



*"We were looking for an efficient, time saving solution to manage our guest feedback, so when we found out about the new TrustYou Radar app, we immediately gave it a try. Needless to say, TrustYou Radar was incredibly easy to use and saved us a lot of time when handling customer reviews, allowing us to stay alert and to respond instantaneously."*

*Sarosh Aibara  
Chief Operating Officer  
Elite Hospitality Group*

#### About Elite Hospitality Group

Elite Hospitality is a leading name in the hospitality business in the Kingdom of Bahrain. From city center resorts to business hotels, Elite provides all-suites accommodation to suit a wide range of budgets.

Elite Hospitality Group strives to lead the Hospitality Industry by maintaining a dynamic understanding of the changing needs of travelers, developing world class products and practicing the simple philosophy of "Customer Defines Quality".

**Improved efficiency**

**Time saving workflow**

**Easy usability**

#### Situation

Online reviews are an important part of the travel planning experience; according to studies, 95% of travelers read reviews before making a booking decision. For hotels, this means that monitoring their online reputation and responding to reviews is incredibly important. In fact, nearly 80% of travelers say that seeing a management response makes them feel like the hotel really cares about its guests. With online reviews carrying so much weight in the travel industry, hoteliers must devote their efforts to actively encourage, analyze and manage guest feedback in a way that strengthens customer relationships and boosts revenue.

TrustYou Radar, a new, mobile-based app from TrustYou, gives hoteliers the possibility to analyze and react to reviews while on the go. With TrustYou Radar, hotels have a snapshot of their reputation and receive automatic alerts 24/7 sent directly to their phone whenever a new review is written, allowing them to respond immediately, analyze and track their performance against competitors and get a full overview of their hotel's reputation on their mobile device.

#### Benefits

In order to respond in a timely fashion and gain more guest feedback, Elite Hospitality Group recently started using TrustYou Radar. Since using the new app, Elite Hospitality improved its workflow and efficiency when dealing with guest feedback. Getting real time updates for each new review received has allowed Elite Hospitality to stay alert about its reputation at all times and react to customer feedback on the spot, substantially improving its response time and review quantity as a result.

#### About TrustYou

TrustYou's mission is to positively influence travelers' decisions by searching, analyzing, and distilling hundreds of millions of travel reviews from across the web.. TrustYou's data and web based software are used extensively by hotels, accommodations, and restaurants to monitor, survey, and act upon guest feedback, all with the aim of providing better service, more influence and enhanced online presence. For travel intermediaries, TrustYou offers Meta-Reviews™ (based solely on verified travel reviews, not including TripAdvisor) to help travelers purchase wisely. For more information about TrustYou, visit [www.trustyou.com](http://www.trustyou.com).