



---

## 8) Web 2.0 & CRM



## CRM

---

Management of all aspects of the interaction of a customer with you, your brand and your organization

Including the capture, storage & analysis of:

- customer process information
- customer feedback and behavior



## CRM in Web 2.0

---

- Customers talking to each other about you
- Customers giving their opinion and voting
- A dialogue with the individual customer
- In a addition to what they say their profiles contain a vast amount of value
- What the customer is looking at
- All the places the customer is being exposed to your message or a message about you



## CRM 2.0

---

- What we have is really CRM 2.0



## CRM 2.0

---

- Whether the discussion is valid or not it is going on
- Things you can do in response to reviews:



- 
- **10. Read them:** As simple as it is to say, monitoring these sites occasionally may not be enough! It is recommended sites be visited regularly.
  - **9. Audit them:** Make sure the review is of the correct outlet to which it was attached. Especially for photos this is a common issue.
  - **8. Study them:** Look for trends. The information provided can be utilized like comment card or survey information in aggregate to provide trends.
  - **7. Celebrate them:** Leverage positive reviews as far and wide as possible.
  - **6. Correlate them:** Combine them with other research to validate and enhance



- 
- **5. Distribute them:** Website comments should be shared at all levels. There are many areas within your organizations that they could impact.
  - **4. Compare them:** Competitive research
  - **3. Analyze them:** The main evaluation needs to be made between price and experience
  - **2. Track them:** The longer the period of time the more informationally rich and valuable
  - **1. Respond to them:** Leverage the response mechanism wherever possible



## Web 2.0 & Monitoring

---

- The technology behind Web 2.0 can be leveraged to assist in this process:



### Estancia La Jolla

#### Guest Reviews

- + [Nice facility, service lacking \[tripadvisor\] - 08/12/2007](#)
- + [Great experience \[tripadvisor\] - 08/07/2007](#)
- + [overpriced, terrible service in restaurant \[tripadvisor\] - 08/07/2007](#)
- + [Lovely Hacienda style hotel/resort \[tripadvisor\] - 08/01/2007](#)
- + [A Real Vacation \[tripadvisor\] - 07/30/2007](#)
- + [Lovely relaxing break at this hotel \[tripadvisor\] - 07/26/2007](#)
- + [Lovely property - service a little deficient \[tripadvisor\] - 07/16/2007](#)
- + [Extremely poor service - ruined my wedding experience \[tripadvisor\] - 06/17/2007](#)
- + [Amazing resort with a few rough edges. \[tripadvisor\] - 06/12/2007](#)
- + [Love! Love! Love! \[tripadvisor\] - 06/07/2007](#)

#### La Costa Guest Reviews

#### Blogs

- + [Chicago, IL 60304 7083580673 \(TTY\); 7083580672 resort estancia la ...](#)
- + [Indulge Your Senses at Estancia La Jolla Hotel & Spa - PR Newswire ...](#)
- + [Indulge Your Senses at Estancia La Jolla Hotel & Spa - PR-Inside ...](#)
- + [Golf & Spa Package, Estancia La Jolla Hotel & Spa in La Jolla, CA](#)
- + [brasilia la jolla](#)
- + [La spa](#)
- + [Golf & Spa Package at Estancia La Jolla Hotel & Spa, La Jolla CA](#)
- + [Estancia La Jolla Hotel & Spa](#)
- + [Indulge Your Senses at Estancia La Jolla Hotel & Spa](#)
- + [Golf & Spa Package at Estancia La Jolla Hotel & Spa, La Jolla CA](#)

#### Torrey Pines Guest Reviews

#### Current DH&R CA Promotions

- + [Gift of Sight, Resort at Squaw Creek in Lake Tahoe, CA](#)
- + [Book by August 30th and Receive a Flatscreen TV, Miramonte Resort & Spa in Palm Springs, CA](#)
- + [Summer 7 Promotion, Resort at Squaw Creek in Lake Tahoe, CA](#)
- + [Swing Into Summer, Resort at Squaw Creek in Lake Tahoe, CA](#)
- + [Unlimited Golf Package, Resort at Squaw Creek in Lake Tahoe, CA](#)
- + [Celebrity Chefs Dinner Package, Resort at Squaw Creek in Lake Tahoe, CA](#)
- + [Girlfriends Getaway, L'Auberge Del Mar Resort and Spa in San Diego, CA](#)
- + [Bed and Breakfast Coastal Getaway, L'Auberge Del Mar Resort and Spa in San Diego, CA](#)
- + [Golf & Spa Package, Estancia La Jolla Hotel & Spa in La Jolla, CA](#)
- + [Sunday Romance & Rendezvous Package, Estancia La Jolla Hotel & Spa in La Jolla, CA](#)

#### L'Auberge Del Mar Specials

#### Guest Pictures



## Estancia La Jolla

### Guest Reviews

#### La Costa Guest Reviews

- + [Watch out for pool closures \[tripadvisor\] - 08/10/2007](#)
- + [Great family resort...avoid Acura classic \[tripadvisor\] - 08/07/2007](#)
- [Family resort is short on service=== - 07/31/2007](#)

"La Costa provides great services for the family. Multiple swimming pools and slides, day camp, childrens buffets. But Boy does the place lack..." [more](#)

man, 50 years old, moderate travel budget, stayed for leisure
- + [Great for Kids \[tripadvisor\] - 07/27/2007](#)
- + [Wonderful family vacation! \[tripadvisor\] - 07/22/2007](#)
- + [Health spa and Resort \[us.rd.yahoo\] - 07/22/2007](#)
- + [Nice time at the Lacosta..... \[tripadvisor\] - 07/19/2007](#)
- + [Great experience - Can't wait to go back \[tripadvisor\] - 07/19/2007](#)
- + [Very disappointing \[tripadvisor\] - 07/15/2007](#)
- + [Huge service dissatisfaction at La Costa \[tripadvisor\] - 07/02/2007](#)

### Blogs

#### Torrey Pines Guest Reviews

- [Excellent Stay at the Lodge \[tripadvisor\] - 08/09/2007](#)

TripAdvisor traveler rating: 5 of 5 stars

We very much enjoyed our 4-day stay at The Lodge and would return if a special occasion presented itself. It is a fabulous hotel offering superb service and a location that offers great golf, nature...
- + [Excellent Service! \[tripadvisor\] - 08/06/2007](#)
- + [I want to retire here \[tripadvisor\] - 07/27/2007](#)
- + [awesome \[tripadvisor\] - 07/24/2007](#)
- + [Great beds, conservative atmosphere complete with airforce noise \[tripadvisor\] - 07/14/2007](#)
- + [Torrey Pines very good. \[tripadvisor\] - 07/11/2007](#)
- + [Great Stay at The Lodge! \[tripadvisor\] - 06/02/2007](#)
- + [Wonderful Hotel!! \[tripadvisor\] - 05/17/2007](#)
- + [Beautiful Hotel \[tripadvisor\] - 04/17/2007](#)
- + [Loved The Lodge \[tripadvisor\] - 04/15/2007](#)

### Current DH&R CA Promotions

#### L'Auberge Del Mar Specials

- + [Girlfriends Getaway](#)
- + [Millionaire for a Day](#)
- + [Seaside Spa Escape](#)
- + [Bed and Breakfast Coastal Getaway](#)
- + [AMTRAK Package](#)
- + [Romantic Retreat](#)
- + [777 Package](#)

### Guest Pictures

- [IMG0674 - 07/23/2007](#)
- [IMG0676 - 07/23/2007](#)
- + [IMG0670 - 07/23/2007](#)
- + [IMG0673 - 07/23/2007](#)



## Reputation Management Exercise

---

1. Sign into Google
2. Click “Add Stuff”
3. (Skipped)
4. Go to Google News, and do a search for your home country
5. Copy URL
6. Go back to Google Home page and Click “Add by URL”
7. Paste URL
8. This can be done with any content that is one RSS

Go to travel