



SERVIGROUP
HOTELES



TRUSTYOU

Client Success Story



Servigroup Hoteles, an 18-property hospitality group in Spain, has been utilizing TrustYou since 2021. Their goal? Increase scores, track performance, and quickly act on negative feedback. With TrustYou's Analytics and Survey offerings, guest feedback is easy to collect, analyze, and make impactful operational changes with.



Guest reviews have grown with over a 90% jump

Servigroup's Performance Score climbed from the 80th to the 90th percentile from 2021 to 2022, and is continuing to rise in the first 6 months of 2023.*

The number of guest reviews has grown substantially since starting with TrustYou with over a 90% jump, and the response rate nearing a 20% increase year over year portfolio wide.

*The Performance Score calculates the simple average of all scores received in a designated time period.



Housekeeping department score as well as the Service score continue to trend upwards.

All department scores have also improved, with Public Health and Maintenance leading the charge at +56% and +25%, respectively.

In the first 6 months of 2023, Servigroup's ratings on OTAs such as TripAdvisor, Booking.com, and Google have all increased. Their Housekeeping department score as well as their Service score is also on the uptick and continues to trend upwards.



“We are improving in our satisfaction scores of the different departments in the surveys. We check both negative comments of OTAs and internal surveys to detect problems, and reply to guests rapidly in order to keep improving our positive online reputation.”

- Amanda Gato, Head of Customer Service



When maintaining a collection of hotels, it's helpful to see how they're operating as a whole while still being able to see the details of each property individually. Customized views and advanced reporting not only assist in tracking trends, but also provide insights into creating action items for areas of enhancement.



“We send all hotels a monthly report with the satisfaction scores and highlight the highest and lowest scores of each of the departments. This helps the hotels to know where they are working correctly and where they need to improve and they can also see the scores of the other hotels in the chain to compare and improve.”

- Amanda Gato, Head of Customer Service

TRUSTYOU 

We Help Make Guests Happy.

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