

ONLINE REPUTATION MANAGEMENT

KENILWORTH

RESORT & SPA

GRAPH



THE CHALLENGE

Kenilworth Goa is a five star luxury resort in South Goa. TripAdvisor had listed the hotel in Utorda District and was ranked number 1. However, if a potential guest searched for a hotel in Goa, the ranking was around 80 of 400 odd hotels. This did not reflect well on the status and brand that Kenilworth is. This is where the challenge came in. Firstly how we tackle it and secondly how do we keep the ranking stagnant.

THE SOLUTION



- Customized TripAdvisor Cards designed
This allowed the Hotel to distribute these cards to guests and request them to send over their reviews on TripAdvisor which would automatically lead to a rise in the rankings.
- Customized mailers designed to be distributed among guests
These mailers would be sent to the guests after their stay at the hotel. The hotel would send these mailers to understand the guest's experience.
- TripAdvisor Do's and Don'ts followed and shared with Hotel
The Hotel was then educated regarding TripAdvisor. Various rules and regulations and working of TripAdvisor were shared with the hotel.
- Tips shared with Hotel to increase Guest Experience

Important tips and tricks were shared the hotel which would help them in amplifying the guest's experience ten times over.



THE RESULT



- Starting from December to June a total of 132 reviews were posted
A steady rise in review sharing was encountered which benefited the hotel. People were happy to write reviews and these reviews reflected in a positive way.
- The Hotel is now ranked 43 of 426 hotels in Goa
And the ranking is still on the rise. We are continuing to work towards bringing the hotel to the No. 1 position.

RANKING



01

02

Internet Moguls came up with following solution

03

