GuestRevu & CoDE Pod Hostels - The Court

Driving online reviews

Customer: CoDE Pod Hostels - The Court

CoDE is an experience rather than just a place to lay your head. "We would like people to learn something about our building and local culture, sleep in an unusual bed/room or join a whisky or beer tasting. We encourage people to come up to our reception staff and have a chat or make friends with other guests," says general manager, Ben Scheelings.

The Challenges:

Quickly and efficiently building online reputation

As a new property, The CoURT knew that driving online reviews and building a strong reputation quickly was essential. "People are hesitant to book accommodation when there is no review score or not many reviews. A good review score is a boost to ABR [Average Bed Rate] as well," says Ben. Choosing the right solution involved technical considerations such as integration with other systems, alongside achieving business goals. Ben selected GuestRevu for its clean interface, good exports, connection with their PMS and price. The CoURT's main goals were to boost the number of reviews on online platforms, establish a consistent guest culture, and identify issues early to improve daily operations. At first, TripAdvisor was the main focus, with integration in the questionnaire being important, but this shifted within the first month to a short period of focusing solely on Google reviews. "The reason for choosing Google at the start was because we have 2 CoDE Hostels in Edinburgh and the listing for the new hostel needed an activity boost, in order to have both appear on the map as normal."

The Solution:

Online reputation management that saves time

According to Ben, automated guest feedback and reputation management is a vital time-saver, relieving reception staff from manually uploading guest lists while also sending alerts when negative reviews appear. Adopting new systems can be challenging, yet Ben says GuestRevu's setup was the easiest he has experienced, with PMS connection and synchronisation working immediately and emails sent out the same day.

At the moment we mostly use GuestRevu at a management level. I like the clean interface, I also like the comprehensive export which can be used in BI tools. The reception staff responds to reviews through the platform, as it's sometimes just easier to stay on one platform and respond to all the reviews there.

Ben Scheelings, Revenue Manager, CODE Hostels

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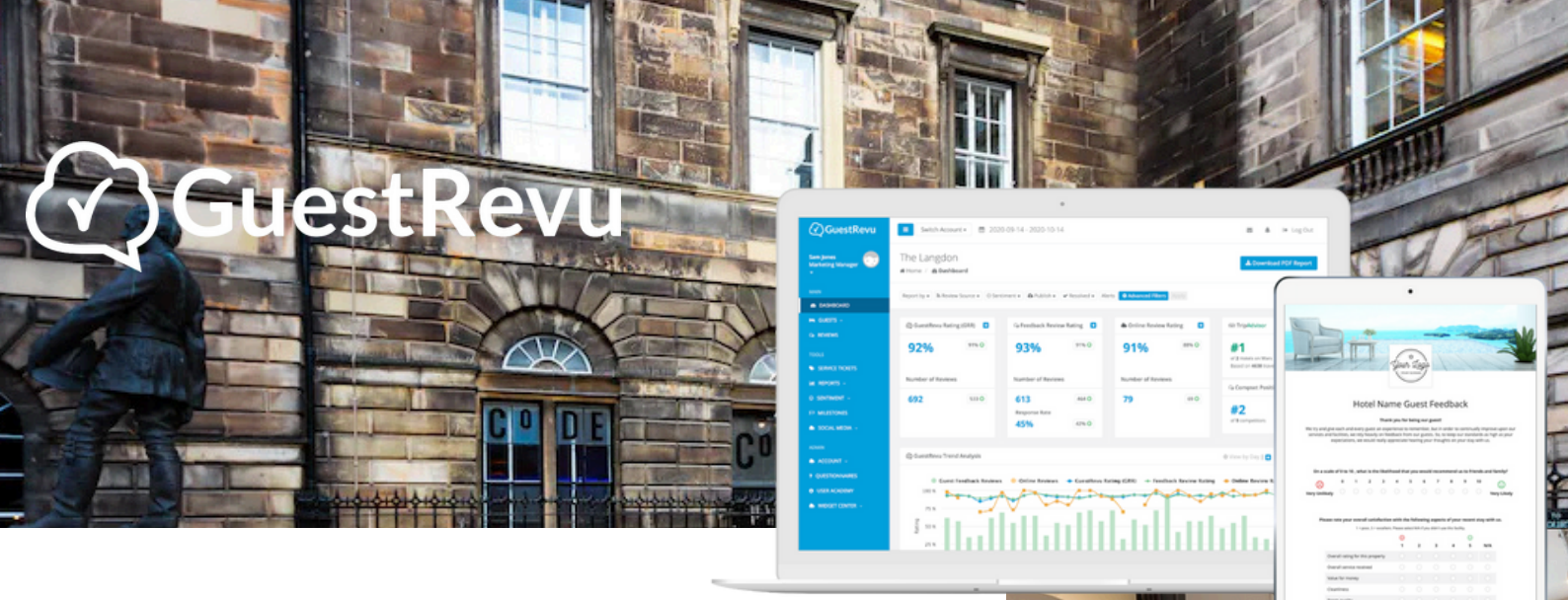


GuestRevu's support offered quick action and useful suggestions. Ben explains they mostly use GuestRevu at management level, valuing its clean interface and comprehensive exports, while reception staff also use the platform to respond to reviews efficiently.

The Results:

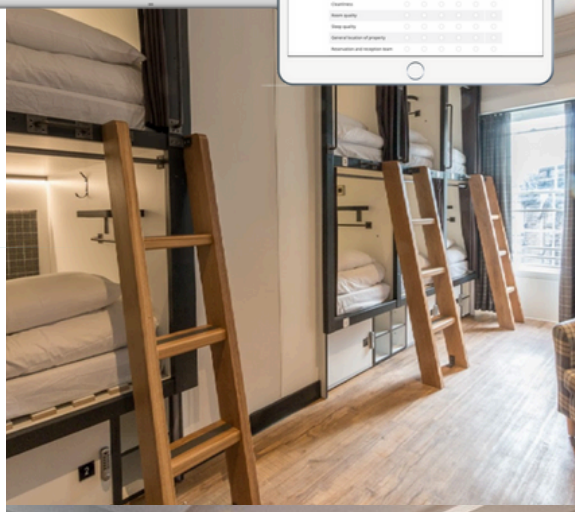
Operational changes on the ground

When The CoURT opened, guest feedback was gathered immediately through post-stay surveys, allowing the team to make practical changes such as improving showers, communal spaces, seating areas, breakfast options, eye masks, and earplugs. Ben explains that no fixed targets were set in the first six months, but GuestRevu proved invaluable in establishing an online presence and shaping the hostel in its early days. The ability to test operational changes and track their impact was important, although not all trials, such as mattress toppers, delivered clear results. GuestRevu's Advanced Filters, using PMS data from Cloudbeds and survey responses, also allowed Ben to analyse guest satisfaction by room type.

Ben attributes the growth in The CoURT's Net Promoter Score, rising from 66 to 80 in just seven months compared to the 2019 industry average of 39.9, to offering more than just accommodation. He notes that encouraging guests to leave online reviews boosts occupancy and ABR, while competitor benchmarking is a future focus.

The last question we had for Ben was whether he would say GuestRevu is an essential tool for any company, property or travel destination to have...

"Yes, we live in a world where data is collected everywhere which can be analysed and give you all the answers to improve your business. You just have to ask the right questions! I think the pre and post-stay surveys in GuestRevu are an excellent way to gather some of this data."



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