



Dusit International Enters Strategic Partnership with ReviewPro

ReviewPro has signed a strategic partnership with Dusit International, a luxury hotel brand with over 20 properties across Asia and the Middle East.

BARCELONA, SPAIN, August 26, 2014 /EINPresswire.com/ -- [ReviewPro](#), the leading provider of online reputation and social media analytics for the hotel industry, has signed a strategic partnership with Dusit International, a luxury hotel brand with over 20 properties located in key tourist destinations such as Thailand, the Maldives, the Philippines and the United Arab Emirates.

Under this agreement, Dusit International will benefit from ReviewPro's award-winning online guest satisfaction solution, which provides critical insight into operational and service strengths and weaknesses by aggregating millions of mentions from over 100 of the most relevant online travel agencies, review websites and social media platforms. ReviewPro partners with nearly 10,000 hotels and restaurants in more than 90 countries to enable them to increase guest satisfaction and boost revenue.

At the heart of ReviewPro's analytics is the [Global Review Index™](#), the hotel industry's standard online guest satisfaction benchmark for individual hotels or groups of hotels, which is based on data taken from all major online travel agencies and review sites. It can be used to analyze a hotel or group of hotels and make comparisons between them.

"We decided to work with ReviewPro because it is an excellent [online reputation management](#) tool that meets our needs on both corporate and property levels," says David Shackleton, Chief Operating Officer, Dusit International. "We look forward to using ReviewPro's analytics to harness guest insights and prioritize action, to strengthen our engagement with customers and to leverage these insights to continue improving our guest experience and revenue."

Michael Chin, Regional Vice President of ReviewPro in the Asia-Pacific region, says, "We are proud to partner with a successful global brand such as Dusit International. Features like our Global Review Index™ will assist in identifying their current guest satisfaction needs and areas that call for improvement. Sentiment analysis of online reviews will also pinpoint specific strengths and weaknesses of separate areas, enabling the brand to better customize their guest experience."

About Dusit International

Dusit International was founded in 1948 by Honorary Chairperson Thanpuying Chanut Piyaoui. Today the company is a leader in hotel management and education and comprises a unique international portfolio of distinctive hotels and resorts. Rooted in Thai culture and tradition, Dusit International creates a personalised welcome for all guests, fulfilling its brand promise of delivering an 'experience that enlivens the individual spirit no matter the journey'.

The company considers guest loyalty the key driver of its growth. By continually improving its business practices, with a focus on empowering and motivating staff, Dusit International aims to lead in its hotel and resort's competitive sets, strengthen its brands and in turn grow its customer base and investors.

For more information
www.dusit.com

About ReviewPro

ReviewPro enables hoteliers and restaurateurs to increase guest satisfaction and grow revenue by proactively managing and improving their online reputation. The company's suite of web-based tools provides analysis, customer intelligence, competitive benchmarking and reporting to help hospitality professionals maximize their organization's performance. ReviewPro aggregates hundreds of millions of reviews in 40+ languages from more than 100 review sites, online travel agencies (OTAs) & all major social media platforms. The company has thousands of clients in over 90 countries, including Meliá Hotels International, Kempinski Hotels, The Ascott Limited, LOEWS, Louvre Hotels, Karma Royal Group, Regent Hotels and Resorts, Compass Hospitality, Millennium Hotels & Resorts, Everly Group, Dorsett Hospitality International, Como and Alila Hotels and Resorts.

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