

# Hotel Feedback

real time guest reviews

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## Hoteliers have problems with guest reviews

- Hoteliers have unsatisfied guests and bad reviews
- They get know the review after guests checkout
- They never alerted for unsatisfied guests during them stay
- They don't have direct contact with guests during they stay
- They don't know likes, dislikes, trends, who's satisfy, who's not
- There are a lot of fake reviews in online review channels

19 June 2015 Online reviews 'used as blackmail' By Kevin Peachey

A BBC investigation has revealed the global market for fake review writers, and the use of stolen identities to post reviews. <http://www.bbc.com/news/business-33184207>

## How it Works

HotelFeedback is embedded in the WiFi of hotel, so before guests are connected to the Internet through their cell phones, tablets or PCs, they are directed to the application's homepage

### **It is a new approach of connection via hotel's WiFi**

- Welcomes guests with offers and promotion banners from hotel
- Connects all hotel guests in a social network
- Sends questions to guests regarding hotel service quality based on a date schedule

# Welcome

We value your opinion. It only takes 1 minute.

---

**Social**



Facebook



LinkedIn



Google+

**Full name**

**Country**

**Your email**

@

**Your room**

**Arrival**

dd/MM/yyyy



**Nights of stay**

0

**Submit**

[Skip](#)

**Notice:** By submitting this form you accept our [Terms of Use](#) and [Privacy Policy](#).



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# Welcome

We value your opinion. It only takes 1 minute.

Social



Facebook



LinkedIn



Google+

Full name

Country

Your email

@

☒ I am not staying in the hotel, I am just passing by

Choose

Restaurant



Submit

Skip

**Notice:** By submitting this form you accept our [Terms of Use](#) and [Privacy Policy](#).



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### Summer Feeling during autumn

In Avra Imperial Beach Resort & Spa we are still in summer mood...! Book your autumnal holidays and get up to -20% in all room types and free Half Board upgrade. This exclusive offer is available for stay between 04/10/15 - 29/10/15 and it is valid for bookings until October 29, 2015.

[Read more](#)



### Luxury dreaming. Luxury living.

Book the holidays you always dream of...! Reserve your luxury holidays in one of our suites or in one of our suites with private pool and get -25% and free Half Board upgrade. This exclusive offer is available for stay between 04/10/15 - 29/10/15 and it is valid for bookings until October 29, 2015.



**Hello George**

We would like to know what you think of our hotel

**Service** ☆☆☆☆☆

**Rooms** ☆☆☆☆☆

**Cleanliness** ☆☆☆☆☆

**Value** ☆☆☆☆☆

**Location** ☆☆☆☆☆

**Sleep Quality** ☆☆☆☆☆

**Your comment**

**Submit**



**Hello George**

Welcome to our restaurant! We really hope that you enjoy your time here. We would like a minute of your time to give your feedback about our service

**Service**



**Food quality**



**Wine collection**



**Comments**

**Submit**



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# During your stay

Meet and talk with other guests here



**Kostas Georgiou** from Greece

13 Jun, 16:12

Currently staying

Hello all,

Tomorrow I will be making the tour of the island by car. The car is rented and if anyone wants to join me for the day and split the cost it would be so nice!



Comment...



**John Kingston** from USA

12 Jun, 11:44

Checking out today

Hello friends,

I will be at the hotel bar tonight and it would be really nice if anyone of you will join me for a drink and some small talk.



**Jason Statham** from USA 19 Jun, 21:44

That's nice! I will meet you there and have a nice chat with beer!



**Kostas Papadopoulos**  
Greece

in Staying until: 22/06



**Vlad Jivasovits**  
Croatia



**Betty Wilburn**  
USA



**Vlad Jivasovits**  
Croatia



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Last year

Last 6 months

Last 3 months



From



To



431

Great reviews

From 4,50 and higher



369

Good reviews

Between 3,50 and 4,50




63

Low reviews

From 3,50 and lower



 Average review score

Total

Service

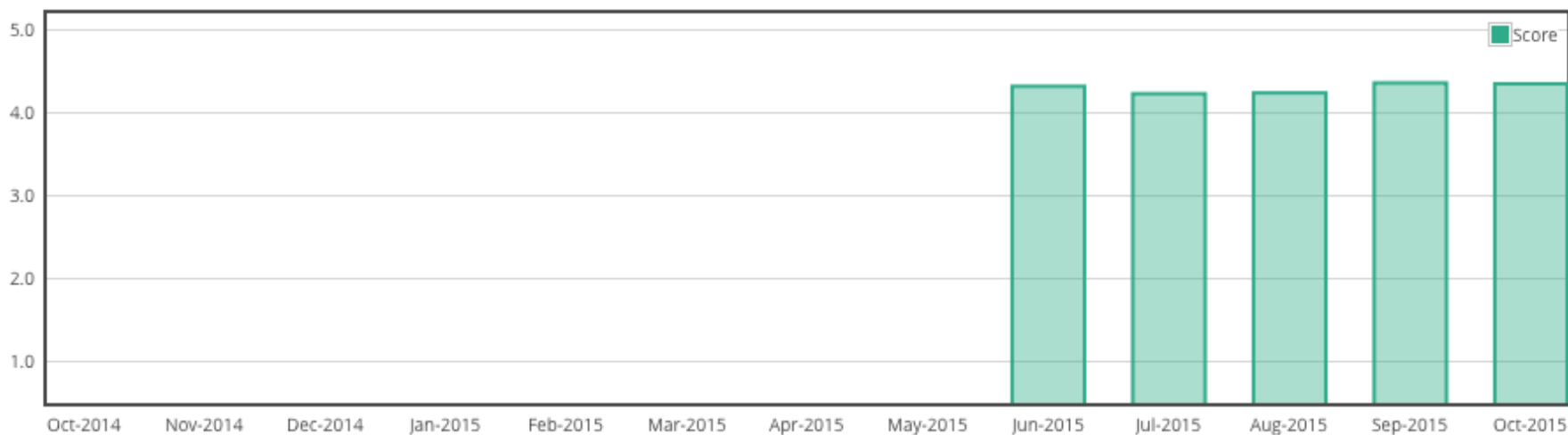
Cleanliness

Location

Rooms

Value

Sleep Quality



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2 νύχτα  Ενήλικες  Παιδιά 

ΠΡΟΣΦΟΡΕΣ

ΜΕΤΑΦΟΡΑ ΜΕΤΑΞΙ

**Hotel Feedback**  
Live Guest Rating Score  
**4.26 / 5.00**  
  
Powered by Hotel Feedback

# Elounda Village

## αιώνιες αναμνήσεις!



SPA & Wellness



*Romantic*

BOOK NOW  
MAKE YOUR  
RESERVATION

## Elounda Village

Live Guest Rating Score **4,26**

08-06 Maria	<b>4,50</b>
08-06 webb	<b>4,91</b>
08-06 Gordon	<b>4,58</b>
07-06 Sorin	<b>4,66</b>
02-06 John	<b>4,58</b>

Powered by Hotel Feedback



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## HotelFeedback competition

### Global competition is:

- Online review travel web sites i.e. Tripadvisor, Booking.com, Holidaycheck
- Revinate (25,000 hotels worldwide) approaches guest satisfaction with tablets in reception and optimize the guest experience by bringing together all online reviews
- Review Pro (19,000 hotels worldwide) optimize the guest experience by bringing together all online reviews
- Survey On Tablet approaches guest satisfaction with tablets in reception is now present in 29 countries across Europe, Asia, South America, North America, the Middle East and Africa (also in Greece)
- Small local businesses provide online surveys by email or in hotels web site

## HotelFeedback differences from competitors

### HotelFeedback is:

- It is also a marketing tool
- Easy on use - very specific and factional
- Has a different approach (we do not use tablets with questionnaires, we do it via hotels WiFi)
- Our method provides more reviews from hotel guests than competitors
- It is more than a guest satisfy app, it is a new communication tool between hotel and guests with more features and parameters i.e promo banners, social network

# HotelFeedback Business Model

## HotelFeedback:

- Start from Greece (works perfectly in more than 40 hotels in all country)
- Expand in Italy, France and Spain first year
- Expand in big European cities
- Focus on boutique hotels, 4star and 5star hotels - city hotels and villas in touristic areas (excluded big luxury hotel brands)
- Working with a network of salesman (door to door)
- Strategic partnerships with representatives and big tour operators
- Find resellers in different counties

# HotelFeedback Business Model

## Price Model:

- Hotels subscribe in HotelFeedback service and pay per month or per year
- There are two prices one for Lite plan and for Full plan
- Price is changing according to hotel rooms

HOTEL SALES IN 3 YEARS	
Italy	700
France	800
Spain	900
Turkey	700
Greece	250
UK	350
Croatia	100
Cyprus	100
Rest Europe	500
<b>TOTAL HOTELS</b>	<b>4400</b>

## Average prices per month:

65 euro for hotels until 100 rooms

95 euro for hotels until 300 rooms

## HotelFeedback in Greek market

### Facts:

- Launched at June 2015 and works in 40 hotels
- All of our clients are satisfied and it works perfectly without problems
- Have more than 100 demo requests from all over the world
- Works perfectly from small boutique hotels with 20 rooms and villas until a 5 star resort with 400 rooms
- More than 95% of hoteliers that we approached found it very useful
- Works more than any other competitive service (because of WiFi)
- Very valuable for hotels - it is the most effective way to reach hotel guests

# HotelFeedback Marketing plan

## Marketing Model:

- Create sales team network

## Supporting marketing Model:

- LinkedIn approach and campaign
- Facebook campaign
- Media presentations
- Articles and press releases to electronic news and hotel industry papers
- Start up networking
- Presentations in hotel and villas unions
- Participate in tourist congresses
- Participate in tourist and hotel exhibitions

## HotelFeedback Team in Greece

**Dimitris Frossinis:** Owner & CEO 33 (50% of company)

Bachelor in Accounting & Finance in Kingston University. Working for more than 5 years with tourism organizations, online travel marketing and travel destination systems.

**George Karasmanis:** Sales & Marketing Director 60 (50% of company)

Bachelor in Physics in University of Thessaloniki. Has 35 years experience in international business with 4 companies in his name.

**Anastasios Karagiannis:** Leader Developer 33

Master of Science (M.Sc.), Computer Science at the University of Ioannina. Working on both the back-end and the front-end of HotelFeedback. It is built with modern technologies from the Microsoft stack.

**Ioannis Giovanis:** IT and Network Engineer 31

Bachelor of Science (BSc), Electronic Engineer Technological Educational Institute of Crete. Design, development and configuration of a wireless communication system with security mechanisms for interconnection and roaming the internet.



Thank you..

[www.hotelfeedback.gr](http://www.hotelfeedback.gr)