# SABA hospitality

Guest Feedback

In this job aid, you will learn how the application gathers and responds to guest feedback. This feature is designed to identify areas for improvement and drive your property's online reputation.

1. At various intervals during their stay, after making a request or asking a question, the chatbot will prompt the guest to provide feedback on how they are enjoying their stay. This is done by providing 5 emoji which represent how the guest is feeling. To provide instant feedback, the guest simply presses one of the emoji.
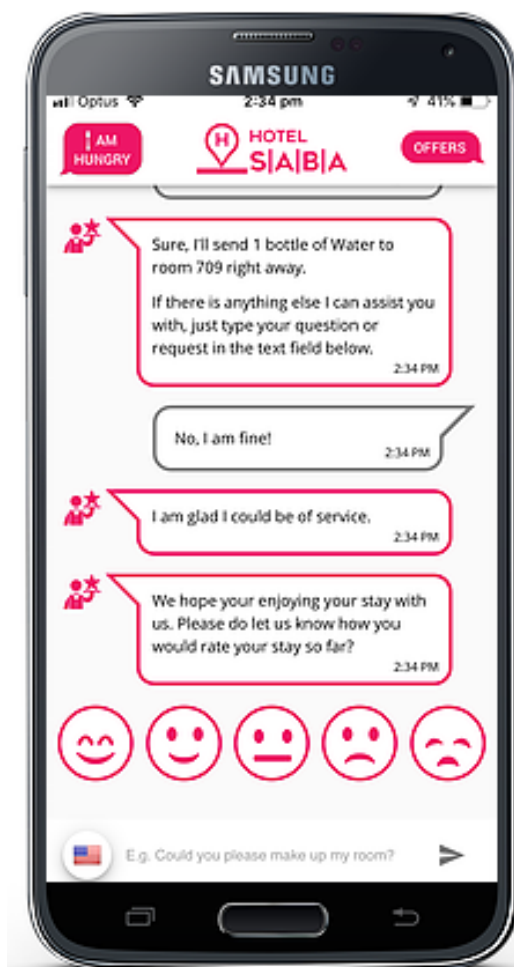
Guest Feedback Emojis

2. If the guest selects either of the 2 emoji on the right hand side of the screen, the chatbot will apologize for not meeting their expectations and ask if they would like to provide more detailed feedback. Should the guest choose not to do this, the chatbot will thank them for their time and ask if there is anything else the guest needs assistance with. If the guest chooses to provide more detailed feedback, they do so by writing in the same text box as for requests and questions. The guest is then thanked and the feedback elevated to a level selected by the hotel. This mechanism is designed to identify areas for improvement, as well as provide an opportunity for on-property recovery of service failures before the guest leaves a negative online review.
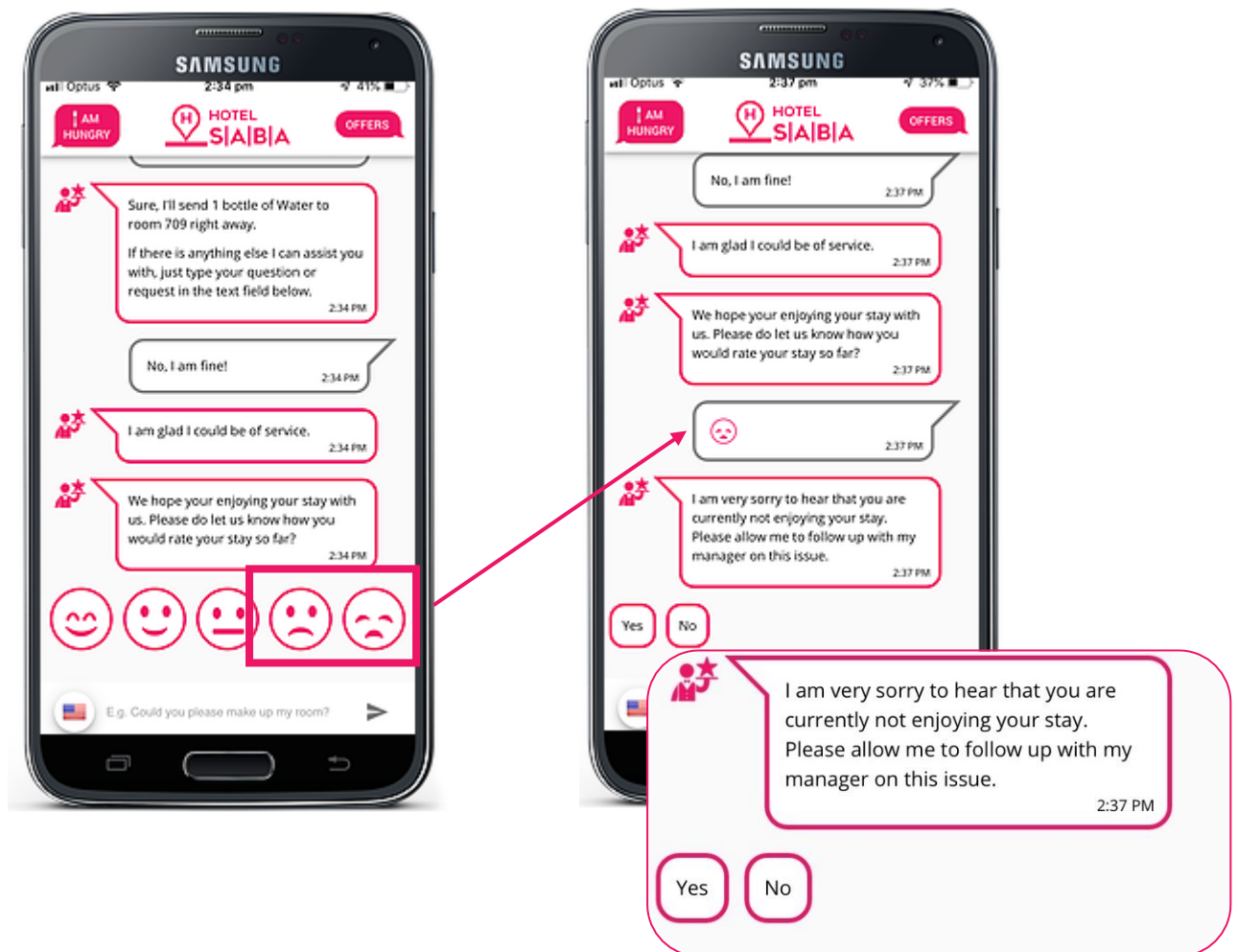
3. If the guest provides positive feedback, they are thanked and asked if they would like to leave an online review on TripAdvisor. This is achieved by providing the guest a link that they can click, which redirects them to the appropriate forum to leave a review.