

one more “star”
led to **20%**
more revenue and
100%
brand recall for
a major hotel giant

About the Client



World’s leading lifestyle operator in the hospitality sector

Has 5,000+ hotels in 110 countries

Encompasses 40+ brands, including luxury and premium brands, unique lifestyle concepts, and entertainment and nightlife venues

Business Needs

Increase brand awareness on Booking.com, Tripadvisor.com, Google, Facebook, Twitter, and Instagram

Drive sales and revenue through social media channels

Build deeper relationships with customers and convert them into sales



Boost credibility via social media and transform criticism into opportunities

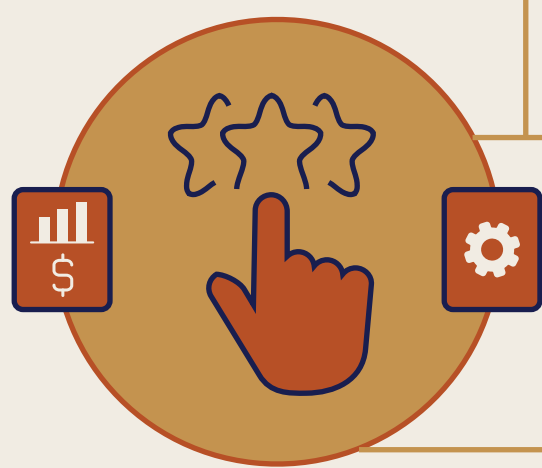


Solutions

Conducted competitor analysis and prepared performance and hospitality analysis reports

Analyzed guests/consumers’ brand perception on social media and shared customer insights with respective hotel properties to improve customer experience

Harnessed user-generated content from Booking.com, Tripadvisor.com, Facebook, and Twitter



Measured foreign language and TrustYou survey reviews and provided actionable feedback to improve service levels

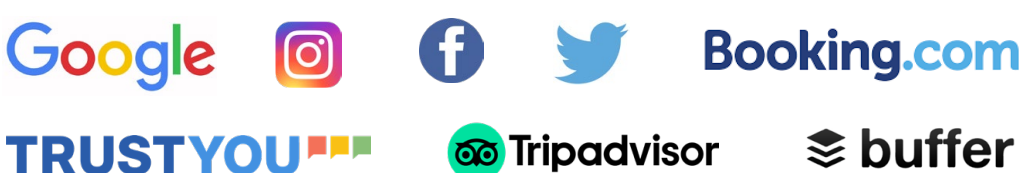
Delivered personalized responses to reviews on TrustYou, Booking.com, and Tripadvisor.com

Posted social media snippets and created campaign designs for the frequent-flyer program

Streamlined customer touchpoints by leveraging the frequent-flyer program

Crafted a response strategy for managing good, bad, and mixed reviews

Technology Stack



Business Impact

Transformed **followers into brand champions**

Ensured 100% response rate at all times

Improved online reputation score

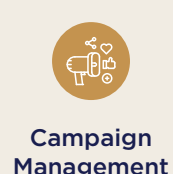
Achieved **70% upsurge in response rate** for online reviews across all properties

Produced **20% incremental revenue**

Yielded **9% boost in direct bookings** via social media cross-promotional activities and campaigns

Generated **65% and 40%** increase in response rate on Booking.com and Tripadvisor.com, respectively

Cybage MarTech Services



Influencing Brand Perception with Positive Online Reputation Management