



# GuestRevu & Royal St Andrews Hotel & Spa

## Delivering Exceptional Service

**Customer:** The Royal St Andrews Hotel & Spa

From its first day of operation, Royal St Andrews Hotel & Spa made guest feedback a priority. Management knew that to stand out in a competitive market, they needed timely, accurate insights into what guests valued – and what could be improved.

Having seen GuestRevu's benefits before, General Manager Difford Louw implemented the platform immediately. Instead of relying on comment cards or scattered online reviews, the hotel began with an organised, automated system to collect and analyse feedback.

The insights quickly helped refine the guest experience and promote Port Alfred as a destination, highlighting the attractions guests loved most.

### The Challenges:

Manual methods limited and time consuming

Opening a new hotel comes with the challenge of putting systems in place before any real-world guest feedback is available, and Royal St Andrews wanted to avoid the trial-and-error phase by starting with a proven, structured guest feedback system from day one. At the same time, they recognised that modern travellers are looking for more than just a bed for the night, they want memorable moments and personalised service, so the hotel needed a way to track these shifting preferences over time, adapt quickly, and consistently deliver standout experiences.

Managing their online reputation was another key priority, as reviews were spread across platforms like Google, TripAdvisor, and Booking.com, and manually monitoring guest sentiment would have been time consuming and inefficient. The team required a tool that could consolidate feedback into one place, making it easier to spot trends, respond quickly, and maintain a strong public profile.

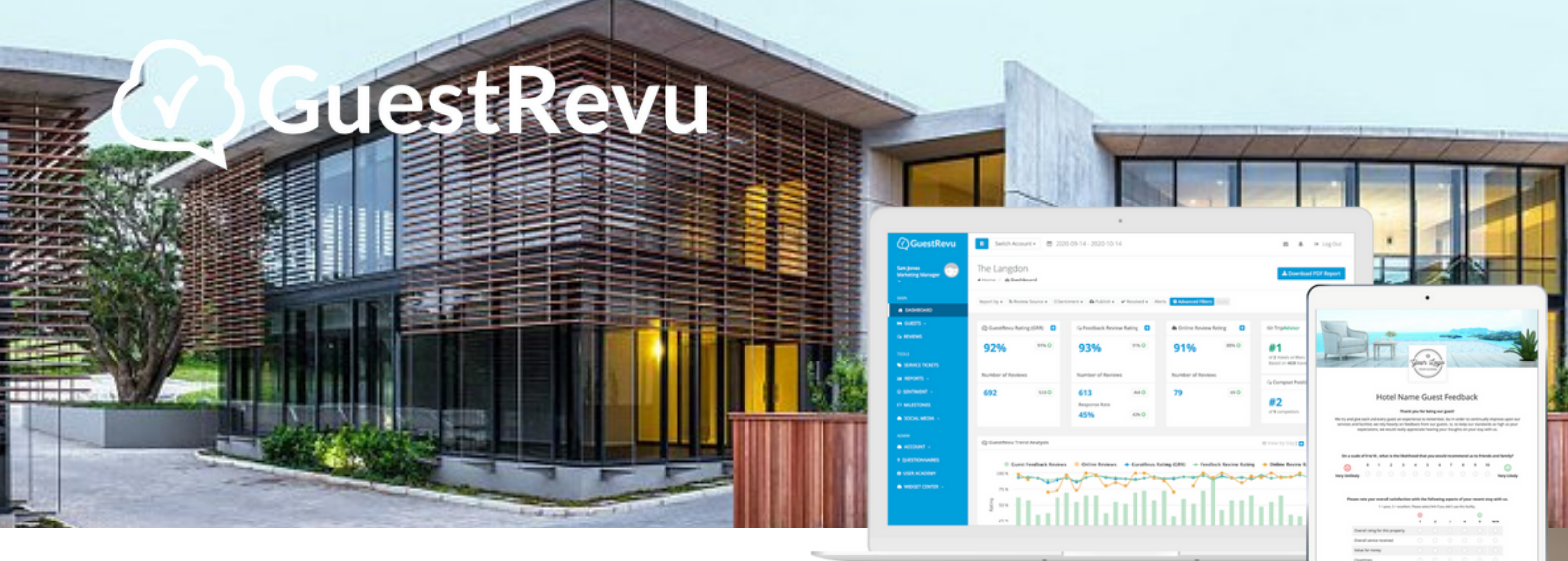
**Without GuestRevu we would not be able to get all the information from our guests that we need.**

**Some guests are happy, some guests are not happy, that information is crucial to us so that we can know what our guest experience was like, where we need to make changes – if we can make changes – and what we need to focus on to enhance the guest experience.**



**Difford Louw,**  
General Manager,  
Royal St Andrews  
Hotel and Spa





## The Solution: Automated Guest Feedback

GuestRevu provided an automated, structured approach to feedback and online reputation management. Post-stay surveys — including tailored ones for the spa and restaurants — captured detailed guest insights. The consolidated dashboard tracked reviews across platforms in one place, ensuring timely engagement. Guests preferred filling in surveys on their own devices, making feedback seamless. Feedback also informed destination marketing, resulting in in-room info packs about Port Alfred attractions.

## The Results

### Insights & Improved Guest Experience

#### Seamless Feedback from Day One

The team avoided delays in understanding guest needs and began improvements immediately. Breakfast service became faster with clearer communication, and destination awareness grew thanks to in-room information packs.

#### Staying Ahead of Guest Expectations

Wi-Fi feedback revealed password confusion, prompting the team to remove the requirement and later install ultra-fast fibre. "Without GuestRevu we would not be able to get all the information from our guests that we need... that information is crucial to us."

#### Efficient Reputation Management

Consolidated reviews save time and enable prompt action. "Because everything comes to us via GuestRevu, it saves a lot of time and it enhances productivity." Responding to reviews shows guests they're valued — enhanced with AI-Powered Management Responses.

**By using GuestRevu's feedback and reputation tools, plus AI for faster, more thoughtful responses. The Royal St Andrews has upheld high service standards, boosted destination marketing, and delivered memorable guest experiences from day one.**

