



IBM Enterprise Content Management software

ECM Universe Rapid Content Analytics for Hotels

Partner Solution

■ **Target Industry**

Travel & Transportation

■ **Business Applications**

Quality Control

Facilities Management Analysis

Customer Relationship Management

■ **Products**

IBM Content Analytics

WebSphere Application Server

Business Challenge

In an increasingly networked world, successful hotels must have a strong web presence and online voice. While the corporate office can maintain and monitor the brand's own social media sites, it has little control over popular travel websites like expedia.com, tripadvisor.com, and hotel.com, where hotel guests can post reviews. A negative review online can influence the buying decisions of other customers, potentially damaging a hotel's reputation and revenue stream – so responding to an unhappy customer becomes a business imperative.

Yet finding and screening these online reviews is problematic, as they are scattered across many third-party sites. It's not feasible for hotel staff to track them. Automated methods of analysis also present a challenge, as reviews are written in an unstructured format with language that may include slang, sarcasm, idioms, and social networking "shorthand." For quality control staff who are used to collecting comment cards at the front desk, measuring the extent of a problem and its impact on customers through online reviews is not an easy paradigm shift. They must be able to identify sources of customer dissatisfaction and quickly initiate corrective action – whether through preventive maintenance, staff education or process improvements.

Even when no on-site correction is warranted, a timely, well written response to online comments allows a hotel to differentiate itself in terms of customer service. Quickly posting an online reply to a negative review demonstrates a commitment to customer satisfaction. Responding to a positive review shows an appreciation for customer loyalty.

Solution

Rapid Content Analytics (RCA) for Hotels can identify, collect, and analyze customer reviews posted across multiple travel websites. Hotel staff will receive consolidated, actionable information – and it's ready in hours, not weeks.

Through linguistic analysis specifically tailored for hotel reviews – and powered by IBM Content Analytics – the solution identifies key words and phrases that are correlated with various levels of customer satisfaction, within categories such as service or cleanliness. It monitors their frequency, to provide deeper insights into the customer's true voice, and it flags the reviews that are likely to need further action. RCA for Hotels is able to analyze user-written reviews because the solution recognizes slang, idioms, and the language of social media. It knows that phrases like "never again" and "avoid if possible" spell trouble for hotel operators.



Value Proposition

In the past, neutralizing negative online customer reviews has depended on a company's ability to track these comments and respond to them immediately. Not only the volume, but the distribution of online reviews across multiple travel websites has rendered most monitoring efforts fruitless.

With RCA for Hotels, a single hotel or a chain can cost-effectively collect detailed information about operational or facilities management problems that require corrective action. Focusing on a group of hotel facilities by geographic region – or any other sorting category – is effortless, and provides a sharp focus on problems that are based on facility demographics. As a result, a hotel with falling revenues that's seeking to salvage its position might see a 100 percent ROI in one year or less, depending on the facility's ability to take corrective action based on analysis.

Company Description

ECM Universe is a certified minority-owned business that implements content analytics, enterprise content management, and eDiscovery solutions for government and commercial organizations. It specializes in the IBM technologies. ECM Universe was founded in 2000 and is located in Chantilly, Virginia.

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