



GuestRevu & Point A Hotels

Delivering on brand promise

Customer: Point A Hotels

As a young brand, Point A Hotels, part of the Queensway Group, values flexibility and growth in a changing industry. From the start in 2017, the team was clear about their brand promise of bringing heartfelt hospitality to the affordable segment. GuestRevu helps them deliver on that promise across all properties by providing consistent guest feedback and real-time insights. With this information, Point A Hotels can continuously refine their guest experience and ensure they remain true to their values.

The Challenges:

Maintaining consistency across properties

Point A Hotels is a customer-centric brand, with guests at the heart of everything they do. Dina explains that the team needed technology to understand guest experiences and remove obstacles that could affect a stay. While online reviews provided a broad view of sentiment, they lacked the detailed insights needed to identify what the brand was doing well and where expectations were not being met. The management team also sought tools that would boost efficiency for staff while improving the guest experience. Any new system had to integrate smoothly with their existing Guestline Property Management System and online review platforms to work effectively.

Delivering brand consistency in both service and product was vital. Without direct guest feedback, measuring satisfaction and providing staff with training to uphold Point A's standards was challenging. GuestRevu gave the team the insights required to maintain quality, monitor performance across properties, and ensure the brand promise was consistently delivered.

The Solution:

Simple online reputation management solution

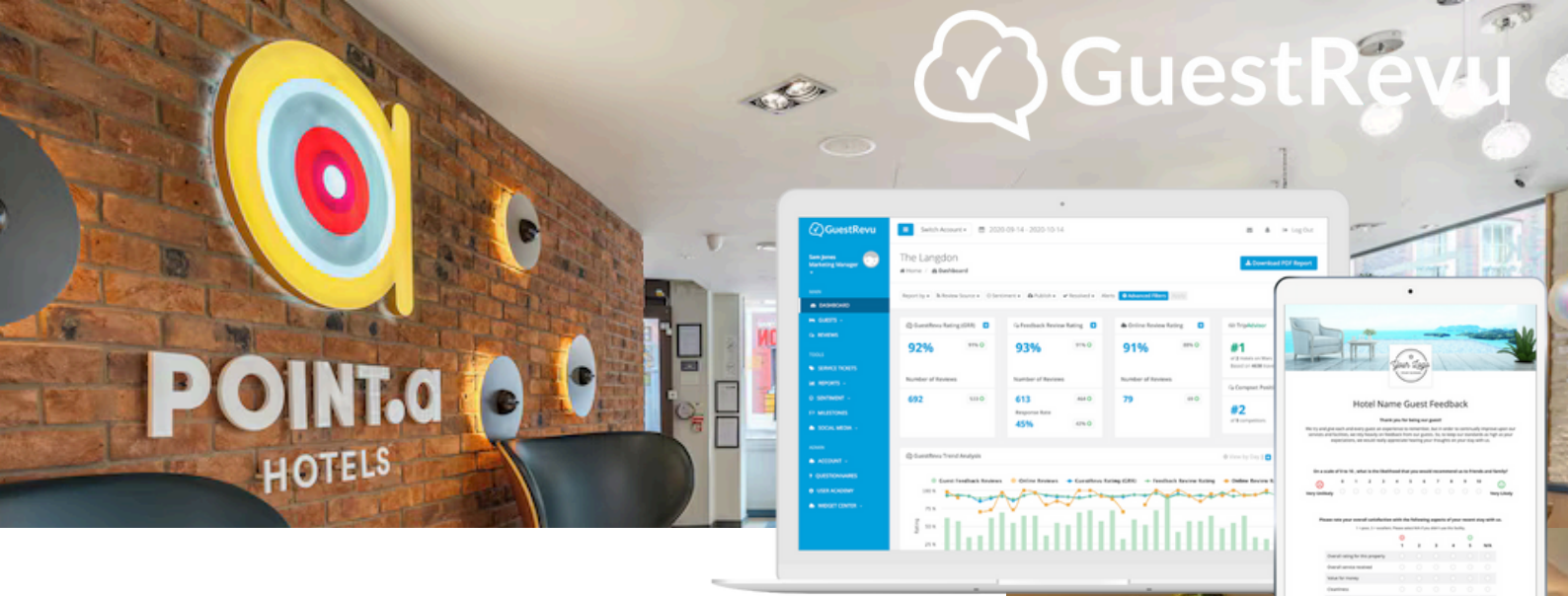
Point A Hotels evaluated platforms based on three criteria: simplicity, responsiveness, and value for money. They wanted an intuitive dashboard to view their business at a glance, excellent customer service, and a solution that offered clear value.

I would definitely say that any hotel business should have a platform that would enable them to listen to the voice of the customer... For us, GuestRevu worked perfectly well, and I wouldn't hesitate to recommend them as a partner. They have been fantastic, service-minded and have been very collaborative with us, so definitely a good partner to work with.



**Dina Soliman,
Former Head of
Brand & Marketing,
Point A Hotels**





GuestRevu proved superior across all metrics. Its intuitive software, world-class support, and consistent guest insights allow Point A Hotels to understand and exceed guest expectations, use a single consolidated platform integrated with their Guestline Rezlynx PMS to track feedback and trends, and measure the guest experience to maintain **consistency across all properties**.

The Results:

Achieving consistency across the board

Point A Hotels uses GuestRevu on a daily basis, making it an integral part of their operations and language. The platform allows management to understand guest experiences, identify expectations, and exceed them consistently.

- **Informed operational decisions** – GuestRevu provides detailed insights that show what guests value and what surprises and delights them. Examples include mood lighting in bedrooms and environmentally friendly breakfast packaging, helping the team tailor the experience to guest preferences.
- **Consistency in staff training** – The platform is accessible for teams on property and at head office. Training can be delivered via Skype with screen sharing, allowing staff to explore dashboards and reports, ensuring processes are replicated effectively across all properties.
- **Simplified processes with integrated technologies** – GuestRevu works collaboratively with other systems, consolidating data into a single view. This simplifies responding to reviews, maintains brand tone, and ensures responses meet standards within 48 hours.
- **Valuable reports and metrics** – Management uses GuestRevu in daily huddles and weekly leadership meetings. Metrics such as Net Promoter Scores allow validation of decisions, tracking trends, and ensuring the brand promise is consistently delivered.

