



Meliá Hotels International switches to ReviewPro's Guest Survey Solution

BARCELONA, CATALONIA , SPAIN, February 15, 2016 /EINPresswire.com/ -- ReviewPro announces that Meliá Hotels International has switched its portfolio of 7 brands and 375 properties to the company's enterprise level Guest Survey Solution (GSS). Meliá, one of the first large chains to implement a comprehensive Online Reputation Management (ORM) program to improve guest experiences four years ago, has now consolidated all guest feedback into ReviewPro's integrated solution.

Moving away from traditional direct survey providers allows this innovative hotel group to track guest feedback in real-time and rapidly turn insight into action to increase overall guest satisfaction and revenue. Meliá chose to partner with ReviewPro because the company offers a more flexible platform that allows Meliá's organization to easily analyze and monitor Guest Intelligence in one user-friendly dashboard.

ReviewPro's GSS tool provides Meliá with the ability to create customized, targeted questionnaires to gather actionable information directly from guests through in-stay and post-stay surveys and leverage the data to prioritize operational and service improvements to deliver remarkable experiences.

RJ Friedlander, CEO of ReviewPro commented on the expanded partnership: "Meliá has always been a leader in guest experience management and the use of our direct survey solution will enable them to continue to deliver memorable experiences."

Sara Ranghi, Global Customer Experience Director at Meliá said, "ReviewPro built our trust through superior products and proactive support over the last four years. The Guest Survey Solution is in a league of its own in terms of features and reporting and ReviewPro did a great job to help us seamlessly implement it. It has exceeded our expectations by better serving our guests compared to what we used before. This, combined with the responsive team, demonstrates that ReviewPro are totally committed to supporting our organization."

About Us

ReviewPro boasts a large roster of clients worldwide that have chosen the GSS product including:

- Pestana Hotel Group
- Red Lion
- 1859
- Meliá Hotels International
- Marco Polo
- Jurys Inn

ReviewPro's suite of cloud-based solutions, which includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), provide clients with actionable insight to

increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue. The company offers the industry-standard Global Review Index™ (GRI), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 161 OTAs and review sites in more than 45 languages. More than 19,000 hotel brands worldwide are currently using ReviewPro's solutions. For more information, please visit www.reviewpro.com.

About Meliá Hotels International

Founded in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel companies worldwide as well as the absolute leader within the Spanish market, with more than 370 hotels (current portfolio and pipeline) throughout more than 40 countries and 4 continents under the brands: Gran Meliá, Meliá Hotels & Resorts, Paradisus Resorts, ME by Meliá, Inside by Meliá, Tryp by Wyndham and Sol Hoteles. The strategic focus on international growth has allowed Meliá Hotels International to be the first Spanish hotel company with presence in key markets such as China, the Arabian Gulf or the US, as well as maintaining its leadership in traditional markets such as Europe, Latin America or the Caribbean. Its high degree of globalization, a diversified business model, the consistent growth plan supported by strategic alliances with major investors and its commitment to responsible tourism are the major strengths of Meliá Hotels International, being the Spanish Hotel leader in Corporate Reputation (Merco Ranking) and one of the most attractive to work worldwide.

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