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CUSTOMER SUCCESS STORY

How YHA Australia Turned Guest Feedback Into Operational and Capital Decisions Across 18 Properties



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At a Glance: YHA Australia

YHA Australia uses the TrustYou Customer Experience Platform (CXP) to run a single reputation program across its national hostel network, moving from fragmented, platform-by-platform monitoring to a single, trend-aware view that informs everything from daily review responses to multi-year capital investment.

Snapshot

Name	YHA Australia
Sector	Hostels and budget accommodation
Portfolio	18 properties across Australia, from city transit hostels to eco-lodges
Product	TrustYou Customer Experience Platform (CXP)
Result	TrustYou Score up from 84 to 86 year on year
The shift	From reactive, fragmented feedback monitoring to a single trend-aware view, used daily by Operations, Property Managers, and Front Office teams, and feeding group-level training, staffing, and capital decisions



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CHALLENGE

18 Properties, Feedback in Fragments

YHA Australia runs 18 properties spread across the length of the country: city transit hostels, beachside stays, and eco-lodges in the Grampians. Every one of them earns guest reviews across a wide mix of channels, and every one contributes to a brand travelers choose precisely because they trust the experience.

Before TrustYou, **that feedback lived in pieces.** Reviews were **scattered across multiple platforms**, which made it hard to track trends, respond consistently, or see the network as a whole.

For a quality function overseeing 18 sites, the work was reactive, monitoring platform by platform rather than reading guest experience as a single, connected picture. The team needed one trusted reputation KPI, a way to see which properties were leading and which needed support, and a structure that turned feedback into action rather than leaving it to be reviewed in isolation.

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SOLUTION

One View of Every Guest, Every Property

YHA Australia **consolidated its reputation management onto TrustYou CXP**, giving every level of the organization a shared view of guest experience across all 18 properties.

Reviews from across the portfolio flow into one platform, scored against the TrustYou Score and the Reputation Performance Score (RPS) so teams can compare like-for-like, property to property, period over period.

The platform is embedded in the daily and weekly rhythm of the business:

- Operations uses TrustYou daily to monitor guest feedback and performance across the **18-property network.**
- Property Managers and Front Office teams use it daily for review responses and **tracking feedback in real time.**
- The Quality team works on a weekly cycle for deeper analysis, trend tracking, and performance alignment across all properties.

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SOLUTION

From Property Floor to Boardroom

Reporting follows a tiered structure. Property teams review their own performance daily and weekly; regional and senior leadership receive **consolidated weekly reporting and monthly summaries.** RPS, response rate, and sentiment trends form the backbone of how the group measures performance.

The feature the team relies on most is the consolidated Insights dashboards, particularly the **sentiment breakdown** and **period-over-period comparison** at property level, which show in real time exactly what's driving guest perception, both across the network and down to an individual property.



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“The biggest shift was moving from reactive, platform-by-platform monitoring to a single, trend-aware view of guest experience.”

Natasha Havansky

Quality Manager, YHA Australia

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RESULTS

The Impact: From Guest Feedback to Capital Decisions

Faster, more consistent guest engagement

Bringing every review stream into one place has made response management significantly easier and strengthened accountability. Property Managers are responsible for closing out the action items that surface in each review cycle. Response management has historically been a strength for the group, with response rates well managed across the network.

Across the network, YHA Australia responds to the large majority of guest reviews, ***well above the Australian market average of around 41%.***

Data-led capital and staffing decisions

At the property level, sentiment and review data guide daily improvements and staff coaching. At the group level, the same data shapes training priorities and capital expenditure.

In one case, YHA Australia drew on several years of TrustYou feedback to inform a property-level HVAC capital investment, directing spend precisely to the guest-experience gaps the data clearly supported. The team has applied the same logic to staffing, using persistent sentiment patterns in a category to trigger targeted recruitment or training.

A positive, sustained performance trend

Reputation scores have trended positively since TrustYou was embedded into the group's processes, with several properties delivering consistent RPS gains period on period. The group's TrustYou Score has risen from 84 to 86 year on year, alongside general improvements in rooms and cleanliness sentiment.

Staff and **service** are consistently the group's ***strongest sentiment driver,*** while cleanliness and room or facilities are the categories watched most closely, as they tend to shift fastest.

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"We've used several years of TrustYou feedback to inform a property-level HVAC capital decision, ensuring **investment is directed at the guest-experience gaps the data clearly supports."**

Natasha Havansky

Quality Manager, YHA Australia



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An Operating Rhythm, Not Just a Dashboard

What makes the difference at YHA Australia is not any single metric, **but the rhythm built around it.** TrustYou is woven into the group's weekly operating cadence: properties review their feedback regularly, key insights feed directly into weekly performance discussions and the monthly reporting cycle, and Property Managers own the follow-through.

Sentiment is central to that; it surfaces the drivers behind a score, not just the score itself, and the focus on trend consistency over time keeps performance conversations fair, data-led, and centered on sustained improvement.

As YHA Australia completes its move to the new CXP platform, the team continues to deepen how guest data informs decisions across the network, from front-of-house service to longer-term investment, turning its strongest-performing properties into a benchmark for the rest.

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“It's a genuinely valuable tool if you're serious about managing guest experience at scale. The biggest benefit isn't collecting feedback; it's being able ***to consistently act on it***, track sentiment in a meaningful way, and ***tie investment and training decisions back to what guests are actually telling you across every property.*** The onboarding and support experience has also been strong, which matters when you're embedding a tool this deeply into your operating rhythm.”

Natasha Havansky

Quality Manager, YHA Australia

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Transform Guest Feedback Into Action With TrustYou

YHA Australia runs 18 properties on one view of guest experience. TrustYou CXP brings every review, survey, and sentiment signal together so your team can act on what guests are actually telling you.

Book a CXP demo