Seeing the bigger picture

Customer: Shannon Springs Hotel

Shannon Springs Hotel, home to the award-winning Old Lodge Gastro Pub and just five minutes from Shannon International Airport, aims to achieve its full four-star potential. Sales & Marketing Manager, Lisa Glynn, recognised that guest feedback was essential to identify areas for improvement and guide decisions. GuestRevu enables the hotel's staff to collect valuable insights, improve the guest experience, make informed operational choices, and ensure their online reputation reflects the high standards and quality service offered.

The Challenges: Keeping up with competitors

Before implementing GuestRevu, Shannon Springs Hotel spent a great deal of time manually rifling through online review sites. Management were not using comment cards outside of the food and beverage areas, and although guests were encouraged to leave reviews on TripAdvisor, only the best and worst experiences were being captured. This left a large portion of guest feedback unnoticed, particularly from those whose experiences fell somewhere in between. The manual approach made it difficult to gain a clear understanding of overall guest satisfaction and trends.

Located near Shannon International Airport, the hotel was also struggling to attract business bookings, with potential guests often choosing to travel further to neighboring Bunratty or Limerick City. With just three hotels in the area, staying competitive was a priority. The lack of automated review tracking meant that understanding competitor performance and identifying differentiators was a challenge, leaving management uncertain about how best to improve and position the hotel in the market.

The Solution: Easy online reputation management

With GuestRevu's dedicated support team and intuitive guest survey and reputation management solutions, Shannon Springs Hotel can identify trends in feedback, engage with guests, make informed operational decisions, and continually improve the guest experience.

It's very important that each guest is made to feel welcome and happy. We go through all reviews now, the good ones as well as the bad ones, and wherever we fall down, we highlight it and it reports straight to the relevant department and we can look at how we can make it better going forward.

Lisa Glynn,
Sales & Marketing Manager,
Shannon Springs

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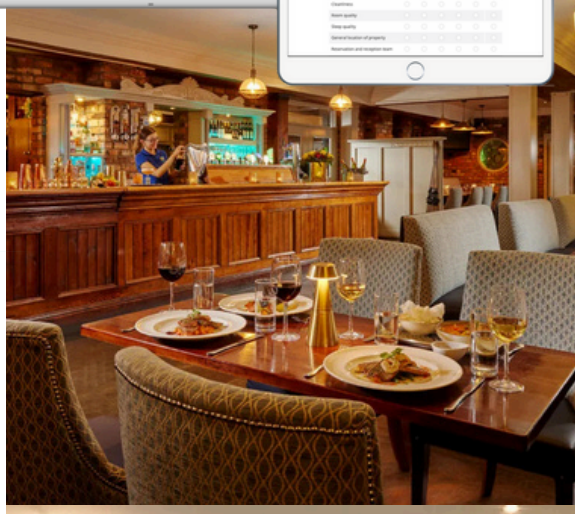
An integration with TripAdvisor and Guestline PMS allows the hotel to prioritise feedback efficiently, ensuring that insights are acted on without adding extra work for staff. This seamless approach helps the hotel enhance service quality and maintain a strong online reputation.



The Results:

Saving time and becoming more competitive

Seeing more feedback and a wider picture

"Guest feedback really gives us a true feeling of what guests experience from the minute they arrive until they depart," explains Lisa. Since implementing GuestRevu, Shannon Springs Hotel has been receiving the feedback and insights needed to get ahead of the competition. Access to both direct and online feedback from a single dashboard makes it far easier for management to monitor the guest experience across all departments. "We go through all reviews, the good as well as the bad. Wherever we fall short, it is highlighted and reported to the relevant department so we can look at how to make improvements going forward," says Lisa. This consolidated view allows the team to understand guest expectations more clearly and focus on the areas that matter most.

Automatic survey invites save time

Collecting feedback is now effortless. Thanks to GuestRevu's integration with Guestline Rezlynx, guests automatically receive a survey two days after check-out. "We don't have to think about it anymore. It just happens daily," explains Lisa. This automation allows the team to concentrate on actioning insights rather than chasing responses, saving significant time and ensuring no guest is overlooked.

Monitoring the competition

By adding local competitors to their dashboard, Lisa can track review scores and trends at a glance. "It's great to see what competitors are doing, what we can improve on, and how we can differentiate ourselves," she explains. With TripAdvisor integration, Shannon Springs now receives 253% more reviews with 12% higher ratings on average, strengthening both reputation and visibility.

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