

# The AI revolution in Online Reputation & Review Management

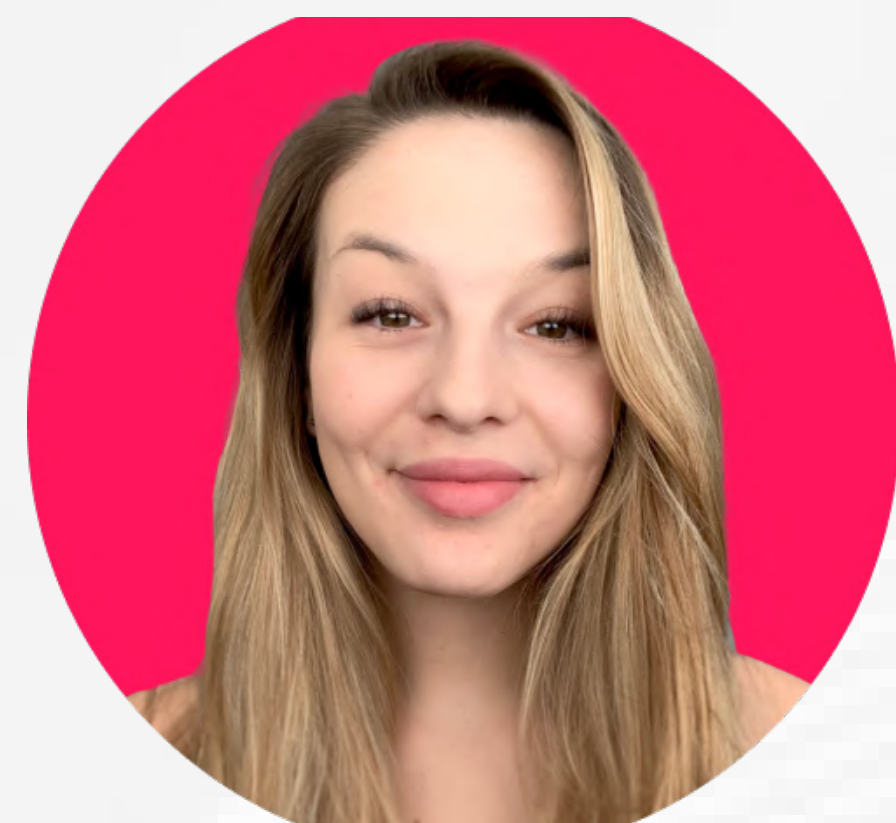




## Introducing Convious

**Reviews and Online Reputation are crucial aspects for any hospitality business these days. Through social media and online review platforms, visitors are increasingly trusting online reviews and ratings to make informed decisions about which hotel to book or which museum to visit. More and more software providers recognize the importance and opportunities of online reviews and are therefore adding features or modules for their clients to manage their online reputation.**

In this case study, Vanessa Fagard and Anne-Clemence Lauth will explain how Convious, the leading eCommerce solution for venues in the attraction visitor industry, empowers their partners to take control of public reviews. Based on Olery's datasets and on Sentiment V2, Olery's newest AI Analysis Technology, Convious has developed their own Sentiment Engine, enabling their partners to manage and improve their online reputation.



**Vanessa Fagard**

Business Consultant at Convious



**Anne-Clemence Lauth**

Content Manager at Convious

100% committed to delivering the best in class digital visitor experience for attractions, museums and theme parks, Convious has seen rapid growth since they started back in 2016. To date, they are powering more than 150 venues in 14 countries. Convious is seriously committed to the success of its clients and therefore speaks of partners rather than clients.

This partner-driven approach has pushed Convious to deliver an eCom platform that enables their partners to make smarter decisions based on data, and become more successful as a whole: Increased ticket sales, operational efficiency, data-driven decisions by providing powerful Business Intelligence, and an improved online reputation.

Convious has built an all-in-one eCom platform for venues in the attraction industry, enabling them to manage their venue through all the visitor touchpoints of the Guest Journey. The product consists out of an eCom module, an Advanced Marketing module, POS, Mobile Food Ordering, and much more.

Having a deep passion for and understanding of the industry, Convious has tasked themselves with fulfilling 3 promises to their partners: Better Results, Better Experience, and Less Manual Work.

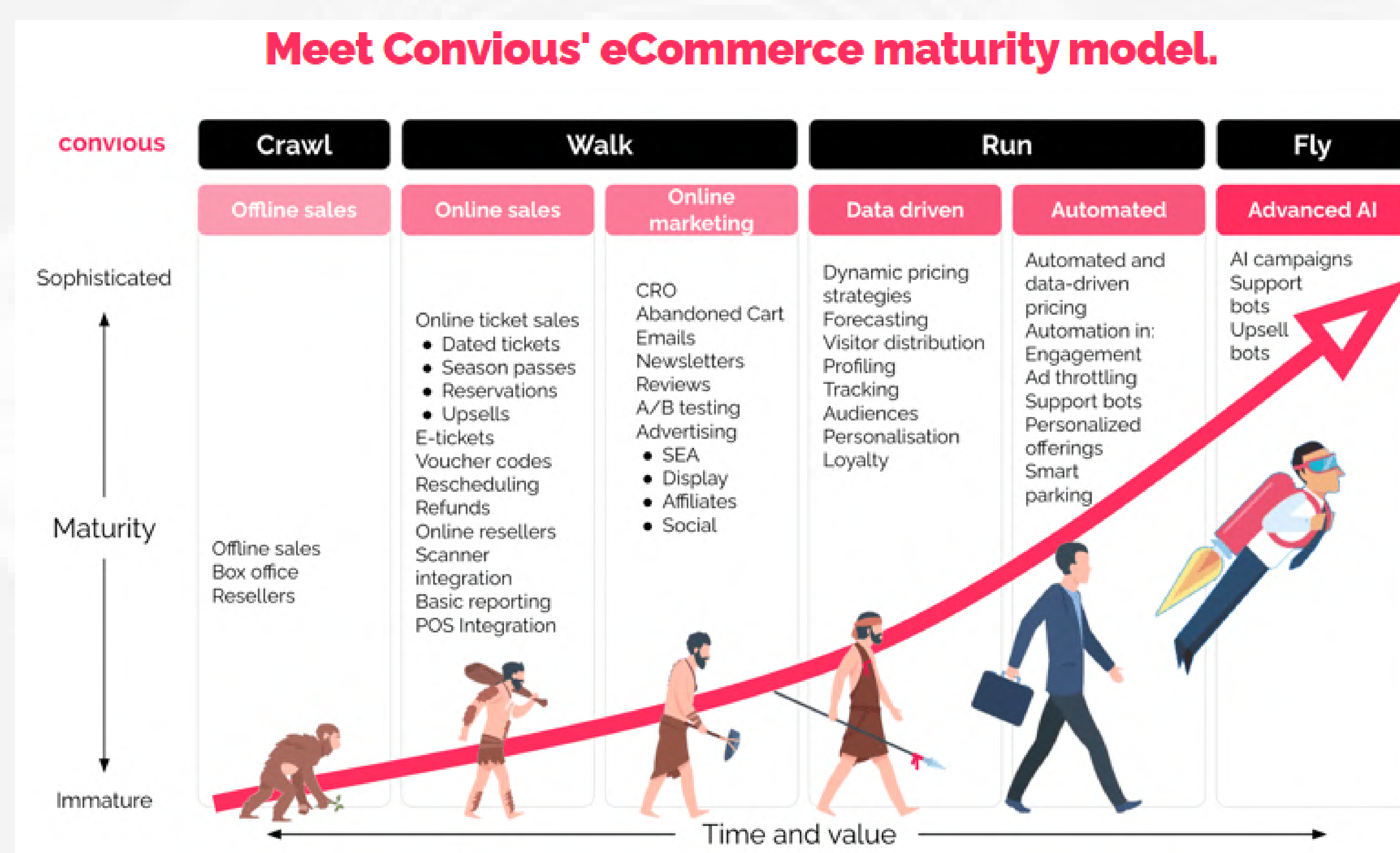


## The growing role of technology and data in the attraction industry

Offering smart technology and big data via their all-in-one eCommerce platform is how Convivous intends to keep these promises: “Over the last years we have seen increased adoption of technology and data, however, there is still room for improvement. Our industry is not data-native, but our platform helps to reap the benefits of both technology as well as data, without too much effort” says Vanessa.

Anne points out how the changing consumer behaviour in recent years had a massive impact on the industry: “The use of mobile phones is pushing venues to embrace technology more on one hand. On the other hand, these online bookings provide more data than ever before, helping our partners to improve the decision-making process, for example on staff planning and on your online reputation.”

To map out the opportunities and benefits, Convivous developed the eCommerce Maturity Model, educating their partners about different stages of tech and data adoption, and showing the direction Convivous are heading towards.



*Reputation Management sits in the "Data Driven" stage of the maturity model*

Effective Reputation Management today is about crunching through thousands of reviews and understanding their overall sentiment, which is impossible to do manually. Therefore, Convivous built the Sentiment Engine, powered by Olery, which automatically collect reviews from 40+ websites. On top of that, Olery's newest Sentiment V2 Technology applies powerful AI technology to detect sentiments on important topics, like pricing, queuing, staff friendliness, and much more.

Anne: “The Sentiment Engine empowers our partners to take control of public reviews and to turn them into a powerful tool to improve the overall experience and attract more visitors. The Engine collects hundreds of reviews automatically and analyses their sentiment. It also allows to reply directly to reviews on 3rd party platforms like TripAdvisor and Google, straight from the central dashboard and ask for direct reviews from visitors.”



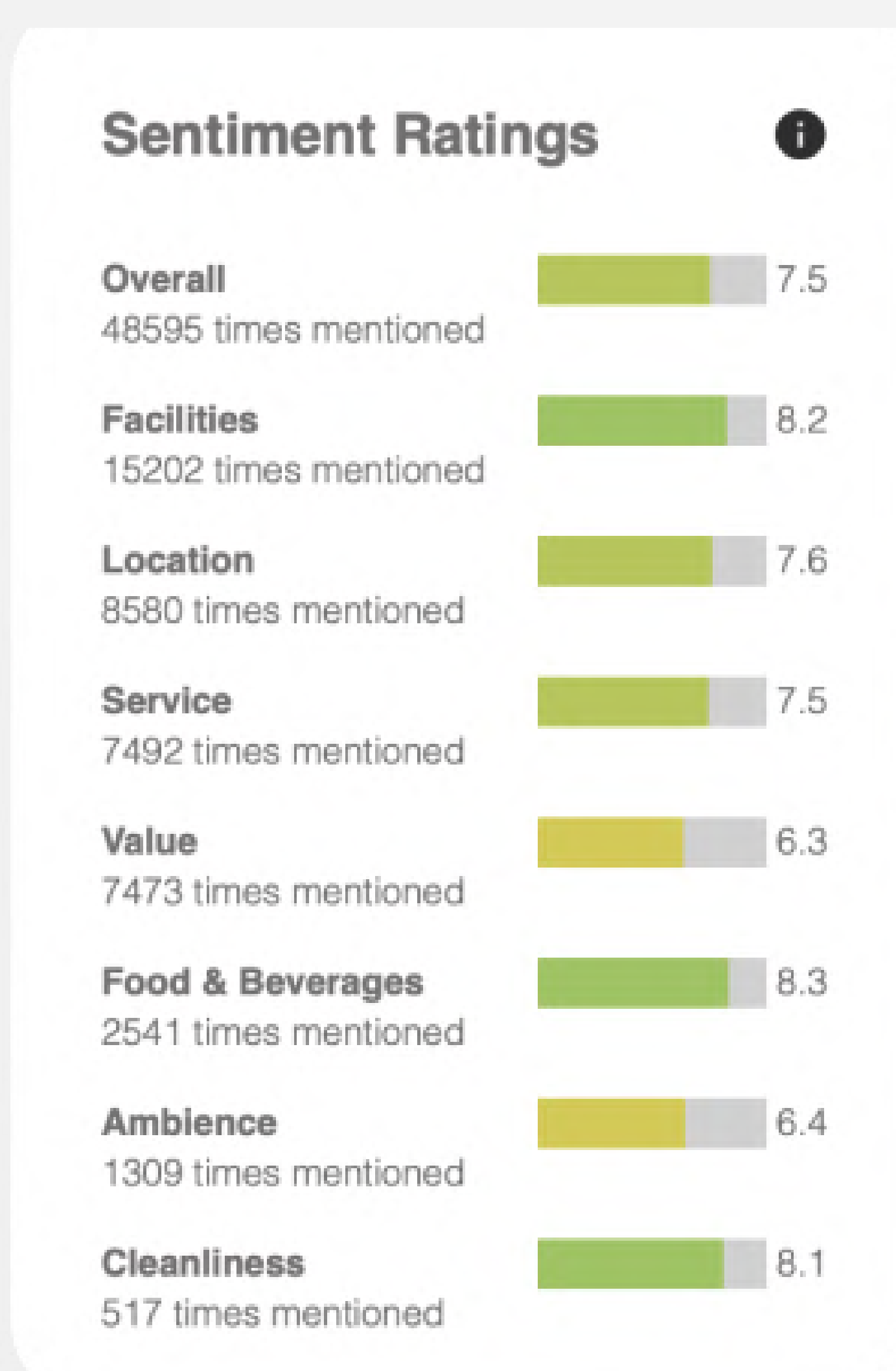
## How venues use the Sentiment Engine

To find out how a positive online reputation can significantly impact the overall experience for visitors, Convivus performed a representative survey. Anne explains: “The results of this research showed that 94% of visitor journeys start with research, mostly online. Almost 4 out of 10 people actively look up reviews and 71% answer that they consider reviews as one of the two main reasons to visit a venue or not, the other factor being price.”

These numbers lead to a realization that reviews are here to stay, and this leads to a growing number of venues that use the Sentiment Engine. “It is not only about attracting more visitors,” says Anne. “If a visitor has a negative experience, or feels something could be improved, leaving a review is often the only way to tell the venue. Visitors feel that leaving reviews is a way to be heard, which helps to build a relationship with visitors and create loyalty.”

Vanessa emphasizes that the Sentiment engine is more than just collecting and managing reviews. “Besides saving time, venues can now create a strategy around improving their online reputation. Where many venues used to feel overwhelmed by the sheer amount of information to gather, the automated collection and AI technology enable our partners to take appropriate action. If a negative sentiment is recurring, something needs to be done in a sustainable way. On the other hand, if it is an incident, it is important to find out why this incident happened and to understand the impact of this single incident. Positive sentiments, however, provide opportunities, which could be capitalized via marketing or be highlighted on the website”

To properly understand the impact of the Sentiment, Anne refers to a case study with the Moco Museum, one of the many users of the Sentiment Engine.





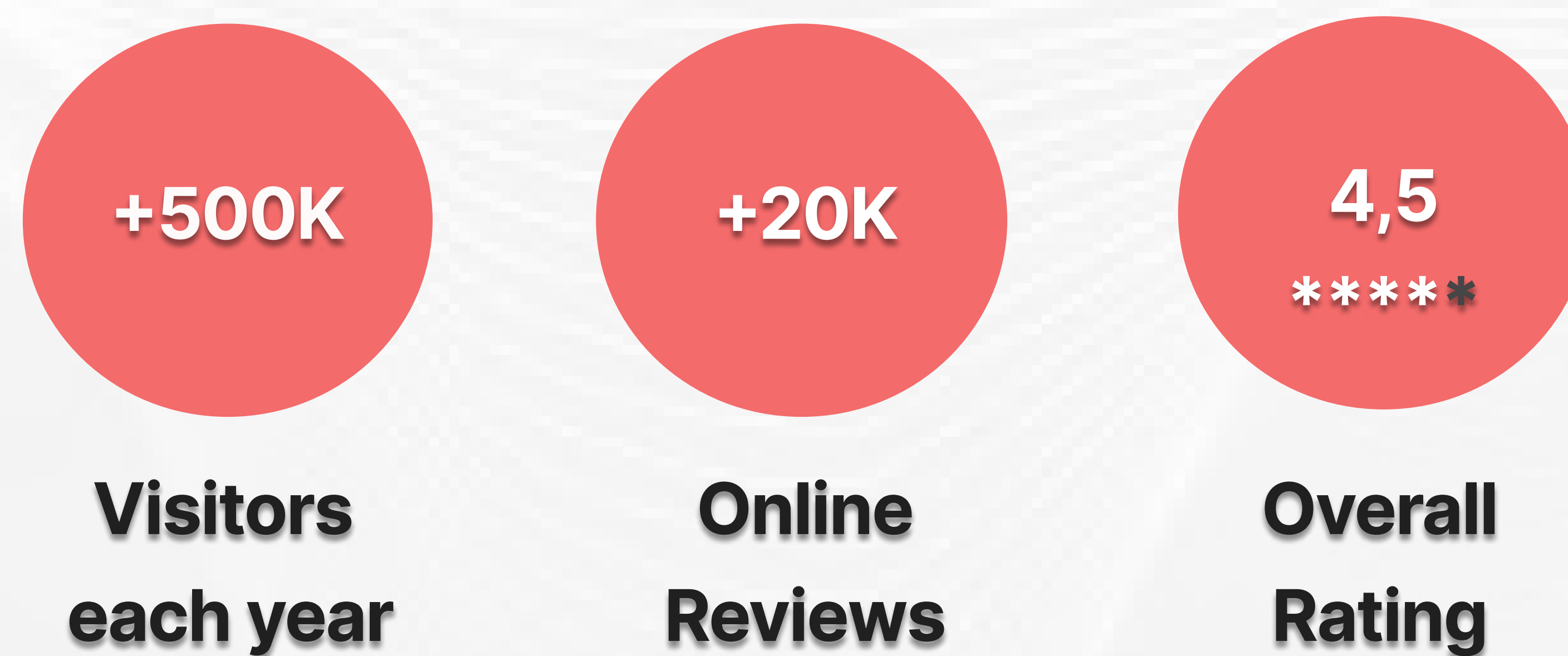
## Moco Museum

Moco Museum is an independent museum dedicated to offering a wide range of inspiring modern, contemporary, and street art. Since Moco Museum first opened its doors to the general public in 2016 in Amsterdam, they have received nearly 2.5 million visitors. In 2021 they have opened a second location in Barcelona.



Joep Metz, Omni-channel ticketing and Sales Marketeer at Moco at the time, told Convios that he used to spend many hours collecting reviews: “I used to have to scour the internet for hours for customer feedback, cleansing the data into a more organized spreadsheet before trying to pick up on trends. I also had to make sure I replied personally to each visitor with a response. The whole process used to take one working day per week to complete, so it took up a substantial amount of my time.”

After implementing the Sentiment Engine, Joep was able to collect all these reviews automatically, they could also finally analyze them on pre-defined sentiments using the AI-powered technology: “Now with the click of a button, we can accumulate and organize internet-wide reviews, and see which areas of the business customers are rating, from parking to queuing, staffing, and site access. It really has been a game changer for our business because we now have full visibility of customer satisfaction, and can manage their expectations.”



During Covid, the Sentiment Engine really proved its value. Through the use of the Sentiment Engine, Joep actually discovered that visitors wanted to see more staff to help reinforce things like social distancing guidelines. “This in-depth understanding is crucial to ensure we do the right things to meet our customer expectations”, says Joep.

Now that the situation is back to normal, the added value of using the Sentiment Engine is still visible on a daily basis. “With the Sentiment Engine, we can be proactive as opposed to reactive to feedback,” Joep explains. In addition, Moco also uses the Sentiment Engine to benchmark itself against its competitors: “We look for key trends in the data and discuss the best ways to improve. We use this approach when looking at our competitors' ratings. Having these insights lets us see exactly where we stand amongst other museums. It’s a great motivation to strive for better.” Joep concludes.







## The future of the Sentiment Engine & Reviews

Convios is confident about the future of Sentiment Engine. Vanessa: “We are actively suggesting adding even more sentiments to the analysis so that we can offer an even more valuable service to different types of venues.” Convios also sees major steps in the development of AI technology. “The more partners that use the engine, the more languages we use, the faster the development, and the better the results for our partners,” says Vanessa.

That this continuous development is necessary, is evident according to Anne: “Reviews are here to stay, and we can already see that the Engine is used by our partners to test and change aspects in the venue. They use the sentiment in the online reviews to closely monitor how a certain change is perceived. This goes hand in hand with the expectation that our partners will be pushing for more reviews, by making it easier to leave a review” she says.

The latest trend is that visitors are moving away from traditional channels to leave reviews, like Tripadvisor. Instead, Google is becoming the most used platform to leave reviews. Vanessa is happy with this fact: “As part of our eCom offering we also offer our partners to go live with Google “Things to Do” which enables visitors to book directly through Google, making online reviews and reputation management truly an integral part of the whole guest journey!



**Convios is empowering their partners to take control over their online reputation. Their Sentiment Engine is powered by Olerly, collecting data on a daily basis from 40+ Online review sites and compiling the analytics and reviews into 1 Reputation Management Dashboard. Users can respond to TripAdvisor and Google Reviews directly from within the dashboard and the Sentiment V2 is the latest and most advanced Sentiment Analysis Technology which supports 15 languages, providing their users an unrivalled granularity in understanding how visitors perceive the venue.**

**Olerly has an API-first strategy, enabling our partners like Convios to create business-critical information and solutions to cater to their users in the best way possible.**

**Want to know how Olerly's products can help you and your clients to harness the power of online reviews and reputation Management?**

**Contact us via [www.olery.com](http://www.olery.com)**