



Centara Hotels & Resorts Partners with ReviewPro to Further Improve Guest Satisfaction

ReviewPro has just entered a multi-year strategic partnership with Centara Hotels & Resorts.

SINGAPORE, MALAYSIA, October 2, 2014 /EINPresswire.com/ -- ReviewPro, a leading provider of online reputation management and social media analytics for the hotel and restaurant industries,



has just entered a multi-year strategic partnership with Centara Hotels & Resorts.

Under this agreement, the Bangkok-based luxury hotel brand - with 47 properties throughout Thailand, Maldives, Vietnam, Bali, Sri Lanka and Mauritius, and further properties under development

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of Operations*

in Thailand, China, Ethiopia, Qatar, Laos and Oman - will leverage feedback from hundreds of review sources across the web, in more than forty languages, to gain deeper insight into their guests' experiences on both a property and corporate level.

At the heart of ReviewPro's analytics is the [Global Review Index™](#) (GRI), the industry standard for online guest satisfaction for individual hotels and brands, which is based on review data aggregated from more than 100 online travel agencies and review sites in 45 languages. The GRI can be used to analyze the online reputation performance of a hotel or group of hotels, make comparisons between hotels and compare results with direct competitors.

Centara Hotels & Resorts will also benefit from ReviewPro's fully-integrated [Guest Satisfaction Survey](#) (GSS) tool by creating questionnaires to collect, analyze and act on direct guest feedback.

ReviewPro's easy to use solution will provide Centara with 360-degree guest intelligence to facilitate operational and service improvements, all from a single dashboard.

David Good, Vice President of Operations says, “We chose ReviewPro because their analytics provide us with unparalleled insight into guest experiences at each of our hotels, offering us an innovative approach to increase guest satisfaction and revenue. In addition, their analysis of our direct competitors provides us detailed information to measure our progress. These insights will help us boost our competitive position and increase our ranking on key websites like TripAdvisor and Booking.com.”

According to Chris Bailey, Senior Vice President, Sales & Marketing, "ReviewPro's online reputation management solution, direct survey tool, sentiment analysis and data will enable us to dig deep into guest satisfaction data and transform insight into action to provide even better experiences for our guests".

Michael Chin, Regional Vice President of ReviewPro in the Asia-Pacific region, says, "We are excited to partner with a successful Asia-based brand like Centara Hotels & Resorts. Our analytics will provide a deeper insight into vital indicators such as key departments performance, assisting Centara to better tailor marketing, operational and service improvements even more closely and enable the group and each property to better customize their guest experience to drive further revenue gains."

For more information

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About Centara Hotels & Resorts

Centara Hotels & Resorts is a leading Thai hotel chain with more than 30 years of service to the hotel industry. The company is a core business unit of The Central Group of Companies. Originally named Central Hotels & Resorts, the company was rebranded on 26 June 2007 to Centara Hotels & Resorts. At the same time, the spa brand was changed from Centara Spa to SPA Cenvaree.

Mr Suthikiati Chirathivat, Chairman of the Executive Board of Central Plaza Hotel (Public) Co Ltd said that the decision to use what had initially been the spa name, "Centara", as the new hotel brand had been taken after much consideration and research. Although "Central" is a famous name in Thailand, especially in retail business, for the hotel's international customer base it didn't reflect "Thai-ness" and the depth and quality of the product and service. However "Centara" does sound more Thai, more exotic, and still links the association with the group: "Cen" from Central, which has a reputation going back more than 60 years; and "tara" coming from the Thai language and meaning "water".

The same concept has been applied to SPA Cenvaree: again, "Cen" is from "Central", and "varee" also means water in Thai.

Six different sub brands under Centara Hotels & Resorts have been created in order to clearly identify and market each hotel.

Centara Grand is in the affordable five-star category, with landmark properties in key city and resort locations, a selection of top-quality restaurants, a spa, a kids' club, and a range of other leisure attractions. Centara Hotels & Resorts is the core brand, with four-star properties in key locations, at least one top-quality restaurant, and leisure facilities that depend on the local market conditions. Centara Boutique Collection consists of properties that appeal to the independently minded traveller who appreciates quality in design and in hospitality but who prefers to avoid large hotels. Centra is the value brand that offers first-class facilities and service without over-delivering to the point that guests may not require. Centara Residence & Suites offers serviced apartments with two categories, namely the five-star Centara Grand and the four-star Centara. COSI Hotels is an affordable lifestyle brand designed for travellers who want comfort and convenience at affordable prices. The brand is under development with the first property due to open in 2016.

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