TrustYou Achieves Larger Than Ever Influence In The APAC Region By Partnering with Hospitality Industry Giants

++ In 2019, TrustYou began partnerships with OYO and RedDoorz in the Asia-Pacific region ++ The company caters to Asian travelers through targeted solutions ++

Munich, 18 November 2019 - TrustYou celebrates the wrap-up of a successful 2019, after a series of fruitful new partnerships and product releases, especially in the APAC market. This year, the company developed new partnerships with Indian hotel chain OYO, Southeast Asia’s RedDoorz, and Thailand-based Compass Hospitality. The influential APAC-based chains invested in TrustYou’s award-winning feedback platform, with the goal of leveraging guest feedback and making smart business decisions based on guest insights. With the investment in a new onboarding platform, TrustYou has successfully on-boarded almost 10,000 new properties globally.

Additionally, TrustYou has integrated new communication tools that target Chinese travelers and their specific needs. In 2019, the company introduced WeChat as a solution in its direct messaging tool, acknowledging the extreme popularity and usage of the app. With China being one of the largest hospitality markets in the APAC region, TrustYou ensures that its solutions meet the expectations of modern travelers and enrich their travel experience. For hoteliers, this translates to a better communication strategy and higher trust levels between the brand and the guests, as well as a chance of solving issues on the spot and therefore, avoid negative feedback.

Alex Tan, TrustYou’s Vice-President Sales & Operations for APAC, said: “We are extremely proud of our company’s expansion and impact in the Asian market and the success that we’ve had this year in APAC comes as a confirmation of our quality products and industry presence. The trust bestowed upon us by these industry leaders is both an honor and a responsibility we take very seriously. We are working hard to deliver the most qualitative and efficient platform that turns the guest experience into actionable insights and loyal satisfied guests. I am confident that 2020 will come with more opportunities for our ambitious expansion plans and we are looking forward to growing even more within the APAC region.”

The on-site guest experience is a big focus for TrustYou in 2020 and beyond, as live engagement and on-site communication are the keys to a better guest experience, less inconveniences, and better satisfaction rates. With more than 10 years in the industry, TrustYou is the global expert in feedback management and communication solutions and is constantly working with its hotel partners to meet and exceed guests’ expectations.

**About TrustYou**

TrustYou helps companies win through the power of listening and provides a guest feedback platform that makes listening to customers easy, powerful, and actionable. The platform unlocks the potential of guest feedback and helps to:

* Understand all reviews across the web and make better business decisions.
* Publish hotel reviews on the website and on Google and allow positive feedback to influence bookings.
* Create unlimited opportunities to listen and respond to guests’ needs.

TrustYou empowers companies to earn trust, make better decisions, and ultimately, win.

Find more information on TrustYou and the guest feedback platform on [www.trustyou.com](http://www.trustyou.com).

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