

## “Our bookings are soft because guests are posting negative online reviews instead of talking to us.”

Loop™ Mobile Guest Engagement solution empowers hotels to increase guest satisfaction, preempt negative online reviews, improve online ratings and enhance the guest experience by capturing and acting on guest input at the point of engagement during their stay.

### Overview

Using a variety of mobile technologies – including mobile app, web, SMS and kiosk – Loop empowers hotels to deliver a highly differentiated experience by allowing guests to make a request, send a compliment, raise an issue, and make a suggestion on-the-spot while on the hotel property. Hotel staff is alerted in real-time to act on guest’s input in a timely manner. Closing the Loop with guests during their visit provides a deeper emotional connection resulting in higher guest satisfaction, property loyalty, and positive online reviews and ratings.

### Hotel Benefits

- » **Improve Guest Satisfaction**  
Real-time actionable insight enhances the guest experience resulting in satisfaction
- » **Recover At-Risk Guests**  
On-the-spot guest engagement enables staff to immediately act upon guests’ requests and concerns during their stay
- » **Preempt Negative Reviews**  
Privately resolve issues before guests leave dissatisfied or socialize their experiences publicly; foster positive online reviews and ratings

### What Customers are Saying

**Peter Koehler, Regional Director of Operations and General Manager for InterContinental San Francisco**

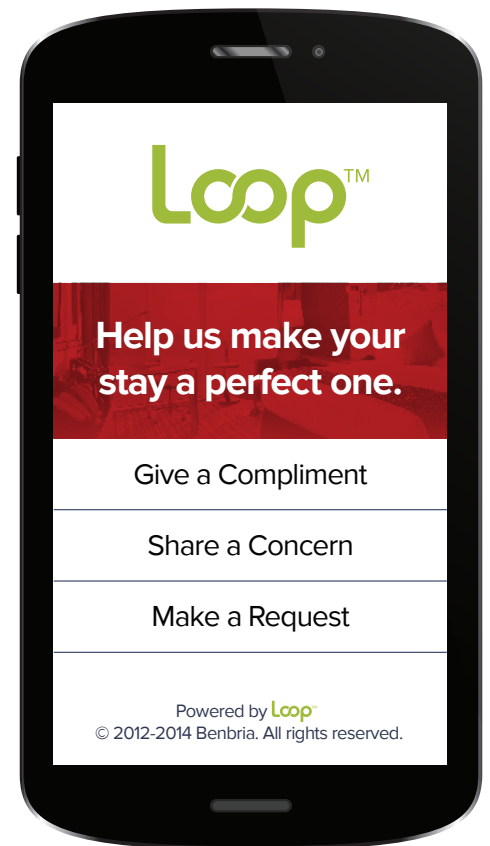
“With Benbria we have more visibility into ‘at-risk’ guests which allows us to win them over by addressing their requests and comments while they are still on our property.”

**Jagdish Patel, Vice President Operations, NewCrestImage**

“We deployed Benbria’s Loop solution across our 17 properties which helped us to increase guest satisfaction, grow our market share among our Gen X and Y guests, and increase our competitive advantage.”

### Real-Time Analytic

Loop delivers powerful analytics by turning on-the-spot guest input into actionable insight. Real-time reports measure threats to satisfaction, time-to-close, positive/negative comments on quality of service, room and amenities.



Contact us for a 5 minute demo and learn more about our success stories

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