INTRODUCING MYSELF

Who am I

Moritz Klussmann

CEO / Geschäftsführer and Co-Founder
Customer Alliance
INTRODUCING CUSTOMER ALLIANCE

Who we are

To give control over reputation & bookings
OUR SOLUTION

CUSTOMER ALLIANCE

CONTROL PANEL

BOOKED

PRICE Analytics

REVIEW Analytics

Hospitality Panel
DISCOVER YOUR CUSTOMER JOURNEY

WITH

Tobi the traveler
35 year old
THE SEARCH FOR A HOTEL – WHO HAS THE BEST PRICE FOR THE BEST REPUTATION?
DISCOVER YOUR CUSTOMER JOURNEY

CONVERT WEBSITE VISITS INTO BOOKINGS

And receives an automatic confirmation

Tobi books!
## The Importance of Reviews

<table>
<thead>
<tr>
<th>Verfügbare Ferienhäuser</th>
<th>Ausstattung</th>
<th>Bestimmungen der Unterkunft</th>
<th>Alle echten Bewertungen ansehen</th>
</tr>
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**Available Holiday Homes:**

- View of a traditional wooden house surrounded by nature.

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**Review:**

- **Date:** 5th February
- **Details:**
  - House with 3 bedrooms - 120 m²
  - You can book later. Secure the price today.

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**Price:** € 400

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**Book Your Stay:**

- Visit our website for more information on holiday homes available.

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**Additional Information:**

- Additional details available on our website.
The Importance of Reviews
The Importance of Reviews

Verfügbare Zimmer | Ausstattung | Bestimmungen der Unterkunft | Kleingedrucktes | Alle echten Bewertungen ansehen

Reservieren

Außergewöhnlich 9,6
Ergebnis aus 10 Bewertungen

Gute Küche, tolles Frühstück, alles ist unglaublich sauber!

Christiane, Deutschland

Es sieht sich gerade 1 Person dieses Hotel an. Buchung ohne Kreditkarte möglich

Trip bucht

Doppelzimmer
Sie können später stornieren. Sichern Sie sich also diesen tollen Preis noch heute.

Sehr gefragt – nur noch 4 auf unserer Seite verfügbar

€ 89
KOSTENLOS stornieren – Keine Anzahlung erforderlich
Frühstück Inbegriffen

Ihr Zimmer wählen
# The Importance of Reviews

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<tbody>
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<td>1.2%</td>
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# The Importance of Reviews

Reviews have a high impact on conversion rate.

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Reviews put live

*Reviews have high impact on conversion rate*
DISCOVER YOUR CUSTOMER JOURNEY

PRE-STAY

Pre-Stay Communication & Upsell

Tobi upgrades his room order
The importance of a direct e-mail address

- Click-Rate “normal” e-mail address: 33.2%
- Click-Rate xyz.123@guest.booking.com: 24.6%
⇒ 25.9% drop in click-rate!

Interesting Fact:
Still more than 150,000 booking e-mail addresses in the last 6 months.

Question:
Exact reason for difference is unknown.

Collect direct e-mail address.
The click rate is 25.9% higher.
Responsive E-Mails

Option A

Please review us

Dear Mr Mustermann,

You have recently been a guest in our hotel.

We would greatly appreciate a short review of your stay. Your opinion is very important to us and we would like to continuously improve our service.

Thank you,
Your team from Hotel Get Away

Please click on the link to submit your review:
Submit Review

Option B

Please review us

Dear Mr Mustermann,

You have recently been a guest in our hotel.

We would greatly appreciate a short review of your stay. Your opinion is very important to us and we would like to continuously improve our service.

Thank you,
Your team from Hotel Get Away

Please click on the link to submit your review:
Submit Review
Responsive E-Mails

Option A

responsive

Please review us

Dear Mr. Mustermann,

You have recently been a guest in our hotel.

We would greatly appreciate a short review of your stay. Your opinion is very important to us and we would like to continuously improve our service.

Thank you,
Your team from Hotel Get Away

Please click on the link to submit your review: Submit Review

Option B

Please review us

Dear Mr. Mustermann,

You have recently been a guest in our hotel.

We would greatly appreciate a short review of your stay. Your opinion is very important to us and we would like to continuously improve our service.

Thank you,
Your team from Hotel Get Away

Please click on the link to submit your review: Submit Review

11.4% higher click-rate with responsive e-mail
1 – Tobi fills out his instant survey – he informs you that he would have liked some extra pillows in his room

2 – You send up some more pillows and make a note for the future

3 – Tobi improves his rating of your hotel’s performance

DISCOVER YOUR CUSTOMER JOURNEY

IMPROVE YOUR PERFORMANCE
More Questions - Less responses

More than 15 questions: significant drop
Tobi is redirected to your Google+ page, where he leaves a great review for your hotel...

...just as well, Tobi could have been redirected to HolidayCheck, Zoover, Expedia, or Trivago to leave a review for your hotel.
Social Connect - Test 1

Option A

Option B
with social connect

7.0% connected the review with a social profile
9.4% less questionnaire conversions
Option A

Test *

Comment (optional)

Your profile

Type of Journey *
Private
Business

Your age *
10-55

Your screenname

Your e-mail address *

Would you like to subscribe to the newsletter of Sun Flower Inn?

SUBMIT REVIEW

100%

Overall rating

Your review will be published on the internet. Your e-mail address will not be published. Only Sun Flower Inn has the option to contact you via Customer Alliance.

Are you a hotelier? Learn more about Customer Alliance to increase your online reviews.

Option B

Your profile

Choose the profile to connect

It helps us to make sure that every submitted review is from a real person.

OR

Or enter your personal data

Your screenname

Your e-mail address

Would you like to subscribe to the newsletter of Hotel Get Away?

SUBMIT REVIEW
3.7% connected the review with a social profile

8.9% less questionnaire conversions
Mandatory Name Field

Option A

Your profile

Type of journey *
- Private
- Business

Your age *
Please select

Your screenname

SUBMIT REVIEW

Option B

Your profile

Type of journey *
- Private
- Business

Your age *
Please select

Your screenname *

SUBMIT REVIEW

Option B: 10.0% less conversion
Data Quality vs. Data Quantity
Option A
*with green button*

Please click on the link to submit your review:

**REVIEW MY EXPERIENCE**

Option B

Please click on the link to submit your review:

**Submit Review**

*button text = “Submit Review”*
Button vs. Text Link

Option A
with green button*

Please click on the link to submit your review:

REVIEW MY EXPERIENCE

Option B

Please click on the link to submit your review:
Submit Review

5.1% higher click-rate with button

* button text = “Submit Review”
Tests without Result

Male

Female

no winner
Clear Result - but what to do?

232% higher conversion
But it this really helping?
Tools for Tracking and Testing

Optimizely
- A/B Testing Tool
- Simple to use. No tech knowledge required.

Hotjar
- Heatmaps
- Polls & Surveys
- Simple to use. No tech knowledge required.
Summary

- **Reviews** increase conversion rate
- Collect **direct e-mail address**. The click rate is 25.9% higher.
- **Responsive e-mails** have 11.4% higher click-rate
- **More Questions - Less responses**. More than 15 questions: significant drop in conversions
- **Data Quantity vs Data Quality - Social Connect** and **mandatory name field** lead to a significant decrease in conversion.
- **Button vs. Text Link**: 5.1% higher click-rate with button
- A lot of tests **do not show a winner**. Some results are hard to understand.
- **Optimizely** and **Hotjar** allow for A/B testing and user feedback without tech knowledge
Danke!

Moritz Klusmann
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