



Purple's TripAdvisor Connector

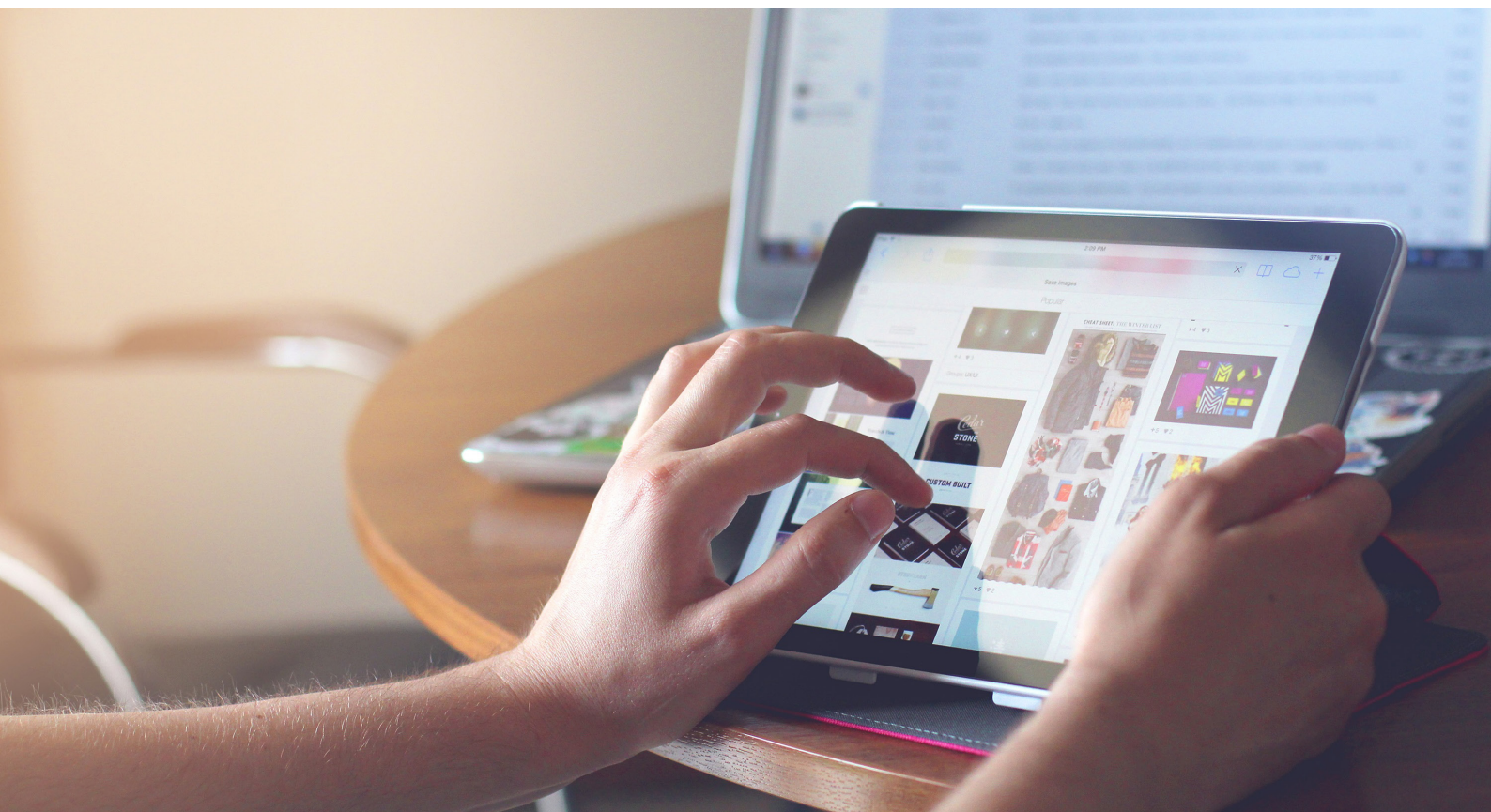
How prompting customer reviews
with Purple helped improve over 200
business' online reputation
on TripAdvisor



The online reputation of your physical spaces

Reviews are current, personalized and open messages between you and your customers, and an invaluable source of feedback about your business.

But are you waiting for customers to write a review, or are you proactively sending requests during and after their visit?





Online and offline worlds of data are converging. Businesses are starting to collect and action insights of customer footfall and cross threshold rates like you would online web traffic and click through rates.

The partnership

One year ago, Purple partnered with TripAdvisor to help businesses prompt customers for reviews and make more informed decisions about how to enhance the customer experience. By connecting TripAdvisor and Purple, businesses are able to send out personalized, timely review prompts to anyone who logs onto guest WiFi.


Collecting reviews from customers you know have been on-site engaging with your brand, staff, and products is an invaluable source of information to compare with insights collected about their instore behavior.

More than 200 businesses have actively used Purple's TripAdvisor Connector in the past year, enabling operations, marketing and IT departments to monitor key trends and performance indicators, measure performance against competitors, click activity and demand trends.

We were eager to identify rating trends across hotel chains, bars and restaurants, leisure centres and sports stadiums, so we ran the numbers and here's an overview of what we found:



In one year with Purple's
TripAdvisor Connector...

40% 

Businesses collected 40%
more reviews



1/3 Purple prompted
one-third of
reviews



6% The quality of review
ratings increased by
6% on average



1 in 4 businesses
increased ratings by
half a star or more

1 in 4

New Retail's impact

New Retail is the next wave of business intelligence changing the customer experience landscape across all industries, with Amazon and Alibaba leading the charge. To remain competitive and meet personalized experience, New Retail is forcing businesses to converge their online and offline worlds of data. Businesses are now collecting and actioning insights of customer footfall and cross threshold rates like you would website traffic and click through rates.

Understanding how customers are accessing, behaving in and exiting your venue will be the next frontier of customer experience. Receiving direct feedback from customers at all points of their journey is a key means to identifying and measuring how well your products, business and brand are received by customers *and* visitors.

What's your rating?

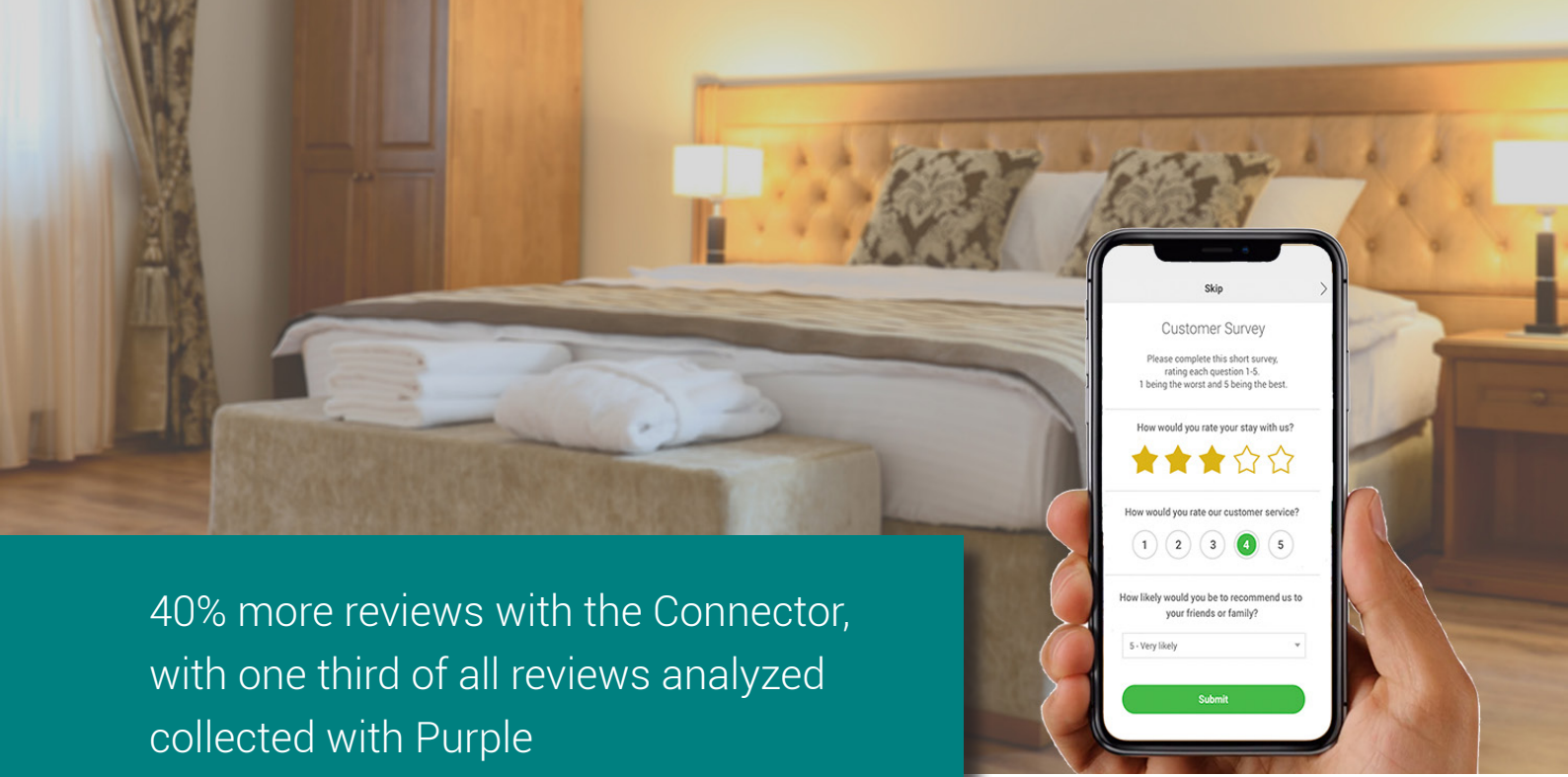
Often, first contact between a customer and your business happens online. When people are looking to go out for dinner, book a holiday or purchase clothing, they are going to research online before deciding.

According to McKinsey, user-generated content such as online reviews are trusted as much as personal recommendations, significantly more than general advertising¹. In fact, two out of every three people who walk into your business won't even consider making a purchase until they have read at least one review².

Capturing reviews from the consumers inside your venue is a powerful influencer for these potential customers and can have a significant impact on how you operate.

¹ McKinsey & Company, 2017. Customer experience: New capabilities, new audiences, new opportunities, [link](#).

² TripAdvisor, 2017. TripAdvisor Insights: How Reviews Help Your Business, [link](#).



40% more reviews with the Connector,
with one third of all reviews analyzed
collected with Purple

Organic versus joint reviews

To establish Purple's impact, we compared organic reviews independently submitted to TripAdvisor to joint reviews prompted by Purple within 48 hours of customers leaving the venue. There were over 25,000 reviews analyzed from the last year and over 200 businesses actively sending prompts.

We identified businesses collected an astounding 40% more reviews with the Connector compared to the average Review Express uplift of 28%³. In fact, one-third of all reviews were collected by Purple, leading to 70% of businesses increasing their review ratings. Improving your rating can have a huge impact across hotel, restaurant and leisure industries. Bars and restaurants are saturated across social media fighting for consumer attention, while hoteliers are competing against a sharing economy and online travel agents, as well as other hoteliers.

TripAdvisor works on quantity, quality and recency when ranking reviews. The more you collect, the more competitive you are on not only TripAdvisor rankings, but web searches as well. The Macdonald Manchester Hotel and Spa in the United Kingdom collected 100% more reviews with the Connector than their organic review rate. With almost 500 million monthly website visitors, businesses like the Macdonald Manchester Hotel and Spa can leverage TripAdvisor's web traffic to boost online visibility and reputation.

³ TripAdvisor, 2017. TripAdvisor Insights: The Complete Review Express Guide, link.

A home run for Dr Pepper Ballpark

Minor league baseball team, Frisco RoughRiders at the Dr Pepper Ballpark in Texas collected 90% of their reviews with the Connector. Listed as number one for 'outdoor activities' on TripAdvisor at the time of writing, the reviews highlight events, game day promotions and overall 'excellent' vibes of the ballpark.

This means whether locals or tourists are looking for a fun day out or must see and do things in town, Frisco RoughRiders is at the top of the list for entertainment because of the number, quality, recency and consistency of reviews collected.

The increase of CRM data from WiFi login details also enables the Dr Pepper Ballpark to send emails and SMS during and post-game to advertise season tickets, merchandise, refreshments, sponsor offers and upcoming events.





Positive results

Nine out of every 10 reviews collected with Purple's TripAdvisor Connector were rated 4 stars or more. Reputation is a difficult concept to quantify, however collecting reviews can quickly improve overall online reputation by diluting negative feedback. Based on TripAdvisor Insights, management responses to reviews also builds a positive rapport with customers and visitors as it shows your business values feedback⁴.

Ratings matter

Businesses achieved an average 6% higher rating with Purple's Connector. We identified the top 6 percentiles of businesses increased their rating by a whole point or more within the year. The top 22% increased their rating by 0.8 or more while the top 25% improved by more than half a rating. The Grasshopper Inn in the United Kingdom gained a whole point in their rating, jumping 22% from a 3 to 4 star bed and breakfast on TripAdvisor. According to Bright Local's Consumer Review Survey, 87% of consumers say a business needs a rating of 3 – 5 stars before they will use them, while 48% of people expect a business to have a 4+ star rating⁵.

For hoteliers like The Grasshopper Inn, this improvement is the difference between appearing in 4 of every 5 searches compared to 1 in 5 for potential guests or customers looking to visit their restaurant and wedding function facilities.

⁴ TripAdvisor, 2014. TripAdvisor Insights: Get your business on TripAdvisor, link.

⁵ Bright Local, 2017. Local Customer Review Survey, link.

While the average rating increase for businesses with the Purple Connector was 6%, Pabellón Rosarito, an open shopping mall in Mexico, achieved a 32% improvement jumping 1.16 stars. Collecting reviews improves your online presence with user-generated content that influences potential customers towards your business over a competitor's.

The Connector collected 67% of Pabellón Rosarito's reviews and delivers a significant boost to the shopping mall's online exposure with big brands such as Walmart, Burger King and the Home Depot all benefiting from a potential increase in visitors.

Businesses need reviews

Where online reputation is a core part of first getting these consumers through your threshold and into your venue, customer engagement is keeping your brand in front of your consumers on a consistent basis in a way that adds meaningful value to the relationship. Businesses must build a proactive plan to encourage positive reviews to keep on top of their online reputation, all of which can start with automatic review prompts for each person who connects to WiFi in your venue for a positive impact on business.





Automate Express Reviews

Sending timely prompts with Purple and TripAdvisor as a Review Express connector increases the number, quality, recency and consistency of reviews. This positive impact to online reputation empowers businesses to collect more positive reviews which can influence future, potential customers to choose your hotel, restaurant, leisure centre or stadium over your competitors.

About Purple

Purple is the intelligence spaces company helping global brands turn their physical spaces into intelligent spaces. We are experts in WiFi analytics and work with a number of leading hospitality, leisure and hotel brands, including McDonalds, Merlin Entertainment, Michael Kors and Hyatt Hotels, to provide them with detailed visitor insights. Whenever a guest logs onto WiFi, our portal captures valuable demographic, location and presence data, which is used to understand and engage guests with relevant, meaningful communication.

Would Purple's TripAdvisor Connector benefit your business?

[GET IN TOUCH](#)



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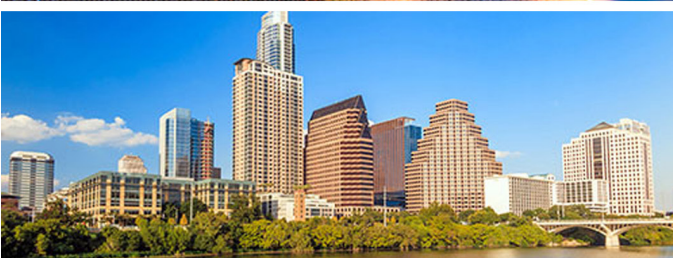
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