

# L'importanza della brand reputation nel settore dell'ospitalità

Carlo Fontana – GM Hotel Berna (Milano) & CEO Hoxell

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# Agenda

- ▶ Mi presento
- ▶ Brand reputation ed ospitalità
- ▶ 2004: arrivano Tripadvisor e gli altri motori di reputazione e vendita
- ▶ Una scelta strategica: la Guest Experience come vero grande vantaggio competitivo
- ▶ I momenti di crisi
- ▶ La gestione dei commenti e gli strumenti di analisi reputazionale

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# Hotel Berna

[Manage This Listing](#)

 Agoda.com **CHF 112\***


5,739 Reviews

#15 of 430 Hotels in Milan



Certificate of Excellence


[Hotel website](#)

[E-mail hotel](#)


00 39 02 9475 5451



Via Napo Torriani 18, 20124 Milan, Italy


 Special Offer [Package Deal](#)
[View Deal](#)

## PriceFinder





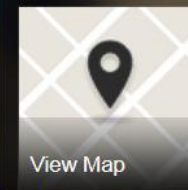
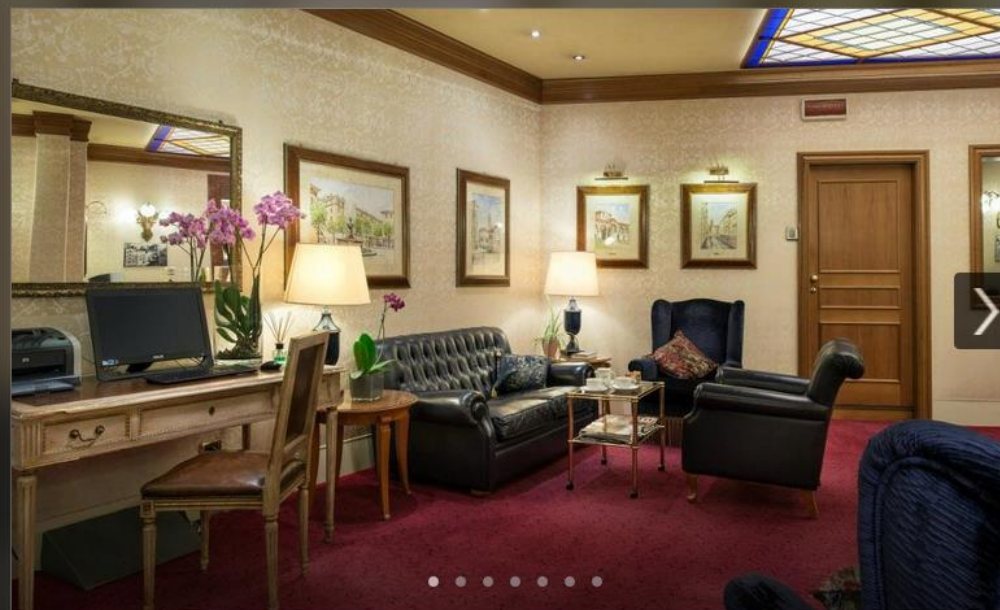

Best Deal


~~CHF 133\*~~  
**CHF 112\***
[View Deal](#)

**CHF 117\***
[View Deal](#)

**CHF 121\***
[View Deal](#)
[Official Site](#) **CHF 133\***
[Hotels.com](#) **CHF 117\***
[Booking.com](#) **CHF 121\***
[1 more sites](#)

\*Disclaimer: Prices above are the average nightly price prov...



Stazione Centrale

Mid-range

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swisstrav...  
switzerland

Level **5** Contributor

45 reviews

44 hotel reviews

116 helpful votes

*“will definitely stay here again!”*

Reviewed **October 16, 2004**

This hotel is great - we paid 99euro for a double and it's worth ever cent of it. the room is spacious (by italian standard). the staff is very friendly and helpful (also with a smile). the breakfast is great - one of the best i have experienced in italy - it has eggs and bacons, a variety of fruits,...

[more](#)

Helpful?



7

Thank swisstravel

Respond



A TripAdvisor Member

*“lovely place”*

Reviewed **May 7, 2004**

I really liked staying at the hotel berna. the reception were friendly, great breakfast, plenty room in the bathroom which is not always good in some hotels in italy. easy walking distance to trains and buses to go to airport, eating places easy as well. i recommend this hotel highly.

Helpful?



6

Thank A TripAdvisor Member




Respond


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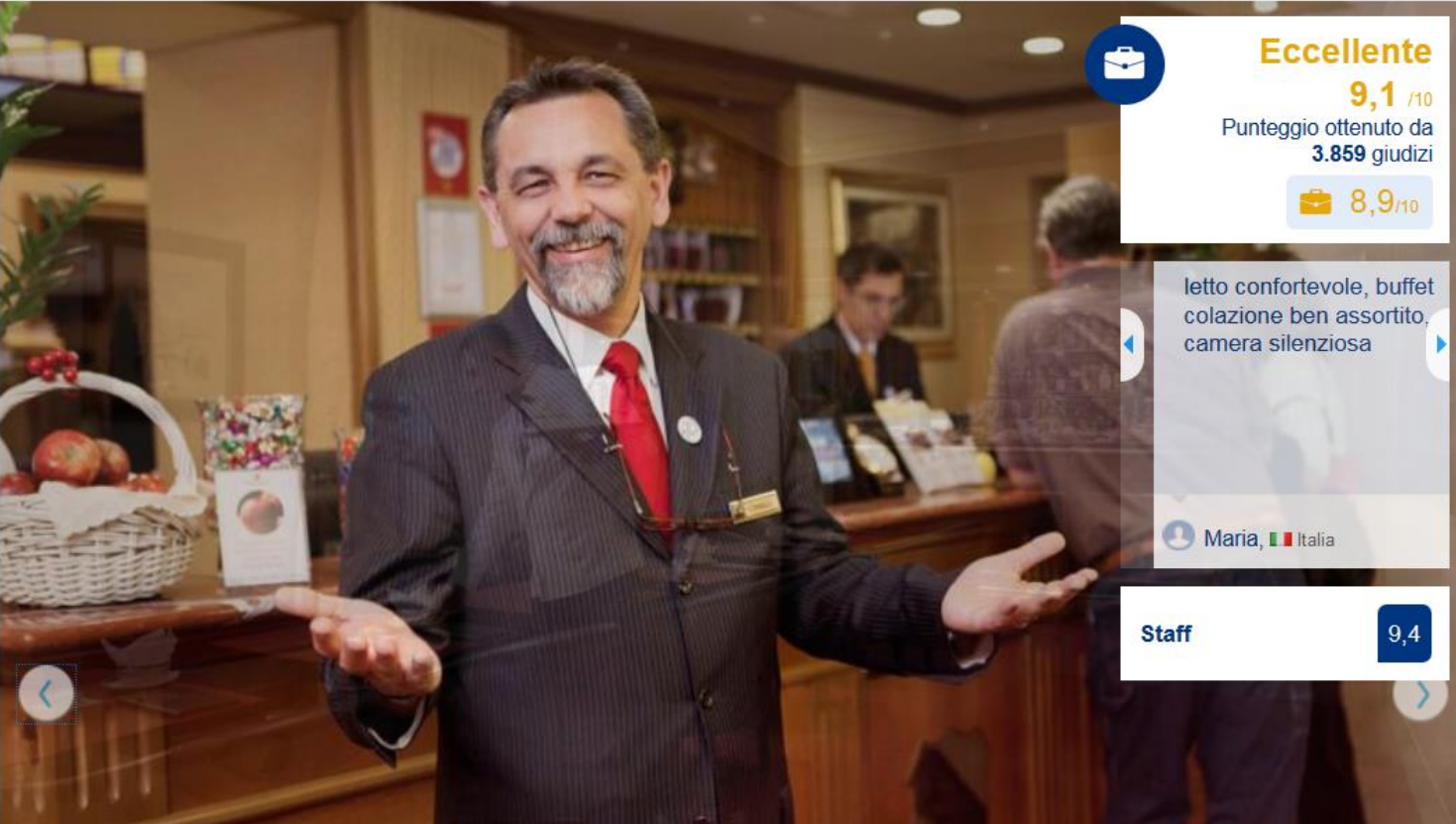



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Camere disponibili Servizi Leggi prima di prenotare Da sapere Vedi tutte le recensioni verificate (3859)



**Hotel Berna** ★★★★★  + Preferito dell'azienda [Prenota ora](#)  

 Via Napo Torriani 18, Stazione Centrale, 20124 Milano, Italia – [Ottima posizione \(vedi mappa\)](#)



**Eccellente**  
**9,1** /10  
Punteggio ottenuto da  
**3.859** giudizi  
 **8,9**/10

letto confortevole, buffet colazione ben assortito, camera silenziosa

 Maria,  Italia

**Staff** **9,4**

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## Hotel Lugano Dante: albergo di città più accogliente della Svizzera

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## Top 25 degli hotel con il miglior servizio: Svizzera

ITALIA MONDO REGIONI

[ESPANDI LISTA](#)

### 2 Lugano Dante Center Swiss Quality Hotel

Lugano, Svizzera



1 su 25



*“Completo relax dopo un viaggio di lavoro stressante”*

*“Ottimo albergo”*

[LEGGI TUTTO](#)



3 su 25

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## High Tech for High Touch Experiences: A Case Study from the Hospitality Industry

Barbara Neuhofer,  
Dimitrios Buhalis, and  
Adele Ladkin

eTourismLab  
Bournemouth University, United Kingdom  
{bneuhofer, dbuhalis, aladkin}@bournemouth.ac.uk

### Abstract

Experiences represent the core of the tourism and hospitality industry. Companies seek to create unique and personalised experiences by addressing the needs and wants of contemporary consumers who are looking for something new. **While the importance of experiences is unquestioned, the understanding of how to use technology to create personalised experiences is limited in tourism theory and practice.** Based on this rationale, this paper aims to explore how companies can strategically use technology to create personalised high-touch guest experiences. Following a single case study approach, this paper contributes by developing a process model proposing technology as a platform of co-creation. A two-fold information and experience flow is introduced between companies and consumers throughout multiple experience touch points. This exploratory study suggests high-tech as a critical factor in the co-creation and facilitation of high-touch experiences.

**Keywords:** Tourism experiences; ICTs; best practice; co-creation; touch points; case study;

### 1 Introduction

Information and communication technologies (ICTs) have had a significant impact on the entire tourism industry (Buhalis and Law, 2008). More specifically, technological advances have transformed how tourism products and services are produced and consumed (Pralhad and Ramaswamy, 2003, Stamboulis and Skayannis, 2003) and tourism experiences are created (Tussyadiah and Fesenmaier, 2007). ICTs have become an integral part of the entire journey throughout which tourists use technologies to generate richer experiences (Gretzel and Jamal, 2009) and are empowered to co-create more personal experiences (Pralhad and Ramaswamy, 2004). Recent developments, including an increasing consumer empowerment (Pralhad and Ramaswamy, 2004), the rise of prosumers (Ritzer and Jurgenson, 2010), a growing recognition of co-creation (Pralhad and Ramaswamy, 2004) and a realm of possibilities due to the developments in the field of technology (Wang et al., 2010), have contributed to substantial change in the conventional creation of tourism and hospitality experiences. In addition to exploiting the opportunities of integrating ICTs into experiences, it has become paramount for companies to conjointly create experiences with consumers (Pralhad and Ramaswamy, 2004). Increasingly active and involved consumers are in search of experiences that engage them in a personal

October 2014

PhoCusWright's

# SPOTLIGHT

## Customer Experience Management: New Technology Leads to New Benefits

by Gabriele Piccoli

*Hospitality and tourism are about creating a welcoming environment for travelers. However, the ways in which tourism and hospitality operators go about creating this environment have changed dramatically in the recent past. Guests are increasingly tech-savvy, time-starved, impatient global travelers. They have embraced the Internet and can be found conducting research on TripAdvisor, shopping on Hipmunk, booking online at Orbitz, and writing reviews on Booking.com or Expedia from their mobile devices right after checking out of their hotel rooms.*

PhoCusWright

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LYNDA M. APPEGATE  
GABRIELE PICCOLI  
ARNOLD B. PEINADO

## HGRM (B): Launching Hoxell, a New IT Venture

*The hotel industry has become so competitive that hotels are increasingly becoming a commoditized product. There are independents and big hotel chains to contend with. HGRM helps us differentiate ourselves through better service.*



HARVA

LYNDA M. APPEGATE  
GABRIELE PICCOLI

## HGRM: Bringing Back High Touch Hospitality

*My father used to say "True hospitality is about knowing how to genuinely welcome your guest, as a guest, not a client." The world has changed, it is more fast-paced and technological, but true hospitality is still about connecting with the guest.*

*Paola Fontana*

*It is normal in our business to invest fifty thousand euros in the renovation of a single room. But most hoteliers don't invest that much in a relationship with thirty thousand guests a year.*

*Carlo Fontana*

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# L'importanza della brand reputation

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## La web brand reputation

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**92%** dei viaggiatori confermano come le proprie decisioni siano fortemente influenzate dai commenti degli altri ospiti

(e-tailing group)

**33%** dei viaggiatori cambiano la loro prima scelta durante il processo di prenotazione dopo aver letto i commenti

(World Travel & Tourism Council)

**38%** è l'ammontare che sarebbero disposti a pagare in più per un albergo che abbia un rating di 5/5 rispetto ad un 4/5

(Comescore)

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# 4 P's

Product  
Promotion  
Price  
Place



# 4 E's

Experience  
Evangelism  
Exchange  
Everyplace

ReviewPro  
RJ Friedlander, (CEO)

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# Cosa è il VALUE?

## Consumer decision making process



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Pricing in a Social World  
Kelly McGuire & Briffni Malone



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# Cosa è il VALUE?

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## Price & non price information at the point of

90 hotels near Downtown Nashville for 2 adults

Book online or call 800-391-3613

Sort By Price Guest Rating Hotel Name Star Rating Best Deals Recommended

Hotel avg \$184 3 star avg \$200 4 star avg \$291

Search by hotel name

Filter hotels by

Star Rating

- 5 Stars (10)
- 4 Stars (10)
- 3 Stars (27)
- 2 Stars (47)
- 1 Star (3)

Price

- Less than \$75 (0)
- \$75 to \$124 (18)
- \$125 to \$199 (24)
- \$200 to \$299 (14)
- Greater than \$300 (1)

Points of Interest

- Ryman Auditorium
- LP Field
- Country Music Hall of Fame and Museum
- Tennessee State Capitol
- Nashville Public Library

Hampton Inn & Suites Nashville Downtown ★★

Excellent! 4.4/5 (217 reviews)

\$339/night

86% Ranked #18 of 150 hotels in Nashville 775 Reviews Certificate of Excellence 2014

A recent review

★★★★★ review posted yesterday Cindy K. Singarenko, New York

Hampton Inn & Suites Nashville Downtown - Stadium ★★

Good! 3.8/5 (54 reviews)

\$189 \$129/night

Hampton Inn & Suites Nashville Hotel ★★

Excellent! 4.7/5 (213 reviews)

\$349 \$329/night

Renaissance Nashville Hotel ★★★★★

Excellent! 4.3/5 (552 reviews)

\$339/night

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# Assessing price: how do consumers choose?

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# Attribute importance

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## BUSINESS

1. Review Sentiment
2. Brand
3. Rating
4. Price
5. Review Language

## LEISURE

1. Review Sentiment
2. Price
3. Rating
4. TripAdvisor Rank
5. Brand

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Hotels can  
lose up to **30**  
customers for  
each bad  
review

'97 per cent  
say cleanliness  
is the most  
important factor  
when choosing  
a hotel'



don't let  
housekeeping  
be the cause

 emprise

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Ogni commento  
negativo potrebbe  
causare la **perdita**  
di ben  
30 nuovi clienti



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Soddisfazione dell'ospite

Brand Reputation

=

Fatturato

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# Hotels: a che punto siamo?

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# La minaccia



Se gli hotel sembrano identici, gli ospiti decideranno solamente in base al **prezzo** ...

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# Effetto OTA (vetrina)

The screenshot displays the TripAdvisor website for "Best Lodging in Milan, Italy". The search criteria are set to "Milan, Lombardy, Italy" for the dates 05/28/2016 to 05/29/2016, for 1 room and 2 adults. The results are sorted by "Just for You".

**Filters:**

- Accommodation: Hotels (431), B&B and Inns (248), Specialty Lodging (240), Vacation Rentals (1,631), Hotels with Special Offers (77)
- Price per night: CHF 47 to CHF 909
- Hotel class: 5 stars, 4 stars, 3 stars, 2 stars
- Style: Budget, Mid-range

**Hotel Listings:**

- Grand Visconti Palace** (Sponsored): 1,400 Reviews, #28 of 431 hotels in Milan. Price: CHF 819\*/night. Amenities: Luxury, Pool, Free Breakfast. Booking options: Booking.com, Agoda.com, Expedia.de, Hotels.com, AccorHotels.com.
- Grand Visconti Palace**: 1,400 Reviews, #28 of 431 hotels in Milan. Price: CHF 819\*/night. Amenities: Luxury, Pool, Free Breakfast. Booking options: Booking.com, Agoda.com, Expedia.de, Hotels.com, AccorHotels.com.
- BEST WESTERN Atlantic Hotel**: 725 Reviews, #48 of 431 hotels in Milan. Price: CHF 145\*/night. Amenities: Stazione Centrale, Luxury, Mid-range. Booking options: Hotels.com, Booking.com, Expedia.de, ebookers.ch.

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# Effetto OTA

### Search

Destination/hotel name:  
Milan

Work  Leisure

Check-in date  
28 May 2016

Check-out date  
29 May 2016

1-night stay

Rooms: 1  
Adults: 2  
Children: 0

.genius  List Genius discounts first

**Search**

Milan is a top pick on our site amongst travellers on your selected dates (91% reserved).  
Tip: Prices might be higher than normal, so try your search again with different dates.

**Milan: 1,899 properties found**  
3 reasons to visit: La Scala, San Siro and Da Vinci

Order by: **Our top picks first** | Lowest price first | Stars | Distance from city centre | Review score | .genius

#### Grand Visconti Palace

Porta Romana, Milan

Very good 8.4  
1,312 reviews

There are 4 people looking at this hotel.

Parking available WiFi

Booked 6 times today

**€ 737**  
Breakfast included

Only 1 room left on our site!

Choose your room >

#### Atahotel The Big

Stazione Garibaldi, Milan – Metro access

Very good 8.0  
1,097 reviews

There is 1 person looking at this hotel.

Parking available Airport Shuttle WiFi

Last booked: 16 hours ago

**€ 494**  
Breakfast included

Only 5 rooms left on our site!

Choose your room >

#### Room Mate Giulia

Milan City Centre, Milan – Metro access

Superb 9.4  
195 reviews

Popular now! There are 11 people looking at this hotel.

Booked 13 times today

You missed it! We have reserved our last available room at this property.

### Filter by:

**Popular for business travellers**

- Breakfast included 85
- Free WiFi 149
- Single bed 50
- Parking 106
- Airport shuttle 54
- Fitness centre 15
- Free cancellation 26

**Price (per night)**

€ 90 — € 3,510

**Star rating**

- Unrated 62
- ★ 11
- ★★ 12
- ★★★ 44
- ★★★★ 29

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# Effetto OTA

**Expedia** Account My Scratchpad My Trips Support

Home Bundle Deals **Hotels** Cars Flights Cruises Things to Do Deals Rewards Mobile

DESTINATION: Milan (and vicinity), Italy DATES: Sat, May 28 - Sun, May 29 ROOMS: 1

You can save an extra 10% or more off your hotel price. Sign up below to see your lower prices.

### Milan: 951 hotels

Questions? 1-800-552-0114

Sort By: Price Guest Rating Hotel Name Hotel Class Best Deals Recommended More

Find hotels using keywords

Search by hotel name

Filter hotels by

Find what you want faster, filter by price or neighborhood. Got it.

Hotel Class

- ★★★★★ 5 Stars (21)
- ★★★★ 4 Stars (276)
- ★★★ 3 Stars (184)
- ★★ 2 Stars (60)
- ★ 1 Star (34)

Price Per Night

- Less than \$75 (27)
- \$75 to \$124 (60)
- \$125 to \$199 (46)
- \$200 to \$299 (29)
- Greater than \$300 (96)

Search Nearby

- Sacred Mountain of the Rosary
- Corso Como
- Teatro alla Scala
- Fiera Milano City
- Piazza del Duomo

Show more

Neighborhood

- Milan (and vicinity)
- Assago
- Bovisa
- Citta Studi
- Corso Europa (Assago)

75% booked

Milan is a popular location on your dates. Hint: you can get a lower price on other dates. Try searching one week later.

Hotel avg	3 star avg	4 star avg	5 star avg
\$382	\$356	\$303	\$3,667

**Best Western Premier Hotel Monza E Brianza Palace** ★★★★★ Excellent! 4.4/5 (68 reviews) \$156

Northern Milan (Northern Milan) Map

Enjoy the Best Western hospitality. Comfort, design and exclusive services that suit all needs. Free Wi-Fi and rich buffet breakfast available at discounted rates!

1-866-264-5744 - Expedia Rate

Booked in the last 6 hours

3 people booked this hotel in the last 48 hours

Earn 343 points

**Air Hotel Milano Linate** ★★★ Very good! 4.1/5 (365 reviews) \$255

Linate Airport (LIN) (Linate Airport (LIN)) Map

1-866-267-9053

Booked in the last 19 hours

6 people booked this hotel in the last 48 hours

Earn 560 points

Get an extra 10% or more off select hotels with Member Pricing!

Email Sign up Already a member? Sign In

You agree to receive deals and offers from Expedia, and may unsubscribe at any time.

**Mirage Hotel** ★★★★★ Very good! 4.1/5 (113 reviews) \$79

Northern Milan (Northern Milan) Map

1-866-272-4856 - Expedia Rate

Booked in the last 4 hours

5 people booked this hotel in the last 48 hours

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# La sfida



Nell'era della commoditization, vi è un'assoluta necessità di accrescere la **soddisfazione** dell'ospite e di favorire la sua **fidelizzazione**

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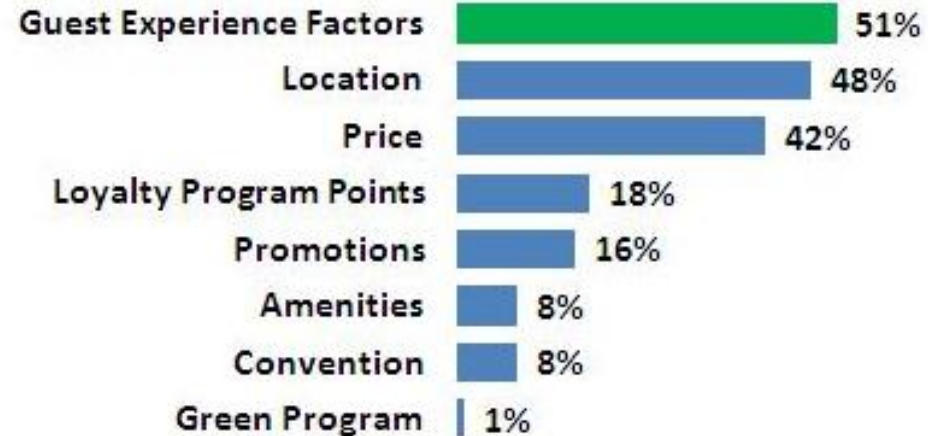
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# La soluzione

## Concentrarsi sulla Guest Experience

La Guest Experience è oggi il fattore più importante nel processo di scelta dell'albergo

### Why do guests select a hotel?



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# L'impatto della reputazione?



**+ 11.2% DI FATTURATO**

Migliorando la propria  
reputazione di 1 punto  
su una scala da 1 a 5  
(ad esempio da 3.3 to 4.3),  
si può aumentare la  
tariffa media dell'11.2%,  
riuscendo a mantenere lo  
stesso tasso di occupazione

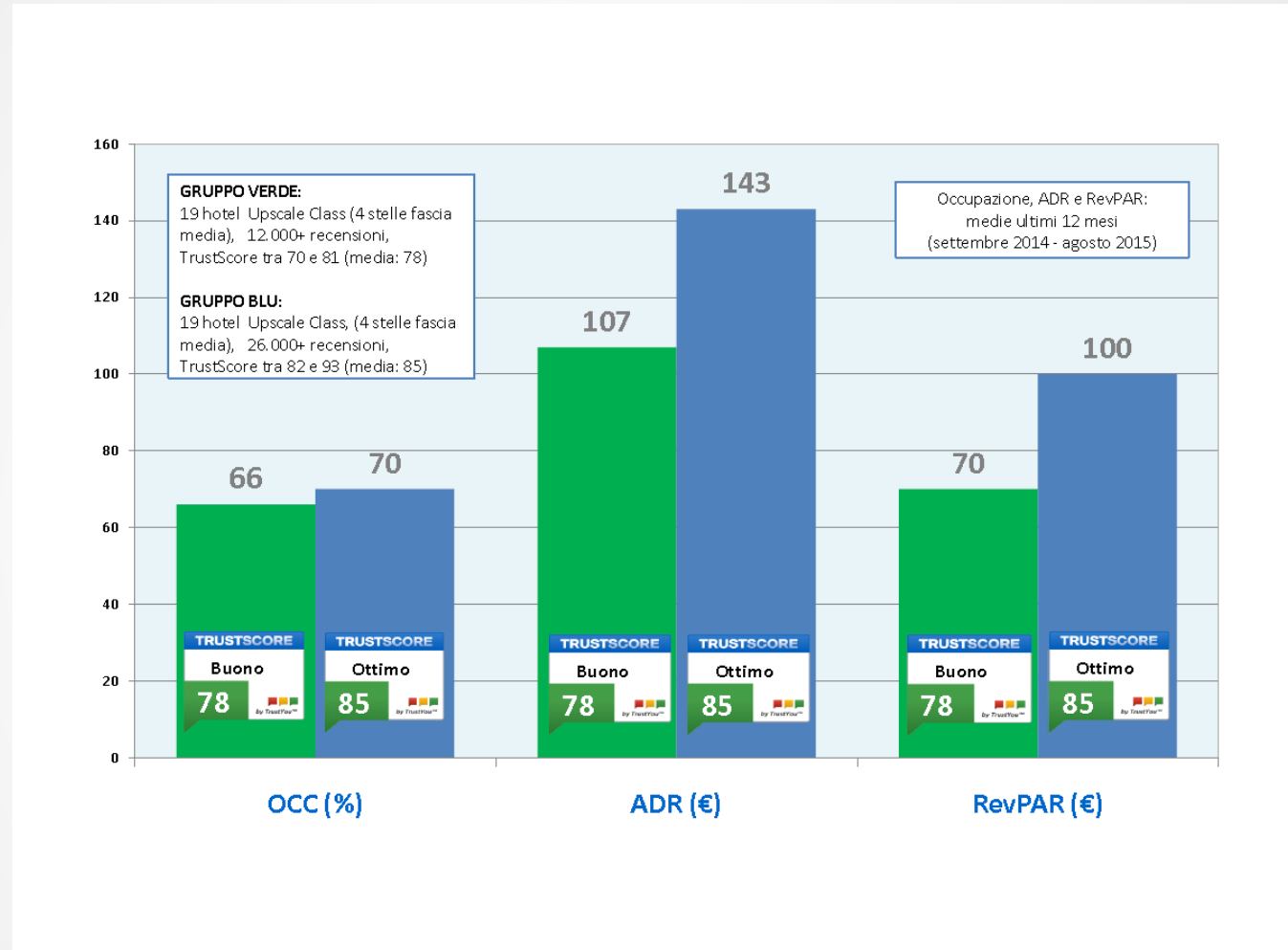
Cornell University  
The Center for Hospitality Research

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# L'impatto della reputazione?



Di cosa stiamo parlando?

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# La Guest Experience

è il risultato di centinaia di migliaia di interazioni...



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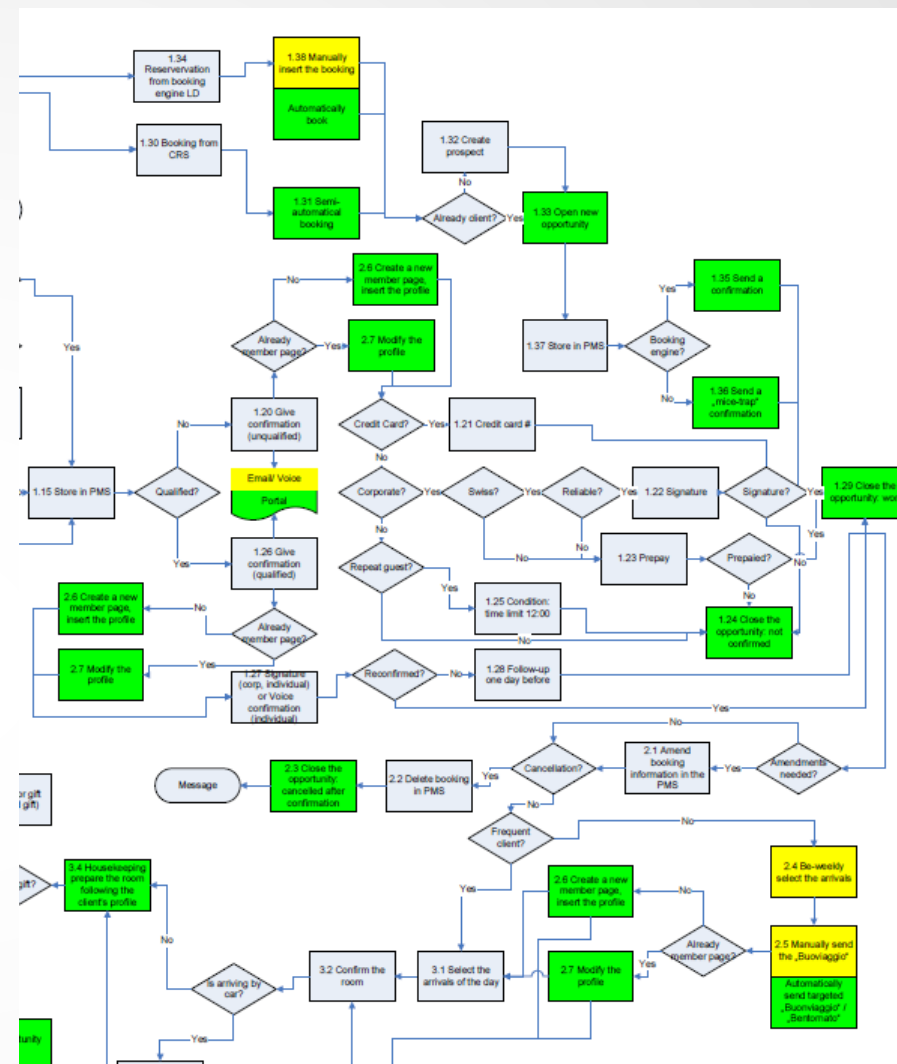


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... che accadono:

- ✓ in ogni momento
- ✓ ovunque
- ✓ comunque

senza regole precise





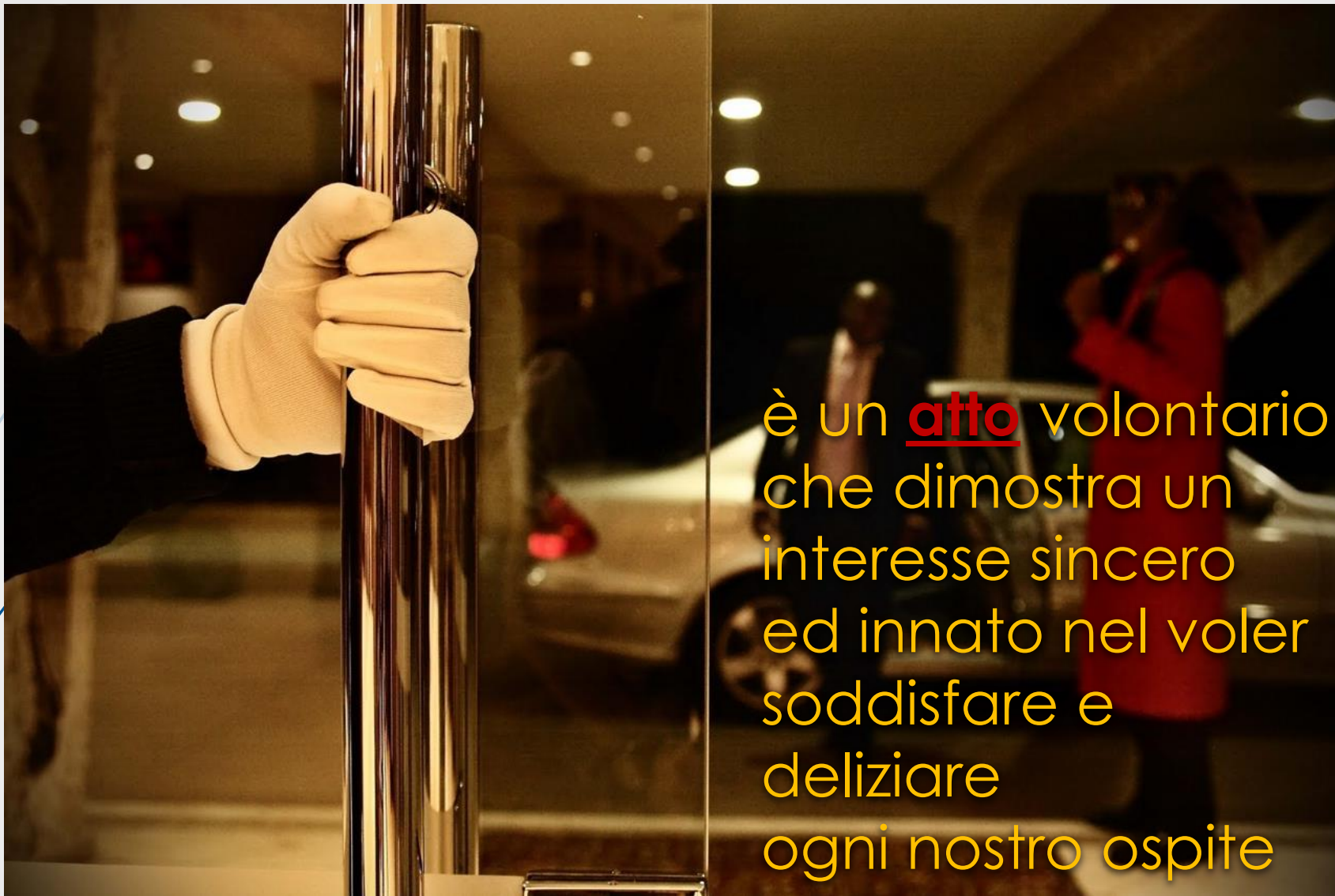


Il Customer service?

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è un atto volontario  
che dimostra un  
interesse sincero  
ed innato nel voler  
soddisfare e  
deliziare  
ogni nostro ospite

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# The Complexity of Simplicity

Semplificare

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PRE-STAY



Personalizzazione del soggiorno

STAY



Gestione Housekeeping

POST-STAY



Invio personalizzato bentornato

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Connessione continua e bidirezionale con ospiti e staff

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# Experience



garantire una continua e profonda  
serie di **interazioni** ospiti & staff in tempo  
reale per **creare valore** attraverso il servizio

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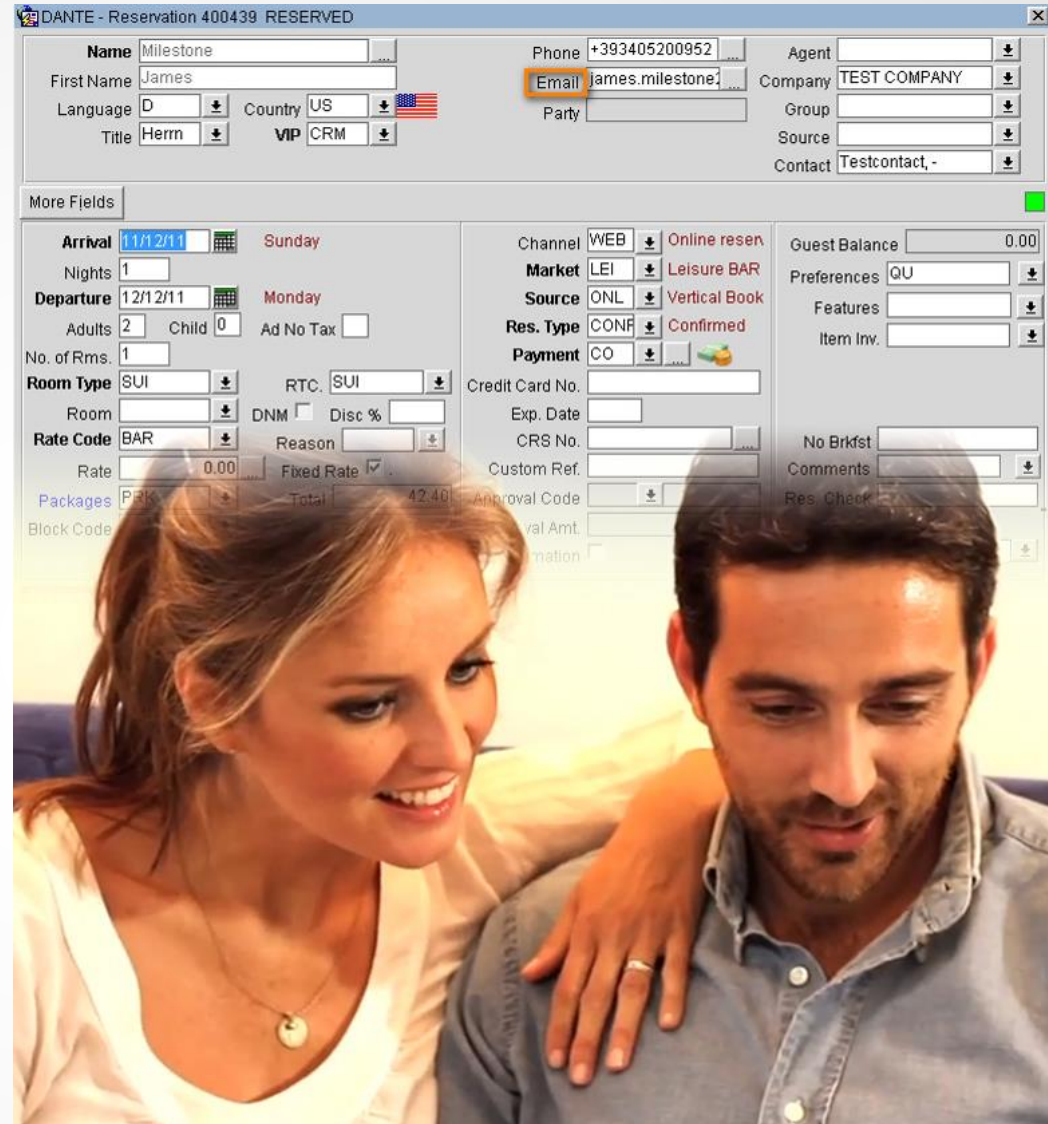


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dalla  
**Prenotazione...**

... alla  
**Relazione**

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I momenti difficili...

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### “Not Worthy of being number 6 on the List”

●●○○○ Reviewed December 3, 2015

I was disappointed by Hotel Berna during my stay on the 1st to 3rd December 2015. Below is to list the few items to note. 1) We are a Family of 5 (2 Adults, 2 Senior, 1 Child) with 4 Big luggages. When we arrive we needed to move the luggages up some stairs to the Check in counter. No...

More ▾

Helpful?



2

Thank Nelsonsoon



Report

**Fontana-GM, General Manager at Hotel Berna, responded to this review**

Dear Nelsonsson, Thank you for reviewing the Hotel Berna. We are saddened to read that you were not satisfied with the quality of your stay. I understand your experience with us was initially affected by your carrying a large amount of luggage up 3 steps to reach our reception desk. We certainly do have a bell boy service, unfortunately at...

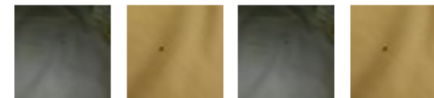
More ▾

### “Get the worst bed bugs attack ever!”

●●○○○ Reviewed July 30, 2013

I just stayed at the hotel on 26/27 Jul 2013 and got the WORST bed bugs attack that my doctor has ever seen. 27 Jul night was my last night in Italy staying at Hotel Berna, Milan with 2 other friends. We had a room with 3 beds and I slept on the extra bed which was a sofa bed....

More ▾



Helpful?



4

Thank WC K



Report

**Customerrelationship, General Manager at Hotel Berna, responded to this review**

Dear WCK2013, my name is Carlo Fontana and I'm the GM of the Hotel Berna, which my family – in the hotel business since 1992 - has run and operated with a great pride for hospitality since 1973. I'm really saddened to read about the insect bites and have given to it the highest priority, talking directly with all receptionists...


More ▾

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**“Awful”**

●○○○○○ Reviewed March 23, 2016  via mobile

Unbearably hot room. I hardly slept even after turning off the heating and opening the windows meaning I had light and street noise coming in all night. I got a staggering headache for my sins. The bar of chocolate on the pillow had gone off and was totally inedible and flaky. One of the worst night I have had in...

More ▾

Helpful?



2

Thank Christophe124

Report

**hotelbernamilano, Owner at Hotel Berna, responded to this review**

Dear Christophe124, We understand that the quality of your stay has been totally affected by the heat in your room and I apologise. At the same time we are really very surprised to read you comment as this situation has never been reported to the reception staff, thus non giving us the possibility to find a solution. It is important...

More ▾

**“The most unfriendly staff i've ever met.”**

●○○○○○ Reviewed February 26, 2016

My wife and kids were taking a train at 19.00 from the main train station in Milan, and i wanted to sleep a couple of hours in a hotel room before driving off the same night. So i wanted to book a room for the night and chose Berna because of the reviews. At the reception i asked for a...

More ▾

Helpful?



4

Thank Mihai G

Report

**hotelbernamilano, General Manager at Hotel Berna, responded to this review**

Dear Mihai, We are very sorry that you felt that our staff was unfriendly. You requested a single room. A single room at the Hotel Berna is between 10 and 12 square meters and the bed is 90 cm. wide. According to Italian law, single rooms may only be occupied by 1 person. You arrived with 4 people. And even...

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### “Una decepción, me siento estafado”

●○○○○○ Reviewed September 1, 2016

Google Translation

El primer días te reciben con los brazos abiertos, a partir de ahí como no sueltes propina el tema ya cambia. Pero eso no es lo peor, lo peor es que te digan 5 días después que el bebé les ha estropeado un cubrecolchones ( cuando duerme con pañal, sic), y me valdría si me lo dicen al día siguiente o a los dos días pero tan tarde ya me huele a chamusquina. Uno ya piensa que estos arreglan el hotel a base de cobros extra. Además al hacer el checkout prometieron un detalle (insignificante, pero prometido) y al final si te he visto no me acuerdo. Vaya que sólo están atentos a la propina y si no hay propina hay factura cinco días más tarde. Una decepción.

Stayed August 2016, traveled with family

●●●○○○ Sleep Quality

●●●○○○ Rooms

●○○○○○ Service

less

Helpful?

 Thank insua66

### “Bate and switch”

●○○○○○ Reviewed July 1, 2016

First time we stayed in this hotel, we reserved thru Expedia.com, and the room was nice. We were offered 10% discount, if we decide to stay there again, but we had to book the room directly. That was the biggest mistake we made. The room we reserved was Superior, but what we hot shocked us. When us use the toilet, your head will be in the shower. The shower it self is so narrow, that you cannot bent, if your soap drops to the floor. No matter how many times we asked the management to change our room, they would say, that they have no rooms available, and called our room SUPERIOR. We are often travelers to Milan, and we never stay in Berna any longer. Our friend also stopped staying there too. Why bother with Berna, when there better, newer hotels are now in the area. Avoid at any cost. They are lyres. **If they had good rewieus here, it is probably old, or some people are not interested in writing the truth, as it really is.**

In any case, if you decide to stay, ask for the room in Tower, across the street. Never stay in old building. Better look for other hotels.

**Room Tip:** Avoid at any cost, if they will not give you a room in the 'Tower' across the street. The ro...

[See more room tips](#)

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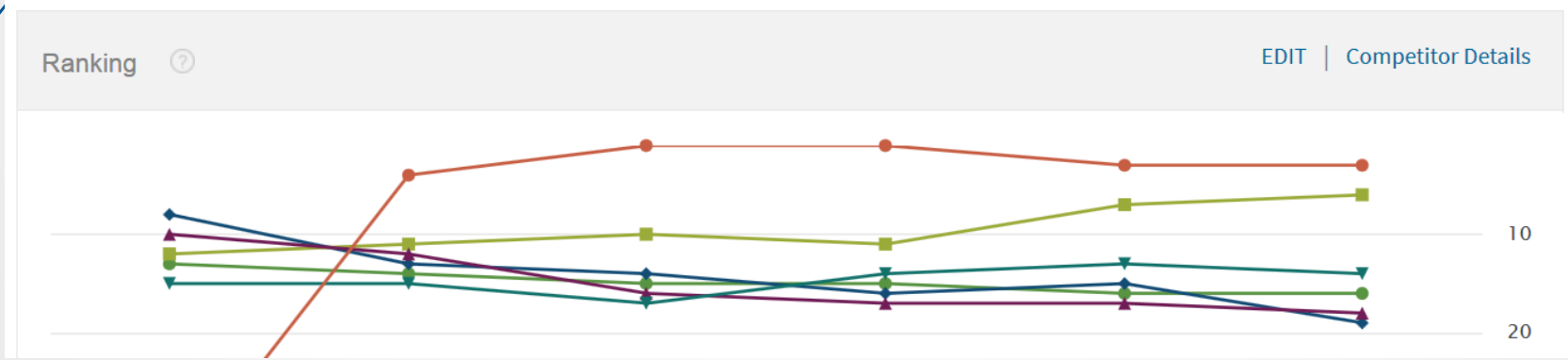
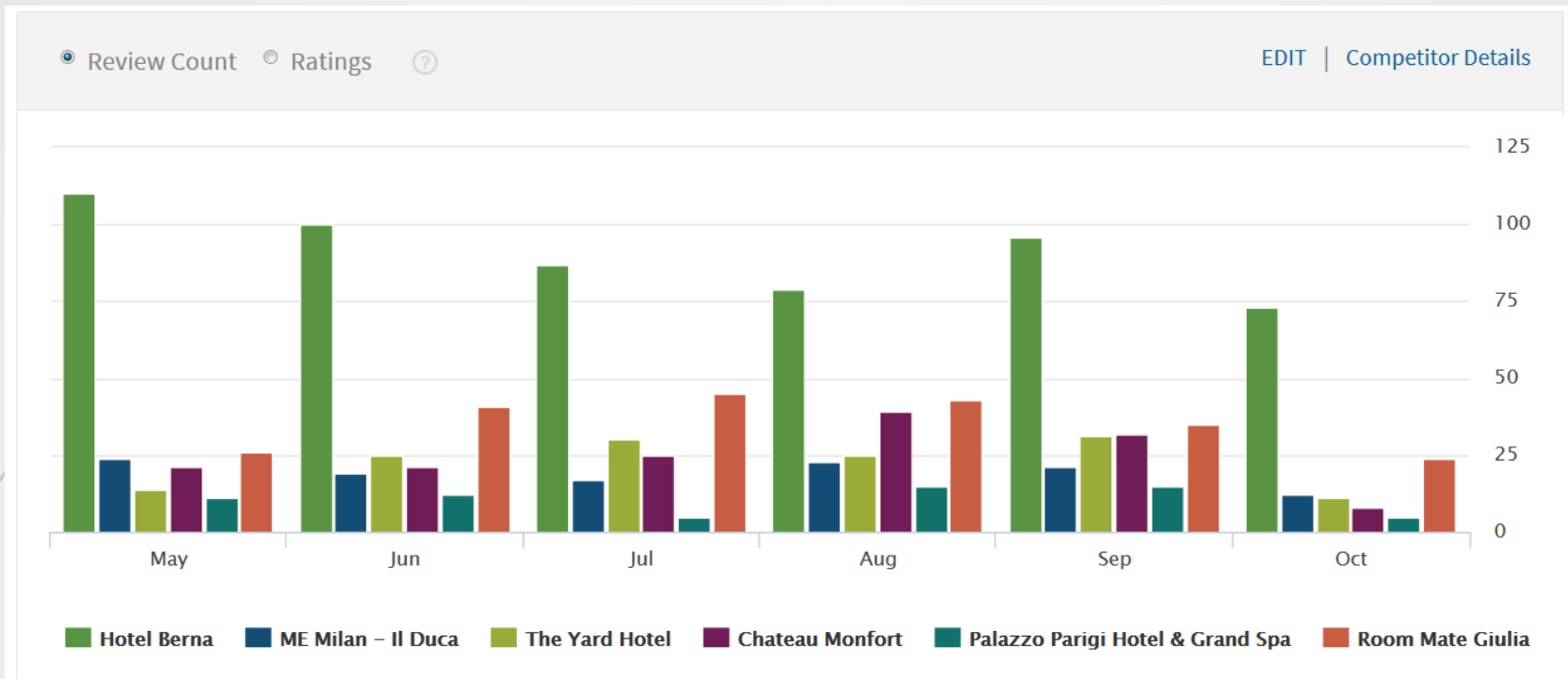
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# Gli strumenti di analisi reputazionale

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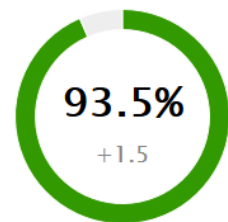
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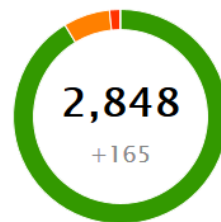
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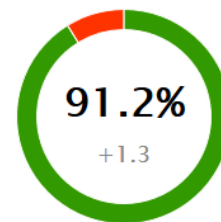
Global Review Index™



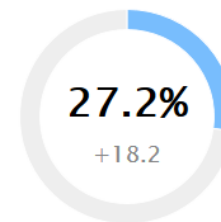
Reviews



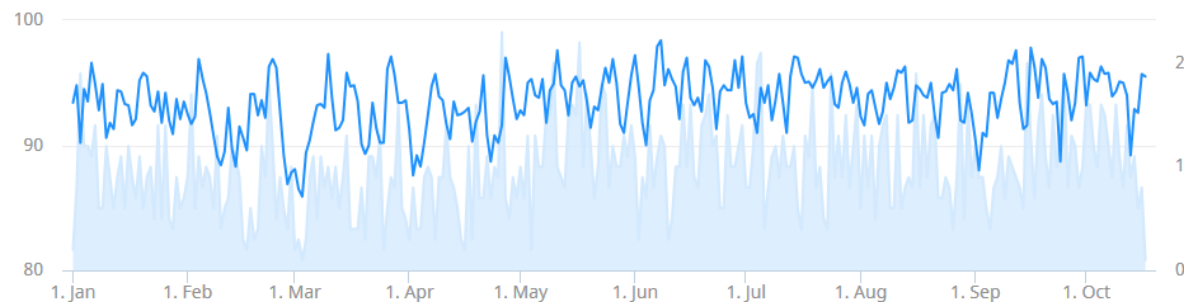
Semantic Analysis



Management Response



### Indexes Evolution ?



Department	Index	Goal	Reviews	Mentions
<input checked="" type="checkbox"/> GRI™	93.5% +1.5	<input type="checkbox"/>	2,848 +165	91% 9% +1.3
<input type="checkbox"/> Service	95.4% +0.3	<input type="checkbox"/>	544 -119	97% 3% +1.3
<input type="checkbox"/> Cleanliness	96.6% +0.6	<input type="checkbox"/>	251 -110	96% 4% +1.5
<input type="checkbox"/> Location	93.8% +0.5	<input type="checkbox"/>	219 -23	96% 4% +0.8
<input type="checkbox"/> Value	92.7% +2.4	<input type="checkbox"/>	217 +1	85% 15% +8.8
<input type="checkbox"/> Room	90.1% +1.6	<input type="checkbox"/>	207 -136	80% 20% +2.0
<input type="checkbox"/> Food & Drink	- -	<input type="checkbox"/>	5 -1	95% 5% +1.4
<input type="checkbox"/> Reception	- -	<input type="checkbox"/>	3 +1	94% 6% +2.3

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## Competition <sup>?</sup>

Hotel	GRI™	↑ Trending Up	↓ Trending Down
1. <b>Hotel Berna</b>	<b>93.5%</b>	<b>Booking</b>	<b>Hotels.com</b>
2. Starhotels Echo	89.6%	Booking	Room
3. Starhotels Anderson	87.9%	Booking	Chinese
4. Best Western Hotel Galles	86.8%	Booking	Facebook
5. Crowne Plaza Milan City	86.1%	English	Family
6. Hotel Sanpi Milano	85.7%	Booking	Switzerland
7. Michelangelo Hotel Milan	84.7%	Booking	Google
8. Worldhotel Cristoforo ...	84.6%	Booking	TripAdvisor
9. Best Western Hotel Fel...	84.3%	Booking	German
10. Andreola Hotel	82.8%	TripAdvisor	Google
11. Starhotels Ritz	81.9%	Italy	Germany

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**B** Ian en 16 Oct 2016 10 / 10 100%


**Cozy comfort within minutes of Milano Centrale and metro**

Positive: Comfy bed, room prepared to order, excellent breakfast, friendly and helpful staff.

**B** Remco de 16 Oct 2016 9.2 / 10 92%



**Tolles Frühstücksbuffet. Auffallend...**

Positive: Tolles Frühstücksbuffet. Auffallend zuvorkommendes und freundliches Personal. Negative: Frühstücksraum vielleicht etwas 'klein'/'eng', aber angenehm ...

 140annetted en 16 Oct 2016 5 / 5 100%

**Excellent hotel!**

We absolutely loved Hotel Berna. It is one of our favorites ever -and we have stayed in a lot of hotels. Every single staff member was helpful, kind, warm and ...

Cleanliness	5 / 5	
Service	5 / 5	

 andybrrrr en 16 Oct 2016 5 / 5 100%

**Great layover**

Excellent helpful warm staff. Clean room, cheap room service. Close to subway and Grand Centrale. Great value for money. Free breakfast was nice and held bags ...

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## Summary & Evolution ?

View: All Categories ▾

Positive %

**91.2%** +1.3%

Negative %

**8.8%** -1.3%

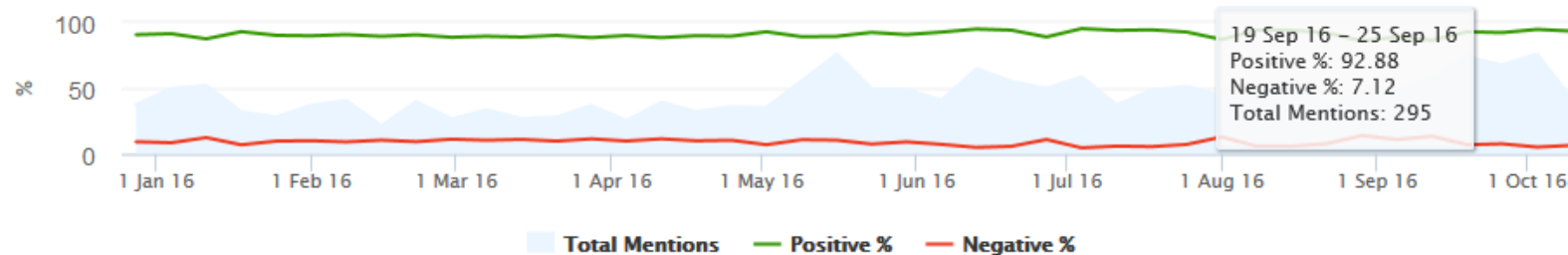
Total Mentions

**7479** +611

Reviews

**1895** +136

Previous period ▾



## Categories ?

Best Worst

	Mentions	Positive %
Staff	969	98%
Service	233	97%
Location	1135	96%
Cleanliness	462	96%
Food and Drink	1882	95%

## Concepts ?

↑ Trending Up			↓ Trending Down		
	Mentions	Change		Mentions	Change
toilet in Bathroom	5	+38%	mattress in Bed	3	+43%
check out in Reception	17	+36%	tv in Technology	3	+37%
towel in Facilities	9	+30%	temperature in Ambience	4	+34%
alcoholic drink in Food..	7	+30%	bread in Food and Drink	2	+17%
parking in Facilities	14	+23%	fruit in Food and Drink	1	+14%

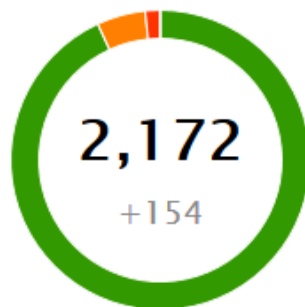
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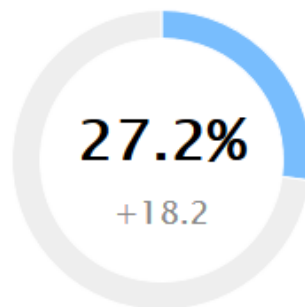
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## Summary ?

### Responsible Reviews



### Management Response



### Average Time



#### Distribution

- All
- Positive
- Neutral
- Negative
- Not Rated

#### Responded

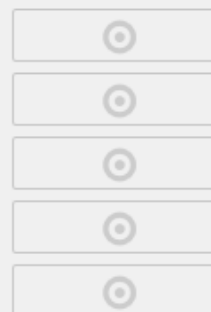
590 / 2,172  
469 / 2,023  
94 / 114  
27 / 35  
0 / 0

#### Response Ratio

27.2%  
23.2%  
82.5%  
77.1%  
0.0%



+18.2  
+17.3  
+52.2  
+13.8  
-



#### Avg. Time

8 d  
9 d  
6 d  
3 d  
-

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People will forget what you said, people will forget what you did, **but people will never forget how you made them feel.**



Maya Angelou

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CRM  
(REPUTATION)  
=  
IS ALL ABOUT  
PEOPLE

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# Grazie !



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