Shiji | REVIEWPRO

Hotel Reputation

Leverage guest review data to make better decisions, improve reputation, and increase revenue.

Analyze, understand, and measure online reputation results using the Global Review Index™, a proprietary algorithm based on data collected from 45 languages across 140 review sites. Shiji's ReviewPro platform updates 10-12 per day, allowing you to track real-time data.

Benchmark competitors, make data driven decisions, and watch your reputation and revenue grow.

Data — Insights — Operational & Service Priorities — Action — Results

Key Features

Global Review Index™

Track the performance of an individual property, group of properties or chain by using the Global Review Index™ (GRI) and benchmark your performance against your main competitors.

A 1 point increase in a hotel's Global Review Index™ equals up to:

+0.89% in ADR   **+0.54%** in Occupancy   **+1.42%** in RevPAR

Cornell University
School of Hotel Administration

Sentiment Analysis

Identify areas of operational excellence and areas of improvement by leveraging our powerful sentiment analysis engine. Immediately understand the key categories and how they are affecting your online performance.

Management Response Strategy

Set goals on response rates and average response time and easily track activity related to review responses by review type and source. Use templates to save time and ensure consistency in messaging.

Impact Analysis

Combine qualitative and quantitative review data to measure the impact of semantic categories on the GRI™ score. Identify key areas of impact and prioritize areas that need immediate action.

Direct Response Integration

Save time and boost your response rate with a direct connection to major review sources like Booking.com and Google and a semi-direct connection with Tripadvisor.

Competitive benchmarking

Benchmark results against competitors by GRI™, department, review source, language, country, sentiment analysis, and management responses.

Flexible workgroups

The unlimited number of users allows you to replicate your organizational structure, so you can easily route the relevant information and feedback to the relevant team.

Mobile app

Access real-time performance metrics, prioritize action and engage with guests while on the go.

Customized reporting

Customize and schedule reports to keep team members and workgroups in the know.