

REPUTATION ROUND-UP

Edition 1 – South England

GUEST EXPERIENCES FIT FOR A KING

When you are running a hotel with a history of hospitality that goes back to the 16th century, you know that **a good reputation is vital**. King Charles II enjoyed it with both his wife, Queen Catherine, and his mistress, Nell Gwyn, proving that even then, good experiences build repeat business. The King's Hotel and Restaurant now uses the 21st century solution, Strategic Web Success Ltd (SWS), to gather feedback from customers.

Based in Stokenchurch, High Wycombe, this former coaching inn is now a privately owned and passionately run popular venue for visitors, conferences, meetings, weddings and special occasions. Guests choose to come here for a family get together, a convenient base for visiting local attractions, including Henley and Royal Ascot, or private parties. The recently refurbished King's Eating House provides good honest food, freshly prepared in a quintessentially English environment that makes people feel at home.

Manager Ms Jo Bartnicke explains. "Using SWS to collect and manage feedback on visitor experiences at both the hotel and the restaurant really saves us a lot of time, as they have the technology to link everything together."

"Our staff are dedicated to providing a high standard of personal service for every visitor, but it was sometimes awkward to collect feedback at the same time. **SWS offers a chance for guests to comment independently, which feels much more private, and to be honest, much more valuable to us.** We can then add people who've had a good time to our database, send them special offers, and invite them to other events. It's a very good way of doing it."

"Guests feel that we care about what they think, and it's good for staff morale, too, when they get a special mention. The guys at SWS are very efficient, they keep in contact regularly, and are continuing evolving and delivering new ideas to promote us on the internet. We've been a client for three months now, and I am very happy with the way things are going."

"Would I recommend SWS? Yes, definitely. They are passionate about what they do, easy to get hold of, and I can see that they are making a difference. This service in my opinion is excellent value for money."

www.kingshoteluk.com

"WHAT YOU TELL YOUR CUSTOMERS IS YOUR STORY. WHAT YOUR CUSTOMERS SAY ABOUT YOU IS YOUR REPUTATION!"



Hotel with a great reputation

WHY MANAGE & MARKET YOUR REPUTATION?

- Stand out from your competition
- Improve your brand perception
- Increase your market share
- Build the value of your business
- Increase your revenue
- Maximize your word of mouth referrals
- Learn what your customers really think
- Gather instant feedback not hearsay
- Protect your reputation
- Increase your profits

"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that you will do things differently"
Warren Buffett

ONLINE REPUTATION FOR SERVICE

PMC of Pinner, Middlesex is an independent local garage which offers low cost fixed price servicing and repairs on all makes and models of vehicle. This family business has been established for more than 20 years, and relies on high standards of service to attract new and repeat customers.

That's why company owner Mr. Matt Vekaria decided to ask Strategic Web Success Ltd (SWS) to help the company extend and manage the garage's online reputation. **Matt explains, "It just makes sense. People look at online reviews more and more.** I do the same myself every time I plan a trip; I look to see reviews about hotels and attractions that I may visit, and give feedback on my return. It's the same with garages. Next to word of mouth, it's a very useful way for people to know what we do. **If potential customers know we do a good job, they will try us,** and we can build a good relationship with them, which can last for many years. **By boosting our reputation through genuine positive feedback, we attract more customers** who value quality workmanship, at a price that represents excellent value."



PMC's winning team stands out

Matt continued, "People want to go to a garage where the car is serviced or repaired promptly and efficiently. Our technical team are all fully trained by the manufacturers,

and use the latest diagnostic equipment. **Getting good reviews online through SWS helps us stand out from the competition, brings us customers who wouldn't otherwise know about us, and enhances our reputation.** We haven't yet had a bad review, but if that ever happened, SWS will alert me instantly and I can respond promptly and resolve any issue."

"Would I recommend SWS to anyone else? Yes, I already have. We have been using the SWS service since last August, and in my opinion it has been very worthwhile, otherwise I wouldn't do it!"

www.pmcofpinner.co.uk

MANAGING ONLINE FEEDBACK

"It's only been four months, but I can already see the change. We're getting very good feedback, and I know where the money I've spent is going."

These were the words of Mr. Krutin Garg, owner of the Hundred Degrees restaurant in Harrow, when describing how Strategic Web Success Ltd (SWS) promotes and manages the restaurant's online customer feedback.

Hundred Degrees is a stylish restaurant in the heart of Harrow which offers Indian Tapas and contemporary cuisine. With 25 years' experience in selecting, importing and distributing the finest fruit and vegetables from around the globe, this family run business is continually improving its menu, service, selection of drinks, and ambience. **Knowing what its customers think and want is vital in this competitive marketplace.**

Mr Garg continued, "As a busy restaurant, we used to have in-house forms, but it was hard getting people to fill them in. Online reviews are very important to us, reinforcing our position as an enjoyable dining destination. **SWS has a proper format for gathering and promoting reviews in all the right on-line places- lots more than we would ever have had the time to find by ourselves. More people get to know about us and try us,** and then it's up to us to give them a good experience so that they come back, and tell their friends."



Enjoyable dining destination

"I am also impressed with the way SWS reports back. The follow-up is structured, so that we can take customer comments and change direction if there is a strong preference for particular menu items. We get a lot of word of mouth recommendations already, but this service, managing proper feedback and reaching the Internet communities, takes us to a higher level."

"I'm very pleased with the support from SWS. They are doing what they promised, in a consistent and professional manner. I have already recommended them to my accountant, as well as to other businesses."

www.hundreddegrees.co.uk