturally with hotel and restaurant operations, enhance overall customer service, and provide a strong community for future success.

## Benefits

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### Direct Customer Engagement

Majority of the time, it is hard for management to connect with customers, Brank tell-us.club will bring you closer to your customers, and management can directly hear what customers have to say.

### Customer Retention

Brank tell-us.club can help in retaining maximum number of customers by detecting hidden issues in products or services. Certain issues are hard to detect with traditional feedback methods and can lead to lose of customers.

### Positive Customer Service

Giving your customers with unique feedback options shows that you care about your customers and want to hear what they have to say. This gives a positive impact on customers knowing that their feedback is taken seriously and further allow them to be honest when they give their feedback.

### Reputation Management

Timely feedback that leads to better customer services allows your brand to keep a positive image in the market. The constant evolution of product and services gives your brand a better reputation in the eyes of the customers.

### Connect with your Guest while they are still on property

Using Brank tell-us.club on Tablet or Kiosk you can get feedback while the guest is still in property. This allows the hotel management to acknowledge the praise, or address the complaint, before the hotel guest checks out. Thus getting more happy guests, improved online reviews, and increase hotel revenues!

### Increase Positive Reviews on Review Websites

The system can be configured in a way that if there is a positive review, the user is prompted to share the same on Hotel Review website like Tripadvisor, Holidaycheck or any local hotel review website. In case of negative feedback the guest will not be prompted to share the feedback on such public domains.

### Paper Feedback Compilation

Hotels and Restaurants can continue to using the traditional paper feedback forms. The data collected from this forms can be entered into the system which enables the management to generate consolidated reports from all forms of feedback.

### Stay Ahead of the Curve

With constant evolution of product and services and keeping in constant touch with your customers allows you to stay ahead of the competition.

### Reports Anywhere

Monitor progress of various survey and results with up-to-minute online reports highlighting results in easy-to-understand GUI.

### Accountability

Keep track of all the responses and emails sent from the system by different departments and staff. This helps the management to keep track of responses department wise, who is taking appropriate actions for complains and overall responsibility.

## Importance of Feedback

Customer feedback is of the vital importance for a business to be successful and they are the heart of every successful business. In the hospitality industry without satisfied and happy customers, it would be impossible for hotels and restaurants to be successful and constantly grow.



Consumers were willing to pay between 38% more for a 5-star rated hotel than for a 4-star rated hotel.



A one-point increase in a hotel's average user rating on a 5-point scale (eg, from 3.8 to 4.8) makes potential customers 13.5% more likely to book that hotel.



More than one third of consumers will not book a hotel room without reading reviews first.



90% of travelers avoid booking hotels labeled as "dirty" in online reviews.



53% of TripAdvisor users say they won't book a hotel if it has zero reviews.



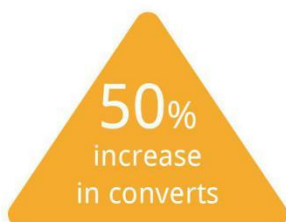
87% of TripAdvisor users feel more confident in their decision when they read the reviews and 98% say they find them "accurate of the actual experience."



An appropriate response to reviews from hotel management is more likely to make TripAdvisor book (57%), improves their overall impression of the hotel (84%) and makes them feel the hotel cares (78%).



35% of social media users changed their hotel after browsing a social platform.



OTA shoppers who visit hotel review pages in OTAs are twice as likely to convert.



Travelers spend an enormous amount of time researching hotels online. On average, hotel consumers made twelve visits to an OTA's website, requested 7.5 pages per visit, and spent almost five minutes on each page before booking.

Disclaimer: Information contained in pictorials is gathered from various sources. We try to keep it accurate and up-to-date, we cannot guarantee that it is and accept no liability for inaccurate, out-of-date, or misleading information.

## Features

### Customizable Surveys

Create your own survey with customized forms according to the specific requirements relating to the products and services offered by your establishment.



### Comment Section

Comment section allows your customers to enter personal message or opinion about your product and service giving you a different viewpoint that may not be reflected on the feedback form.

### Multilingual Feedback

The feedback forms can be generated in different languages allowing your customers to give feedback in their preferred language.



### Branding

Keep your hotel and restaurant branding strong with Brank tell-us.club theme support that enables you to customize the total look and feel according to your own brand. Clients will only see your hotel and restaurant brand which will create stronger brand loyalty.

### Reports & Analytics

Multiple report types can be generated in the system for accurate analysis and better understanding of your customer behavior.



### Instant Alert via Email & SMS

Brank tell-us.club will automatically send an Email and SMS to the concerned department when a customer gives a negative feedback.

### Social Media Integration

Brank tell-us.club is integrated with various social media outlets such as Facebook, Twitter, etc. allowing you to publish the results of the feedback form on your social network page.



### Backup

Automatic backup for all the data collected which can be restored easily without any hassles.

## Who can use Brank tell-us.club

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### Department Wise Surveys

Every department plays an important role in creating overall impression on customer for their brand name and reputation. Brank tell-us.club lets you create department wise surveys to keep track of your hotel's overall performance.

#### Management/Owners

Track overall performance of hotel and various departments with advanced reports highlighting customer service and brand which helps management or owners to drive occupancy and keeping guests coming back to the hotel.

#### Regional and Branch

Hotel chains might have more than few properties across various regions providing different set of services. Brank tell-us.club allows you to create unique surveys which are specific to that particular hotel and keeps better track of overall performance.

#### Front Office

It is vital for hotel to keep track of guest's experience with the staff during reservation, information, travel desk, lobby, and guest check in and check out. Brank tell-us.club you can create surveys keeping track of all the activities and create special alerts for negative feedback.

#### Sales & Marketing

Detail reports in Brank tell-us.club will allow the department to make confident decisions about hotel's brand, local and international operations. Create special surveys to check effectiveness of various campaigns, promotions, and offers and strategize accordingly.

#### Food and Beverage

Constant feedback from guests regarding the service is very important as various outlets within the hotel require different level of service from the staff and keeping check of the overall quality requires a systematic approach.

#### Housekeeping

Housekeeping is one of the most common departments which receive the most comments, reviews or feedback from guests. Brank tell-us.club will allow you to set up special group of housekeeping and set an email and SMS alert for the department.

#### Human Resources

Brank tell-us.club can also be used internally for maintaining records of staff members and their performance individually or department wise. The HR department can use the data collected for strengthening the team and empowering employees that directly results in better customer service for your guests.

#### Maintenance

Instant feedback system within your hotel, guests can immediately provide what went wrong in which room or anywhere else notifying the maintenance department to swing into action and fix issues immediately.



## Survey Types for Interacting with Guests

### General Survey

General Survey is the standard default survey replacing the traditional paper feedback forms found in hotels and restaurants. This survey gives general idea about what your customers are thinking about your brand from an overall perspective.

### Custom Survey Type

Provide different surveys for business travelers, leisure travelers, etc. every guest is different as their expectations and in Brank tell-us.club you can create custom surveys according to your clientele.

### Online Booking Survey

Once the guest is done booking online with a hotel, guest will automatically be redirected to a page with Feedback Survey link and also the same link will be sent to the guest via Email or SMS which guests can attend later.

### Stay Experience Survey

Guests can also provide their experience by accessing feedback survey via a link from a PC or Tablets.

### In House Facilities Surveys

Provide guests with various opportunities to provide their feedback when they are using various facilities at the hotel. Hotels can capitalize on key locations by strategically placing touch screen monitors across different facilities in the hotel and take survey when guests are using facilities such as poolside bars, coffee shops, gym, etc.

### Guest Check out Survey

Check out is the perfect time for capturing guest's most honest feedback as the guest's experience is still fresh and provide management opportunity to engage them directly. Guests can provide on the spot feedback or go back to it later as the system will email or SMS the feedback link.

### Special Event Surveys

Set up special surveys for specific events hosted at the hotel, from private events such as weddings, receptions, etc. to business events such as conference and seminars.

### Special Tour Surveys

If hotel is providing special tour services for the guests, they can set up specialized surveys accordingly.

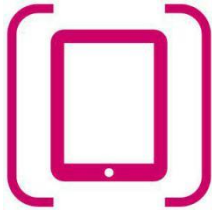
## Guest Feedback Options



### Website Surveys

Guests can fill up the feedback anytime after their experience with the property online and access the survey via a URL link allowing you to get feedback from them anytime. Website surveys also support tablets and smart phones so the guests can access the same website survey via PC, Tablet or smart phones.

In addition, a link can be added in the booking confirmation email and thank you email once the guest checks out, this way the surveys are distributed easily by the hotels and restaurants.



### Tablet Surveys

Hotel staff can facilitate guests to provide quick surveys for various or specific facilities provided in the hotel. This is a great way for gathering feedback on facilities such as spa services, gyms, tours, or any other specialized service provided by the hotel. Tablets also provide mobility within the property and guest can access survey via their personal tablets if they prefer using their own.



### Smart Phone Surveys

Hotel can send link of feedback surveys via SMS to the guests during their stay or guest's check out, mobile phones are the fastest way of reaching out to the guests and significantly increases chances of guest providing feedback.



### QR Codes

Create QR codes for different surveys which can be strategically placed across the hotel where guests can scan the code themselves and access the surveys. For example, QR codes can be placed in the rooms where guest can provide feedback during the stay or at the reception desk where guests are checking in or checking out.



### Touch Screen Kiosks

One of the easiest and efficient ways of collecting feedback from guests, hotels can strategically place touch screen kiosks across prime locations and setup Brank tell-us.club surveys according to the requirements.



### Hotel and Restaurant App

Brank tell-us.club supports custom hotel or restaurant app, it can be integrated with the application allowing customers to directly give feedback from their smart phones. Brank tell-us.club can directly send results and notifications to the hotel page.

## Limitations of Traditional Paper Feedback Forms

### Time Consuming

One of the biggest drawbacks of traditional feedback forms is the time it requires for preparation, printing and distribution. Furthermore, when the guests do take time out and fill out the feedback form it becomes a daunting task for the staff to collect and analyze the data manually.

### Limited Accessibility

Printed forms provide limited accessibility, there are only so many types of forms a hotel can print and distribute. This creates a situation where hotel or restaurants are not able to cover all the services or minor issues for feedback.

### No Instant Response

By the time the feedback forms are collected and analyzed it is usually late for the management to respond or act on a negative event which has already occurred.

### Hard to Edit and Modify

The business model of a hotel and restaurant is always evolving; the services which were offered yesterday may not be part of the equation today and new services might come into play tomorrow. As the services or offerings change in the business model the printed forms automatically become redundant which brings serious limitation for the business and unwanted expenses.

### Printing Costs

One of the major disadvantages of using paper feedback forms is the high cost associated with the printing process. Taking into account editing and distribution of feedback forms for different branches can also bring up the costs for hotels and restaurants.

### No Reports

Printed forms collected are harder to analyze and categorize for accurate reporting which makes it harder for management to pinpoint issues or reaching any kind of conclusions.

### Data Manipulation

The data collected on the feedback forms can be manipulated by the staff especially in case of negative feedback before reaching to the management leading to misinformation and inability to fix issues.

### Intruding Process

Printed forms placed strategically in the restaurant can still be missed by the customers and the staff sometimes has to request customers to give feedback forms which customers may find intruding leading to a negative feedback or no feedback at all.

### Out of Date

Majority of the customers today are tech savvy and part of fast-paced work/lifestyles, seeing a printed feedback forms usually is a sign of an outdated process for them. This outdated process leads to non-participation from the customers which holds true for the most loyal customers as well.