TrustYou’s New Response Features Allow Users to Directly Reply to 78% of All Guest Reviews

Munich, 17 September 2019 - TrustYou announced the enhanced functionality that users can now reply to the majority of all reviews directly without having to leave the platform. This development addresses a hotel’s increasing need to save valuable time and improve operations with technology. By responding directly to guest reviews received from Booking.com, Google, and TrustYou’s powered guest satisfaction surveys, hoteliers can respond on average to up to 78% of their total reviews without having to leave the TrustYou platform.

An in-depth analysis of the feedback housed in the TrustYou database unveiled [top performing review sources](http://resources.trustyou.com/c/top-performing-revie?x=rc8G7a) of the year 2018. Based on this, Booking.com is the #1 source for reviews (32%) on a global level, followed shortly by Google (24%), and TrustYou Surveys (23%) among TrustYou customers. The latter contributes significantly to the review volume of a hotel and emphasizes the importance of collecting guest feedback.

Replying to reviews is essential in today’s sharing economy and online search-and-buy experience, as users expect their feedback and shared experiences to be valued by hotels. With these new feature enhancements, hotels can make a big impact on Booking.com and Google, where a majority of travelers start to search and book their accommodations, to actively influence a traveler’s booking decision. [TrustYou’s client’s success stories](http://resources.trustyou.com/c/cs-full-frasers-hospitality?x=rc8G7a) demonstrate how dedicated management responses and a high response rate have a positive effect on the overall online reputation.

“Travelers write reviews to contribute, make an impact, and guide future buyers. But most importantly, they write reviews so that they feel heard by the business,” says TrustYou Chief Technology Officer Steffen Wenz. “Considering the importance of review responses for the traveler, and the limited capacity of many hoteliers to respond to all reviews, we are especially excited about this feature and soon-to-come features that will address the needs of both the hotel and guest simultaneously.”

**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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