

# HOW JC RESIDENCY INCREASED THEIR RATINGS AND BOOKINGS BY 18%

[CASE STUDY]



## Challenge

Located in Madurai, JC Residency is a beautiful 3-star hotel. It is a major tourist spot and attracts many foreigners and local tourists. Like many hotels located in tourist spots JC Residency also relies heavily on the traffic and bookings from OTAs and their website.

This meant that the hotel's online reputation was a major contributor to their bookings and it needed serious attention. Unavailability of trained staff, monitoring guest reviews across multiple channels and lack of time made it very difficult for them to efficiently manage their online reputation.

KePSLA stepped in to identify important areas of improvement in the hotel's customer experience and to manage and improve their reviews and ratings online.

## Solution

KePSLA carried out an initial assessment of the hotel's online presence. The hotels review monitoring and decision-making process was streamlined. With KePSLA's Review Intelligence, now JC Residency could identify bad reviews and customer concerns much quicker.

J.C Residency was able to achieve the following with the help of KePSLA:

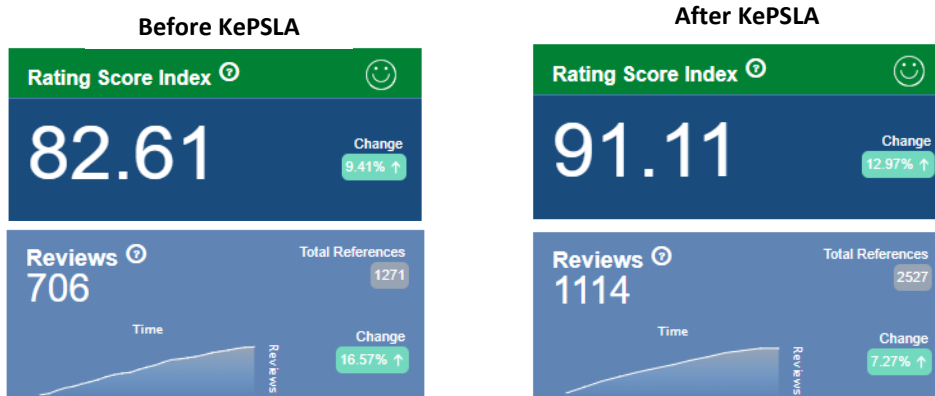
- Increase in Hotel's ranking in OTAs and Search engines.
- Overall increase of 18% in bookings from online sources.
- Improve avg. customer rating score improved 14.5%.
- Improved occupancy rate by 12%.

### Real-time Review Reporting

KePSLA's Review Intelligence enabled the hotelier to monitor and keep track of all the **reviews from multiple sources** on a single screen. Real-time review notifications for negative feedback and new reviews always kept the hotel managers informed of the guest's current state of mind.

This resulted in better problem solving and more accurate data-oriented decision making.

### Rating Score Improvement



## BACKGROUND

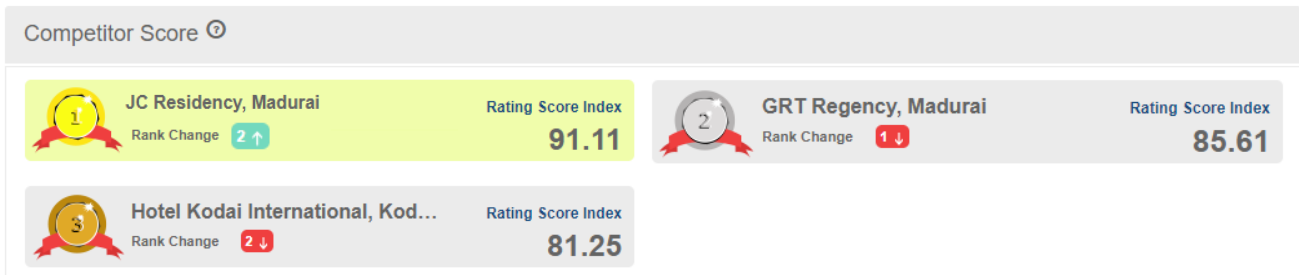


Located in a tranquil part of Madurai, themed with impressive beautiful architecture, and paintings stands JC Residency. Most of its patrons are corporate houses, foreigners, and tourists who have been delighted with the hospitality services in a more welcoming, comfortable and intimate setting blended with south Indian cultural appeal to give the best chance of relishing Madurai's heritage.

## Competitor Analysis

Keeping a watch on the competitors is equally important, as hotels have become a very competitive business. KePSLA provided the hotel with **reporting on competitor's online reputation** and department score that enabled the hotel owner to compare themselves with 3 other competitors in the same criteria.

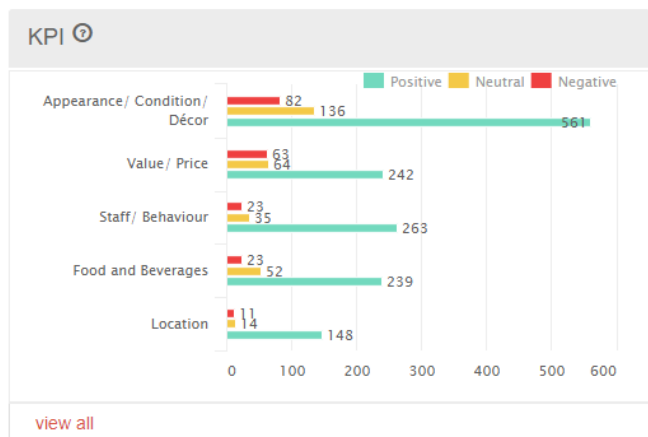
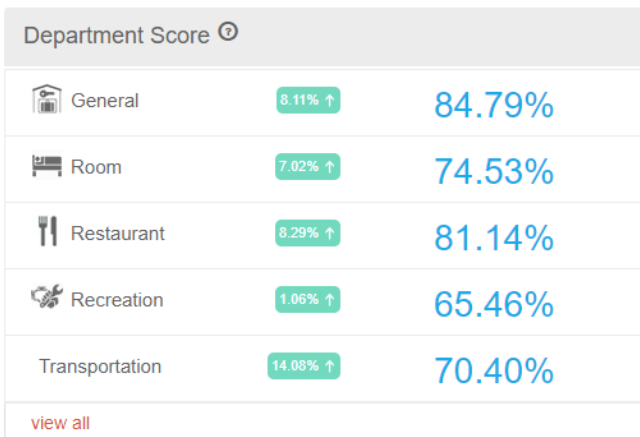
J.C Residency was able outperform their competition by closely monitoring and improving the departments and KPI where they were lagging which improved their reviews and rating scores on OTAs.



## Department & KPI Insights

With **Department and KPI level insights** and score the hotel could now understand and identify the exact department and KPI that needs improvement. By setting **milestones** the hotel was able to monitor as effectively achieve their targets.

The following statistics show how the hotel's performance has improved over the last few months after using KePSLA.



KePSLA's Review Intelligence solution helps convert diverse customer feedback and provides deep actionable insights that give immediate benefits.



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