

# HOW MANUALLAYA INCREASED THEIR RATINGS BY 15% AND OUT-RANKED COMPETITORS

[CASE STUDY]



## Challenge

Being a Hotelier isn't an easy task. Starting from Low availability of trained manpower to the transaction fee leveraged by Credit/ Debit card companies and many more are something that cannot be ignored in the Hospitality industry. Manuallaya – an upscale Himalayan spa resort had trouble monitoring its business performance. Though the business was good, Mr. Puneet Bhambi , the CEO of Manuallaya had issues on managing the reviews across platforms and decision making was always a time-consuming process and sometimes arbitrary. Most vital decisions were taken considering a few reviews and missing out the real picture and insights.

## Solution

This is until KePSLA came into picture and helped him get a better understanding of his customers and helped him in better decision making with available data. The decision was no more arbitrary. Each decision was made based on inputs from the KePSLA dashboard an automated solution for Hoteliers to make better decisions and save time.

### Trend

Puneet can now make decisions considering the trend and not a single input. KePSLA gives the Review Score and Trend change over the last few months on its dashboard which helps the Hotelier make better decision with lesser inputs. **Decision making time reduced by 70 % with increased accuracy and 15 % rise in Ratings.**

**Before (March 2016)**



**Vs.**

**After (March 2017)**



### Decoding Customer Sentiments

#### Sentiment

Positive 5396  
Neutral 2408  
Negative 669



It helped Puneet in decoding customer's expressions and references in a review which are tagged to KePSLA keyword banks designed specifically for hospitality segment. It also came along

with a user friendly colour and emoticon designators to identify **Positive, Neutral and Negative sentiments**. Shows what % of customers are positive about their hotel service.

## BACKGROUND



ManuAllaya Resort Spa is in Manali, Himachal Pradesh. It embodies the states iconic history, art and culture. It is a stylish, contemporary resort with spacious rooms, cottages, ample open lawns.

ManuAllaya serves up a multitude of delicacies with its multi-cuisine Café Jardin; a specialty Indian and Tibetan, Chinese restaurant.

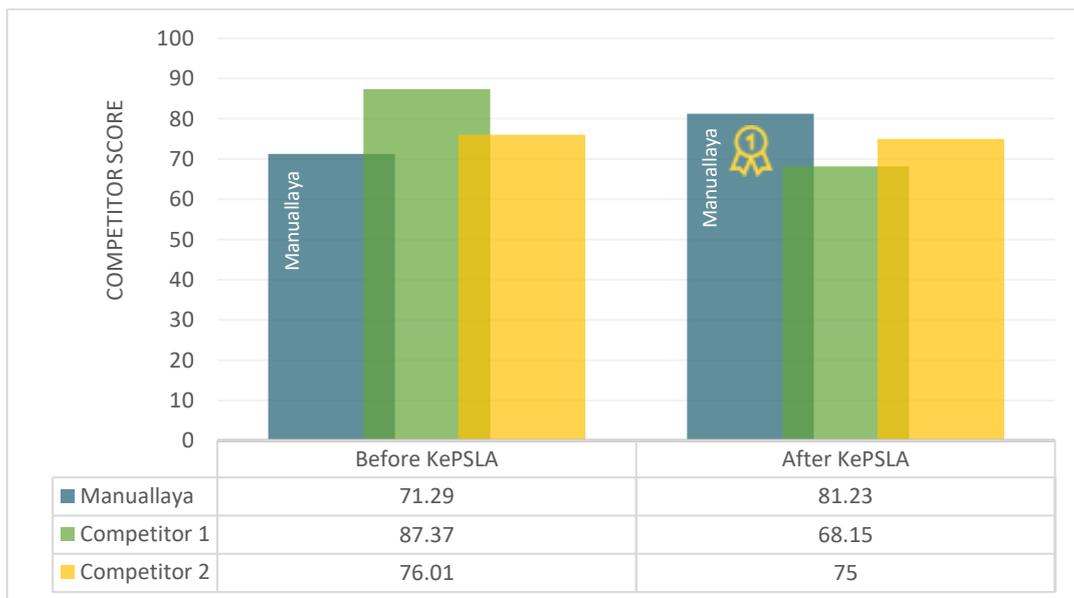
## Direct Reply to Reviews

Whether he had to write directly to the customers or make a simple communication with the site admin or post replies to reviews directly onsite, all this was possible with simple action features tagged to each review.



## Competitor

The biggest benefit that Mr. Puneet could reap was that he now was much ahead of his competition who earlier was a benchmark for him. **His hotel now outperformed that of his competitors and has a Higher Reputation Score.**



The problems discussed above is not restricted to one single Hotelier, it's something that can be related across the industry. Having an affordable solution like KePSLA's Review Intelligence Solution not only helps you to take better meaningful decisions but also saves your precious time for other activities.



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