# CUSTOMER SATISFACTION SURVEY

## What it is

surveyNG empowers to better enhance the reputation of hotels. surveyNG automatically submits post-stay e-mails to guests inviting to complete satisfaction questionnaires.

## What does it do and how

- Collect Guest Reviews upon Check-Out
- Collect internal feedback from employees
- Collect market information with dedicated surveys
- Unlimited number of questions, participants and responses
- Recurrent surveys – survey sent on different periods to the same participants
- Customized survey design to match CI of each hotel
- Organization of the participants into target groups
- Possibility to create custom participant groups based on response patterns
- Possibility to quantify open questions based on theme, feeling (good, average, bad) and response
- concreteness
- View responses and compare your hotels or different time periods or different target groups

## Your benefits

- Hoteliers know the customers and determine market segments
- Reveals the satisfaction level
- Surveys sent by hotels are more often responded to than sent from other sources
- The more reviews, the more reliable the reputation when considered by guests
- Direct review invitation by hotels supports recency of reputation
- The better a hotel reputation and its review volume, the higher the achievable selling price
- Increases the occupancy level and revenue maximization

WRITE AND RETURN REVIEWS:

## 03  **Hotel Guests**

sending review invitations

## 02  surveyNG
Customer Survey Tool

Display of:
**Reports
Comparison
Benchmarks**

sending data

GUEST DATA INPUT FROM:

## 01  **PMS** Data

## What you need to use it

- PC and an internet connection
- Sign up for suveyNG