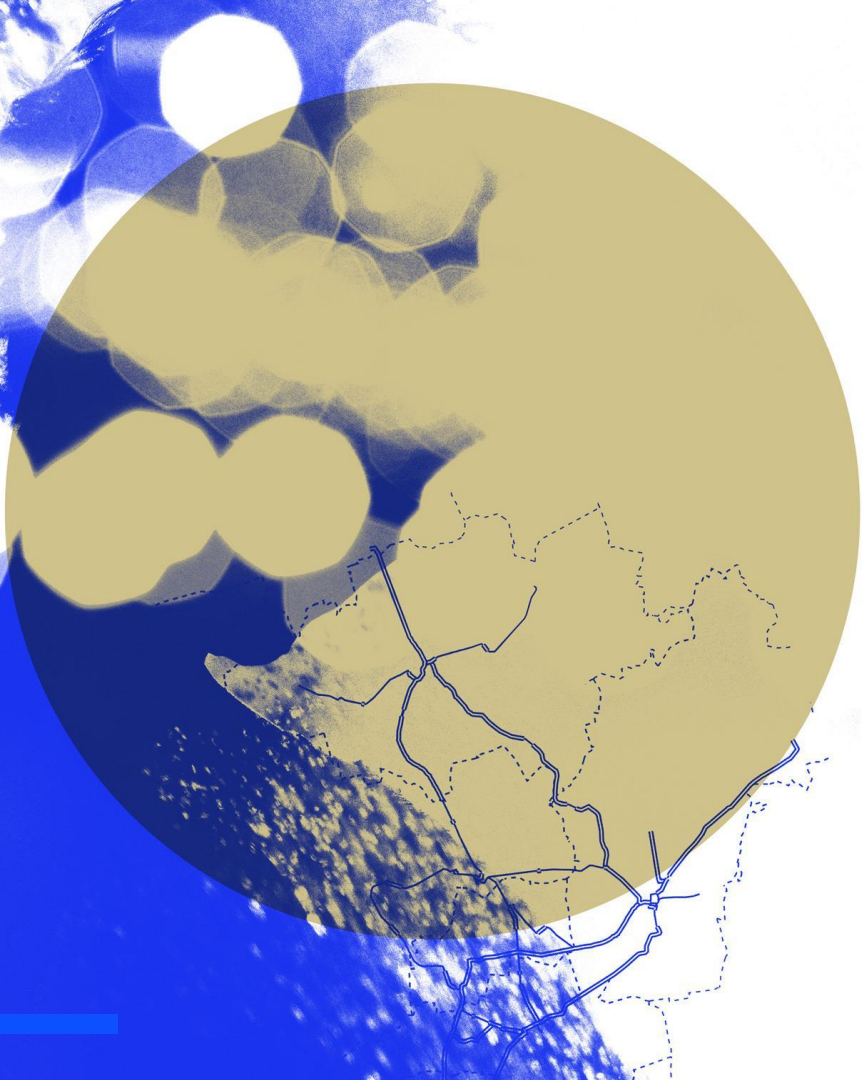




Social listening

Når Digital gæsteservice og
forretningsudvikling går hånd
i hånd

Dagens formål

Forståelse for de digitale vilkår

Indsigt i Social Listening

Inspiration til digital gæsteservice

Redskaber til at gå fra status quo til vision

Agenda

12.15 VisitDenmarks erfaringer med listening tools

12.45 De nye vilkår - Forretningsmulighederne i at lytte til gæsterne

13.00 Social Listening

- Håndværket og platformene. Internationale best case eksempler. DMOens brug af listening tools

13.30 Pause

13.45 Hands-on workshop (grupper af 5 personer. Laves på forhånd af VisitDenmark?)

- 1) Hvad er jeres udfordringer ift listening tools / digital gæsteservice?
 - a) Silent brainstorm
 - b) Gennemgang i grupperne.
 - c) Udfordringer prioriteres / der udvælges top 3
- 2) Hvilken "pain" ligger bag de enkelte udfordringer? (Find frem til de underliggende behov, så vi ikke løser symptomer)
- 3) Hvilke painkillers kan I finde til jeres pains? (kan listening tools bruges til at hjælpe destinationen/erhvervet/gæsterne?)
- 4) Aktionspunkter? Hvad skal der til for at bringe painkillers i spil?

14.45. Opsamling

15.00 Tak for i dag



Fra organisationer til organismer - lyt dig til digitaliseringens fordele

 **innovationlab**

Mads Thimmer, CEO/Cofounder

AARHUS // COPENHAGEN // STAVANGER // DUBAI // SAN FRANCISCO

We help organizations **stay relevant**



Get the picture



Build it fast



Make it stick



Vestas

 **Microsoft**

SpareBank
SR-BANK

 **Vejdirektoratet**

DNB



MAERSK

BANG & OLUFSEN



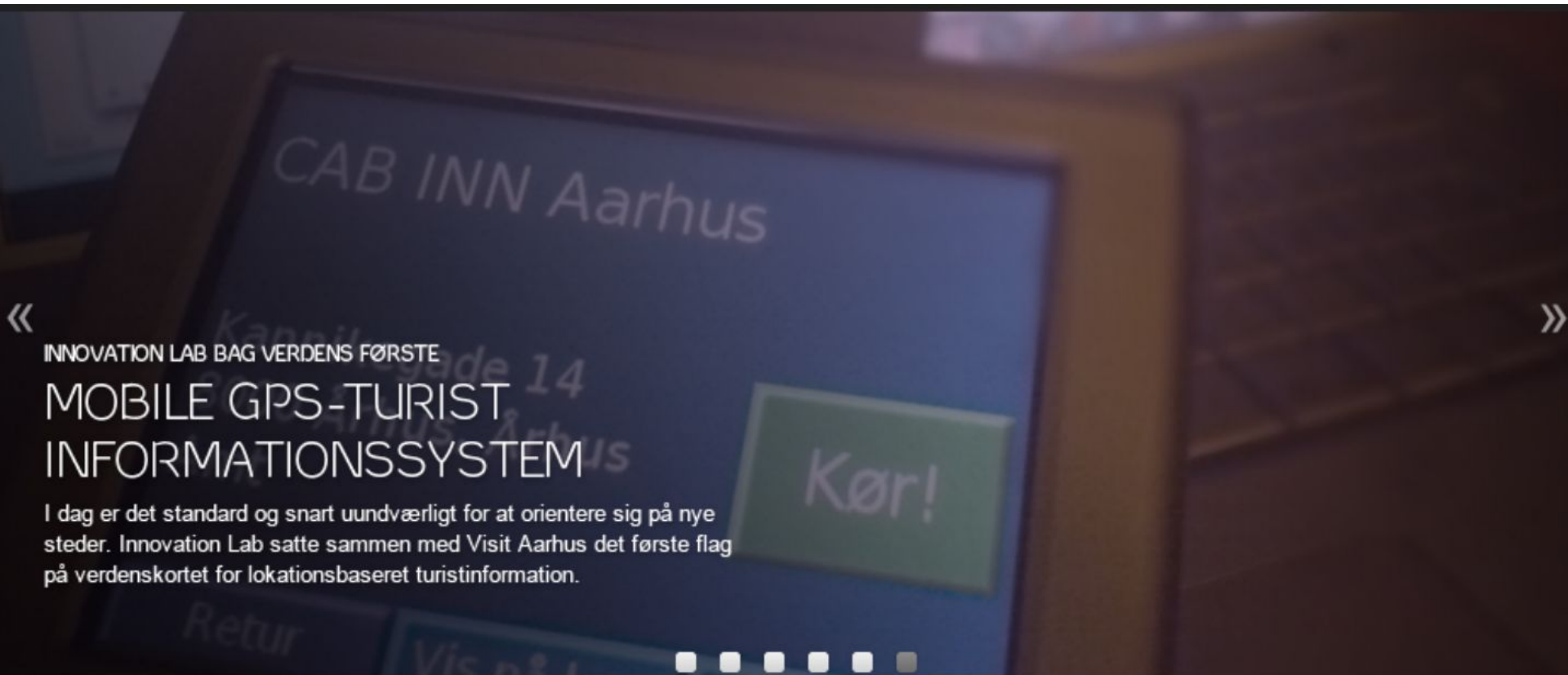
clean
INNOVATING GREEN SOLUTIONS

IKEA



SONY

FØRSTE MOBILE TURISTINFORMATIONSPROJEKT





New Venture Development
Certificate Course

2019+

Behov

Løsning

Produkt

Teknolo
gi



THE WORLD
NEXT BIG THING IS FOR EVERYONE

The Telegraph

HOME | NEWS

Technology

News | Reviews | Opinion | Internet security | Social media | Apple | Google

Home > Technology

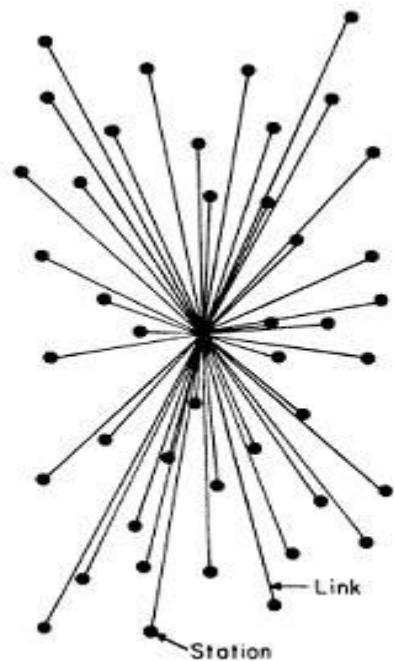
19-year-old's 'robot lawyer' overturns 160,000 parking tickets

JOSHUA BROWDER

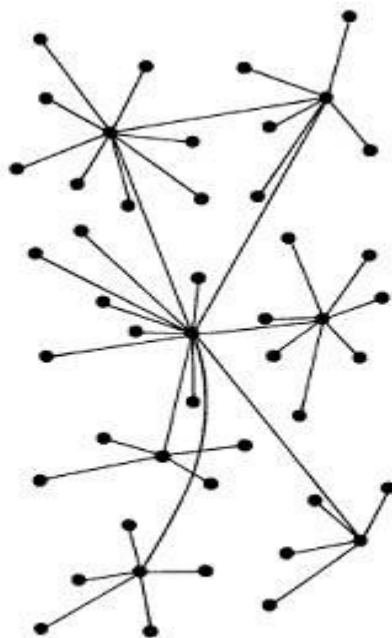
19-YEAR-OLD STANFORD STUDENT



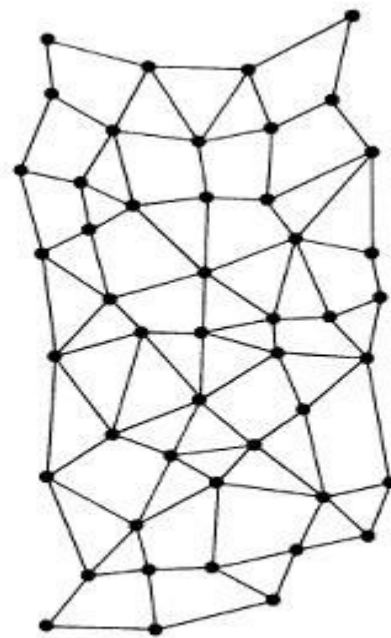
DEN FIGUR, DER STYRER DET HELE (DEN TIL HØJRE...)



CENTRALIZED
(A)



DECENTRALIZED
(B)



DISTRIBUTED
(C)

SALGSLOGIK - ORGANISATION	KØBSLOGIK - ORGANISME
Udbud: Hvad/hvordan kan vi sælge?	Efterspørgsel: Hvad er der behov for?
Teknologi: Hvordan gør vi udbuddet mere "sexet"?	Psykologi: Hvad driver køberne, brugerne?
Produktion af services: Hvad skal vi sælge?	Innovation, nye services: Hvad vil folk købe?
Planbaseret: Hvordan sælger vi mere på 3 år?	Mulighedsbaseret: Hvordan udnytter vi bedst de nye muligheder, når de viser sig?
Envejs/analog: Hvordan kommunikerer vi til markedet, kunderne?	Dialog: Hvordan får vi køberne, brugerne, til at engagere sig?
Struktur: Hvordan opbygger vi organisationen?	Kultur: Hvordan får vi alle med?
Rigid: Hvilke modeller skal vi styre efter?	Agil: Hvordan sikrer vi friheden til altid at kunne gøre det mest fordelagtige?
Kontrol: Hvordan sikrer vi os, at planerne bliver udført?	Tillid: Hvordan får vi medarbejdere til at tage initiativ?
Funktion: Hvilke positioner har vi behov for?	Person: Hvilke personer har vi behov for?
Central/Decentral: Hvordan styrer vi beslutningsprocessen?	Distribueret: Hvordan sikrer vi at alle tager del i beslutningsprocessen?
Delegere: Hvilke opgaver skal løses, af hvem og hvordan følger vi op?	Motivere: Hvordan får vi folk til at tage ansvar og dele resultater?

The lighting pioneers of the circular economy



Make: circular design

- Energy efficient lighting that lasts longer
- Modular product design to easy maintain, upgrade, re-use and recycle
- Responsible use and re-use of components

Use: new business models

- No CAPEX: using and upgrading light without investing in lighting systems
- Hassle free performance through managed services
- Maximal savings on energy and maintenance costs

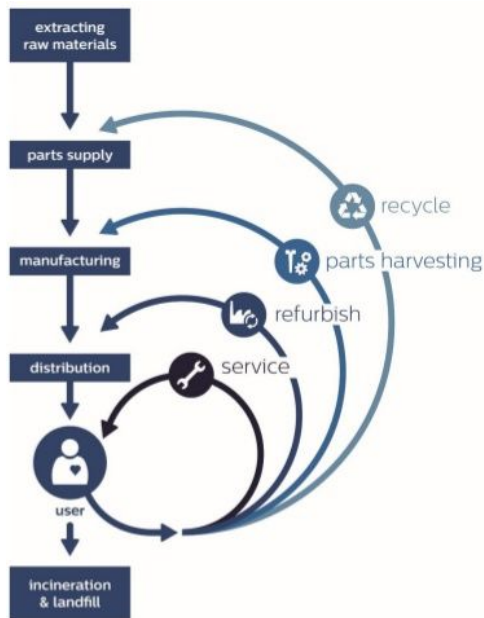
Return: reverse logistics

- Efficient process for recovery and dis-assembly
- Increased sustainability by repurposing materials
- Minimal waste and CO₂ emissions

PHILIPS

philips.com/circularlighting

innovationlab



the
circular
economy

Enablers



Design



New Business Models



Collaboration



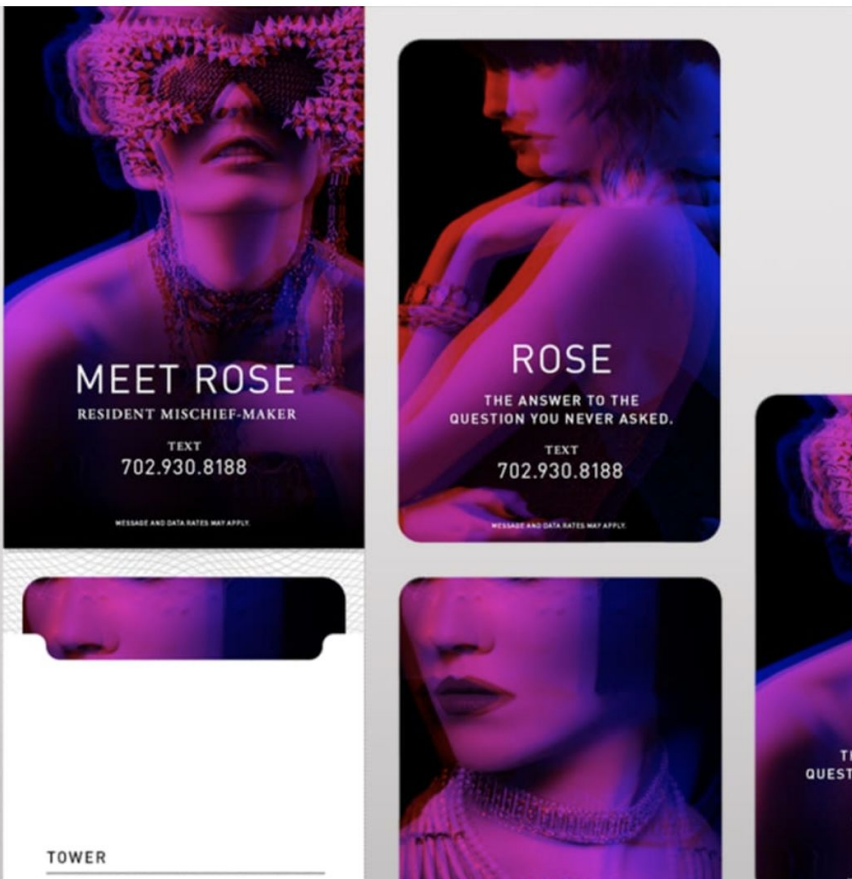
Reverse Logistics

**AFFECTIVA HUMAN
PERCEPTION AI
UNDERSTANDS ALL
THINGS HUMAN**



7,770,195

FACES ANALYZED



[Rose's] playful personality has wooed hotel guests who booked direct into spending 37% more than guests who do not engage with her.

— Mamie Peers
Vice President, Digital
Marketing, Cosmopolitan of Las
Vegas

Cosmopolitan

“Know my secrets. Text me”



FRA SALG OVER HJEMMESIDER TIL ... VIA UNIVERSER!

TESLA

MODEL S MODEL X MODEL 3 ROADSTER ENERGY

SHOP SIGN IN



Quickest Acceleration.
Longest Range. The Safest Cars Ever.

ORDER YOURS

NEW INVENTORY

USED INVENTORY

TEST DRIVE

GET THE NEWSLETTER ▶

[TRY FOR FREE](#)[LOGIN](#)

Foster Real Conversations

Conversica leverages artificial intelligence to automate the lead contact and qualification process



Convert Leads into Opportunities

Conversica identifies which leads intend to purchase and are ready to buy now



Add the Human Touch to Automation

Your virtual sales assistant engages prospects with natural, two-way email conversations

ARTIFICIAL INTELLIGENCE WILL HELP FIND YOUR NEXT CUSTOMER

Follow up on 100% of your leads, 100% of the time, automatically

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WORK

MAXBOX VR

THE BRANDED VR CARDBOARD COMPANY™

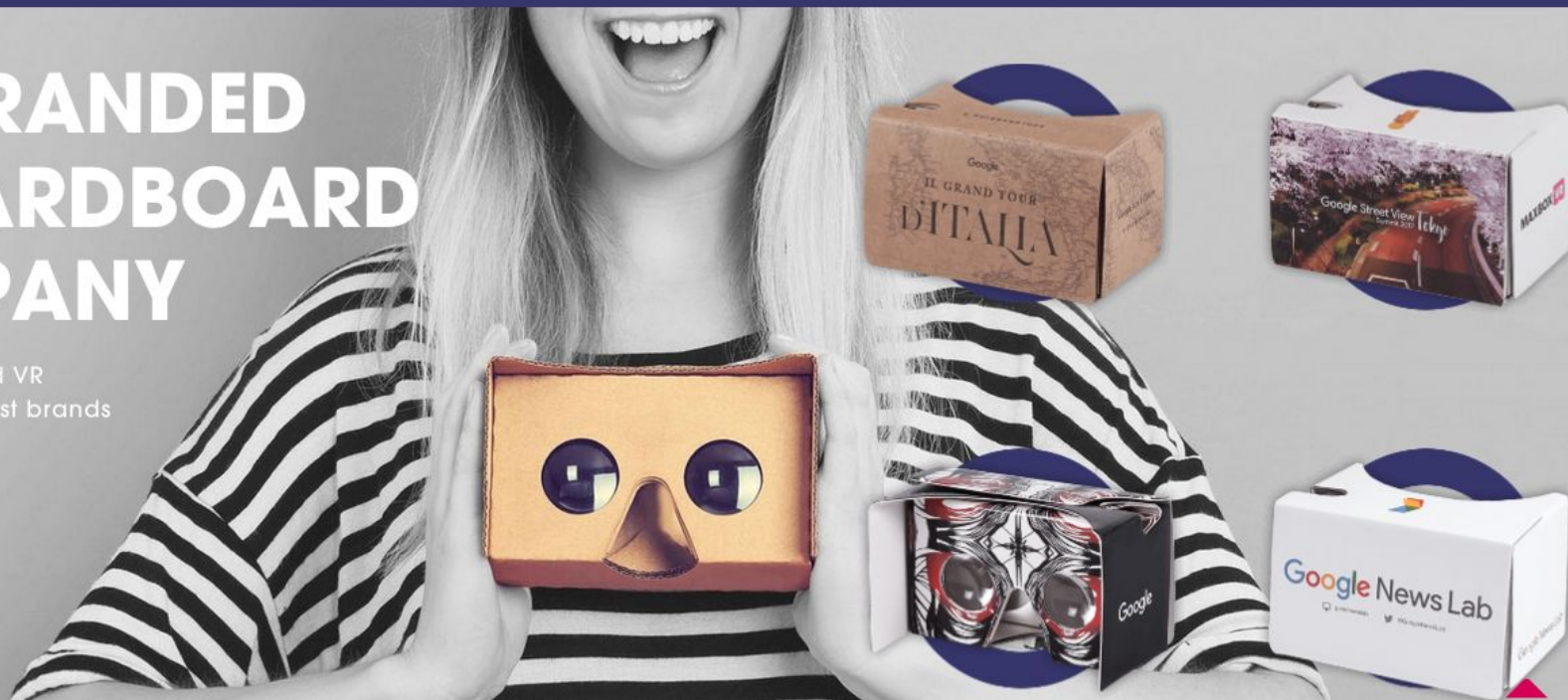
Free shipping to all countries

Call Now: +(855) 988-2711

THE BRANDED VR CARDBOARD COMPANY

We provide branded VR
viewers to the biggest brands
in the world.
Check out our work.

WORKS

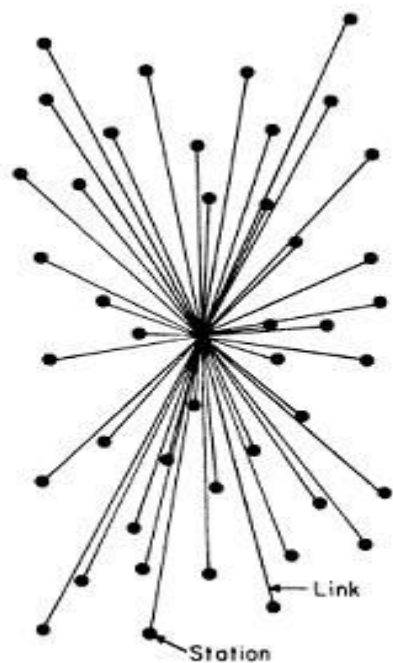


Digitaliseringseffekten

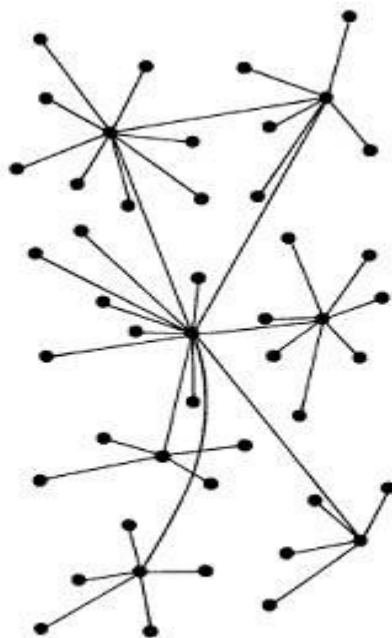
- Vi vil det nære!
- Vi vil det små!
- Vi vil det personlige!
- Vi vil overraskelsen!
- Vi vil fordybelsen!
- Vi vil være noget for andre!



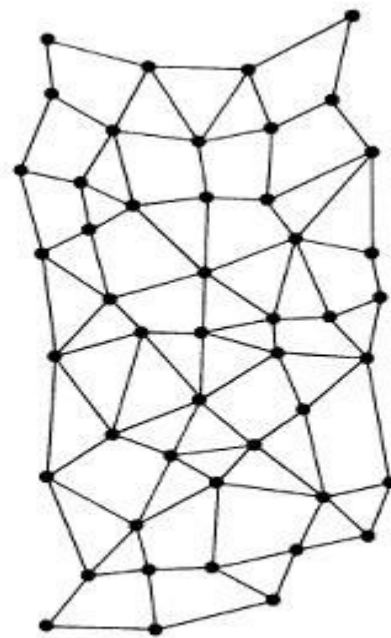
VERDEN ER VED AT FÅ EN NY BASIS-STRUKTUR



CENTRALIZED
(A)

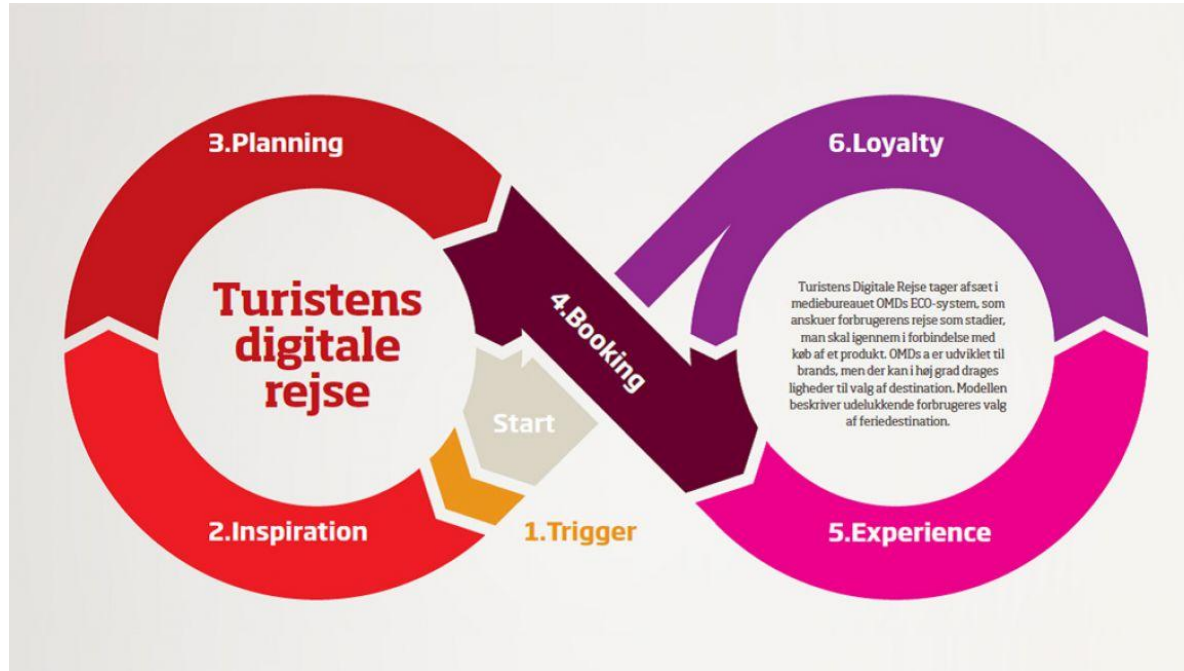


DECENTRALIZED
(B)



DISTRIBUTED
(C)





Social Listening

Internationale best case eksempler
Håndværket og platformene
DMOens brug af listening tools

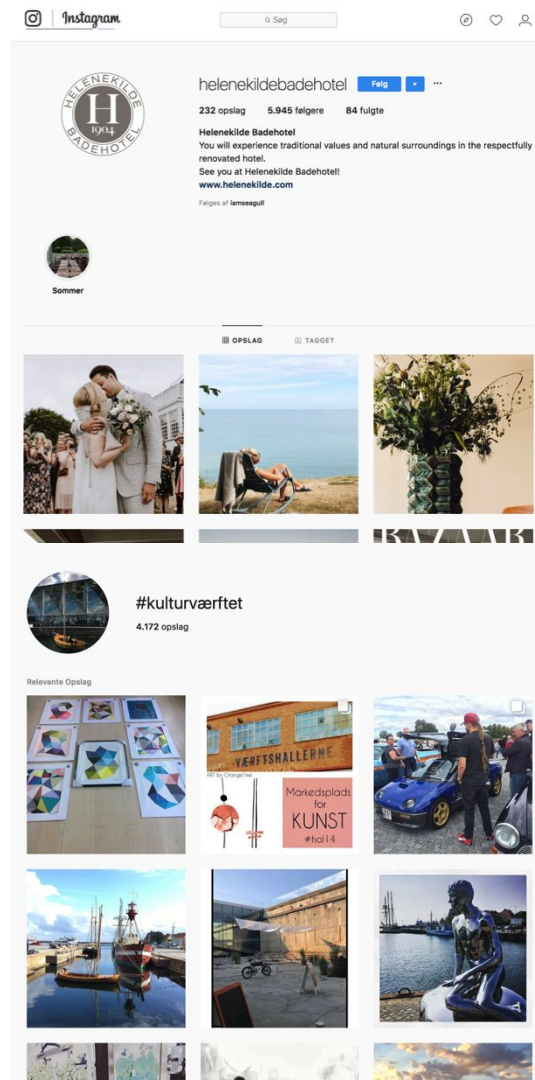


Hvad er Social Listening?

Processen med at monitorere forskellige (sociale) medie kanaler for "mentions" omkring dit brand, produkt, konkurrenter, temaer, idéer eller andet der er relevant for din forretning.

Derpå er det vigtigt at analysere og skabe brugbare indsigter som kan gøre en forskel. Fra at engagere glade kunder til at skifte fokus for strategien.

I forhold til monitorering handler det ikke kun om at opsamle data og information omkring hvad der ER sket, men i højere grad om hvad der spille ind i fremtiden.



38%

of bookings happen on the same day or up until 2 days before the activity. (Phocuswright, 2017)

Kaffeelskere og oplevelser



Udvide tanken om hvad kaffe er!
#hashtags, nøgleord og en
content kalender. + kaffecommunity
Konkurrentanalyse, visuel identitet

=
Firdoblet instagram engagement
Fem gange så mange følgere
800% flere brand mentions

"To say we are pleased is an understatement. The insights from social listening have allowed for a more thorough understanding of our customer – who they are, what they're passionate about, and where key conversations are taking place – all of which have been integral in informing our social media strategy."

– Cyndi Chin, Senior Brand Manager of Nescafé

TUIs touch og empowerment

"If there are no touch points with the customer before the point of purchase, they'll make their decision based solely on the price tag. We need to create as much dialogue with our audience as possible, so they know who we are as a brand, and make their decision based on trust and familiarity."



Hotel

Fra 200
forskellige
sociale medie
profiler
41 marketing
professionals

Til én platform
med én SoMe
manager +
ambassadører



parkcentralny
Park Central H...

42 likes

3w

parkcentralny Classic city moments await.
#PCYellow

raffapeixer @jeanpeixer7

edamrmrsonmz @rmznsonmezz askim
hatirladin mii

rmznsonmezz @edamermersonmez duruyo
evde bir yerlerde :)

edamrmrsonmz Tekrar gidince para yukler
kullanirz askim 😊 @rmznsonmezz



Add a comment...



Magi og personlighed



Michelle Ewen · LateRooms.com

February 13, 2015 ·

Just arrived at the Rum Doodle in Windermere to find this amazing package from Mary in the Late Rooms Magic Making Dept. It contains a £50 Odeon cinema voucher and gourmet popcorn! Letter says: "Hi Michelle we're so pleased you booked your stay with us. We couldn't help but notice you're a bit of a film fanatic, so we've popped in a few treats that will hopefully send a film nut reeling with happiness - just our way of showing our appreciation" I'm speechless! Thanks so much Mary!!! You've made our visit extra special.

Like Comment Share

13

Top Comments



LateRooms.com · Our Pleasure. Hope your stay was truly magical. (Rich)

Like · Reply · February 15, 2015 at 12:34pm



Nikki Hull · Wow how lovely! Have a great time xxx

Like · Reply · 2 · February 13, 2015 at 11:20pm



Helen Pritchard · So simple but so effective

Like · Reply · 2 · February 13, 2015 at 8:03pm



Jacqueline Cotter · Wow!!! Fabulous!!!! Xxx

Like · Reply · 2 · February 13, 2015 at 11:37pm



Helen Pritchard · Wow

Like · Reply · 2 · February 13, 2015 at 7:37pm

View 1 more comment

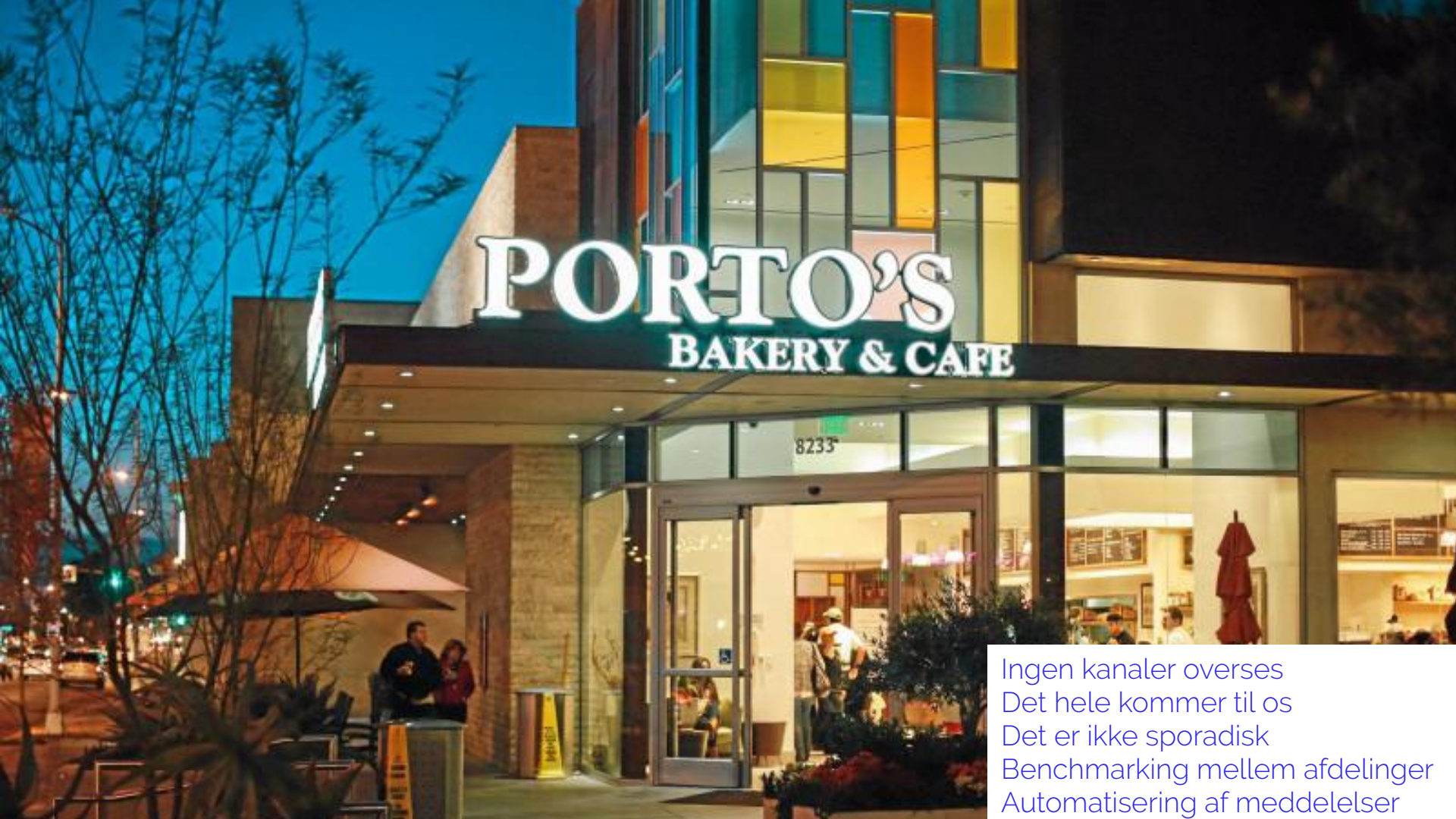


Write a comment...



Transport





PORTO'S

BAKERY & CAFE

8233

Ingen kanaler overses
Det hele kommer til os
Det er ikke sporadisk
Benchmarking mellem afdelinger
Automatisering af meddelelser

The Great Escape



Instagram

Søg



marelaglavas • Følg
Musée du Louvre

marelaglavas Self(absorbed)ies with Mona Lisa 📱

marelaglavas #france #paris #louvre
#museedulouvre #museum #monalisa
#davinci #selfie #socialmedia #selfabsorbed
#popculture #ladies #outofmyway
#takemypicture #instagood #fortheagram

authenticallyjava So funny eh

marelaglavas @authenticallyjava a lady was
standing behind me literally huffing and
puffing because I was in her selfie way.
What is this world.

authenticallyjava Madness!!

jbrayy Pure hell

axxselskirkhanna I cannot even deal with
this.

axxselskirkhanna I want to burn all of their
phones.



44 Synes godt om

10. AUGUST 2017

Tilføj en kommentar ...



vimeo

Join

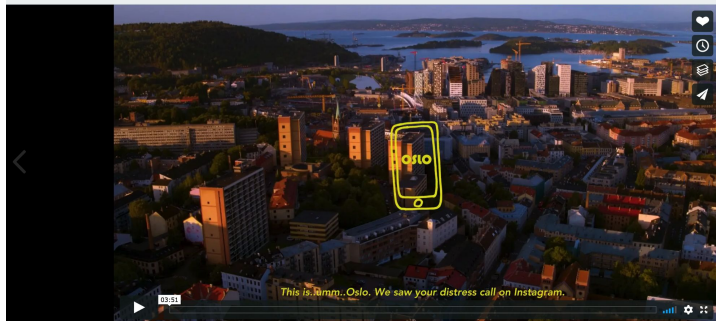
Log in

Host videos

Sell

Watch

Search videos, people, and



Kiwi couple get rescued from vacayfail

9 months ago | More

Visit Oslo

Follow

More from Visit Oslo

Autoplay next video



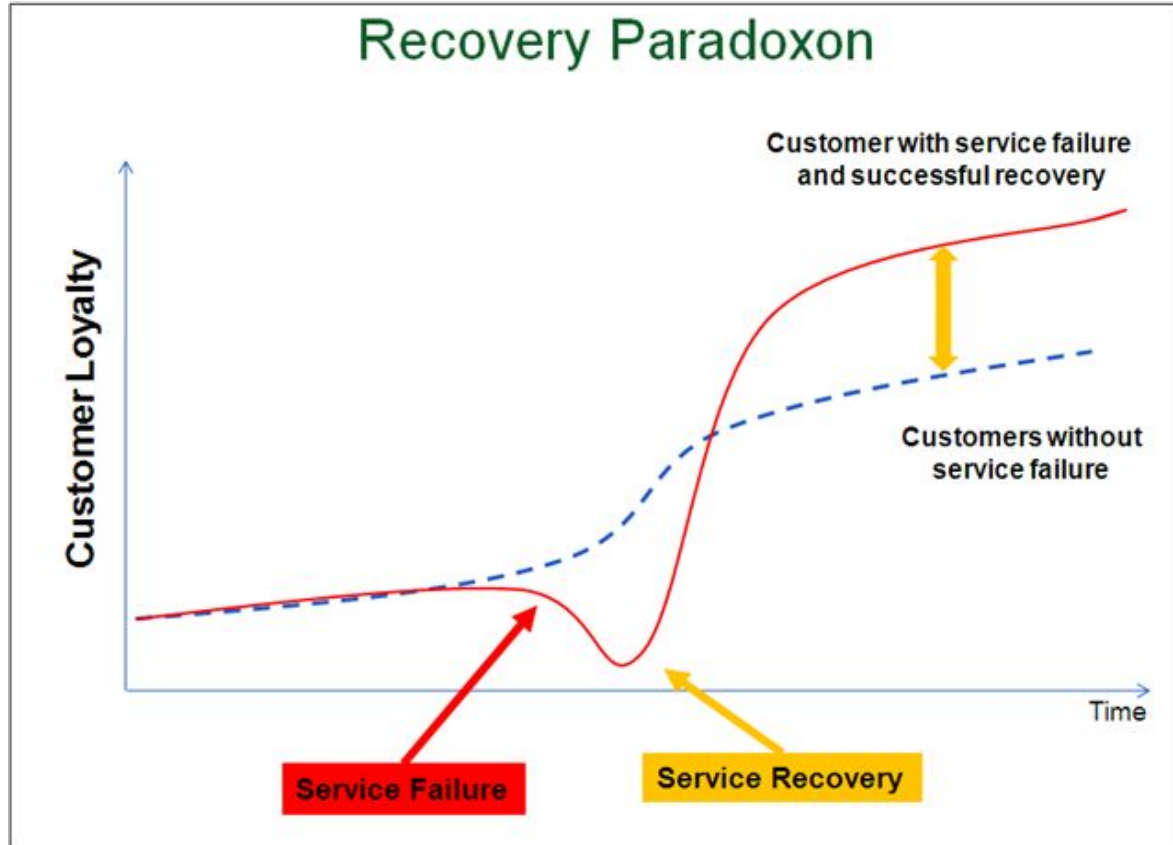
Kiwi couple get
Visit Oslo

INNOVATION LAB

“Consistency on the most common customer journeys is an important predictor of overall customer experience and loyalty.”

McKinsey Insights

Service Recovery Paradox



Digital Gæsteservice

Hvad er jeres erfaring med at
LYTTE på de sociale medier?

Hvor?

Hvem?

Hvor ofte?

Hvordan?

Hvorfor?

Hvad er relevant for jer?

- ☐ Redigering af alt jeres online markedsføring ét sted. I stedet for at skulle logge ind på diverse platforme individuelt.
- ☐ Indsigt og anbefalinger til markedsføring. F.eks. udsendelse når det er mest fordelagtigt ud fra brugerens synspunkt
- ☐ Opsætning af kanaler for jer som destination men eventuelt også for de enkelte erhverv
- ☐ Keyword analyse ud fra brugeres adfærd, finde frem til Mikroinfluencers, oversigt over turisme trends, hashtags, sentimentanalyse o.l.
- ☐ Shitstorm alarm for jer og jeres medlemmer
- ☐ PR Score! Eksport af tal fra mentions, antal følgere hos de personer, der har videresendt historie etc (twitter, news, blogs)
- ☐ At kunne se kundens/brugerens historik. Nem overlevering til rette person internt/eksternt - Kan enten selv svare eller videregive spørgsmål eller forretningsmulighed til en kollega/samarbejdspartner.
- ☐ Segmentering af de mange kundegrupper, oprettelse af såkaldte digitale twins, så I kan ramme flere gæster ud fra en slags profil
- ☐ Oprettelse af målgrupper, så I og jeres medlemmer kan lære mere om gæsterne som grupper.
- ☐ Automatiserede rapporter på specifikke KPI'er
- ☐ Opsætning af rapporter til forskellige interessenter med forskellige målepunkter.
- ☐ Management af alle anbefalinger/reviews fra ét sted, for alle "medlemmer"?

Hvorfor benytte Social Listening?

Indsigt i kunder og konkurrenter

Produkt- og serviceudvikling

Forbedret markedsføring

Identificere influencers

Online kundeservice

Mindske problemer

Finde nye kunder

Rekruttering

CREATE POST

CREATE CAMPAIGN

PUBLISHING

Calendar

Content performance

Content Pool

CONTENT

All

Drafts19812

Awaiting approval1558

Scheduled41

Processing5

Scheduling errors0

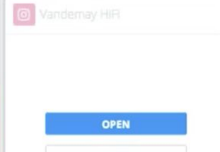
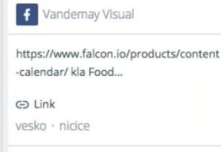
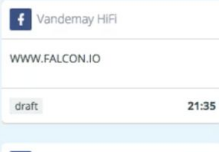
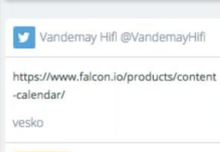
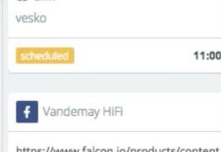
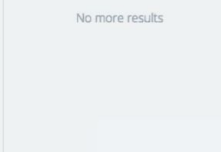
Published191

Calendar

28 MAY 2018 - 3 JUNE 2018

TODAY

MONTHWEEKIMPORTEXPORT

Mon 28 May	Tue 29 May	Wed 30 May	Thu 31 May	Fri 1 Jun	Sat 2 Jun	Sun 3 Jun
Spring Campaign						
Selge nytt boligprosjekt						
MTV Mj Video						
ADD CAMPAIGN	Paris Motorshow (Mondial Paris)	ADD CAMPAIGN	ADD CAMPAIGN	ADD CAMPAIGN	ADD CAMPAIGN	ADD CAMPAIGN
ADD POST	ADD POST	ADD POST	ADD POST	ADD POST	ADD POST	ADD POST
Vandemay HiFi  headphones · spring2018 · christoffer published15:58	Vandemay HiFi  music · headphones draft23:19	Vandemay HiFi Careers +2  music · headphones awaiting approval22:17	Vandemay HiFi  music · Carousel · headphones draft23:14	Vandemay HiFi  https://www.falcon.io/products/content -calendar/ vesko OPENCOPYDELETE scheduled16:00	Vandemay Visual  https://www.falcon.io/products/content -calendar/ vesko · nice Link vesko · nice draft11:00	Vandemay HiFi  Story Vandemay HiFi Carousel geiranger · storyskip · mstrollifjord scheduled14:53
Vandemay HiFi @VandemayHiFi  Oberbaumbrücke · berlin published14:23	Vandemay HiFi  music · headphones awaiting approval23:19	Vandemay HiFi  WWW.FALCON.IO draft21:35	Vandemay HiFi  music · headphones draft	Vandemay HiFi @VandemayHiFi  https://www.falcon.io/products/content -calendar/ vesko scheduled16:00	Vandemay HiFi Careers  https://www.falcon.se/products/content -calendar/ vesko Link vesko scheduled11:00	Vandemay HiFi  https://www.falcon.io/products/content -calendar/ No more results

Kalender til publicering

BACK

GO TO CALENDAR

NOTIFICATIONS

0

Status post

Album Post

music!



ADD TO AL...

or

Create a new album...



Channels

f Vandemay HiFi

Type here ...

Labels



headphones X

Add labels...

Schedule

May 2018

Mo	Tu	We	Th	Fr	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

31 MAY 2018

23

:

14

X

SELECT TIMEZONE



Add to Facebook queue



f Preview

scheduled



Vandemay HiFi

31 May 2018 23:14

music!



Like

Comment

Share

DELETE

Notes



Type here...

ADD

Use @mention to notify others

Redigering af indhold direkte i platformen

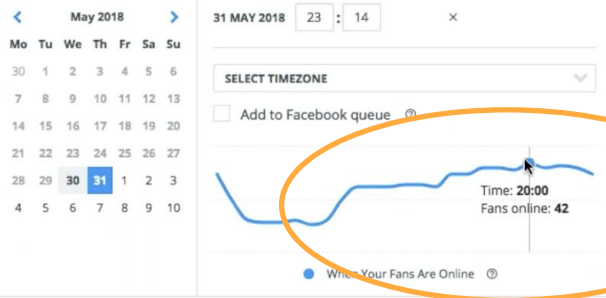
Channels

f Vandemay HiFi Type here ...

Labels

headphones x Add labels...

Schedule



This post is scheduled for 31 May 2018 23:14 in your local time.

Promote

HELP

☐ Dark post

SALES DEMOS - ADACCOUNT

AD CAMPAIGNS (ALL) CREATE NEW AD SET

f Preview scheduled

V Vandemay HiFi
31 May 2018 23:14

music!



Like Comment Share

DELETE

Notes

Type here... ADD

Use @mention to notify others

Udsendelse når det er mest fordelagtigt ud fra brugerens synspunkt

Feed overview

Search...

All messages 9.2K

Unread 11

My assignments 2

All messages 9.2K

Vandemay HiFi Careers

f Post

Headphones!!



✓

Vandemay HiFi

f Post

Headphones!!



✓

Vandemay Visual

f Post

Headphones!!



✓

Unread 11

Vandemay HiFi @vandemayhifi

Post

jjsdfjsa ljsa fljsadfl safldjsaljsafjs lsaif lksajf lksajf lasjflas jflasj lfsa



1 message

✓

Vandemay HiFi

f Post

rfger



1 message

✓

Vandemay HiFi

f Post

Temperature is -25°C!!! Polestar 1 winter test Polestar's chassis team is tuning the Polestar 1



✓

My assignments 2

Nicole Konover

f DM on Vandemay HiFi

You: HeyNicole, thanks for reaching out. Please find all relevant information concerning our

7 messages

ASSIGNED ✓

Vandemay HiFi

f Post

Vandemay headphones on. World off. <http://fal.cr/vQgCA>

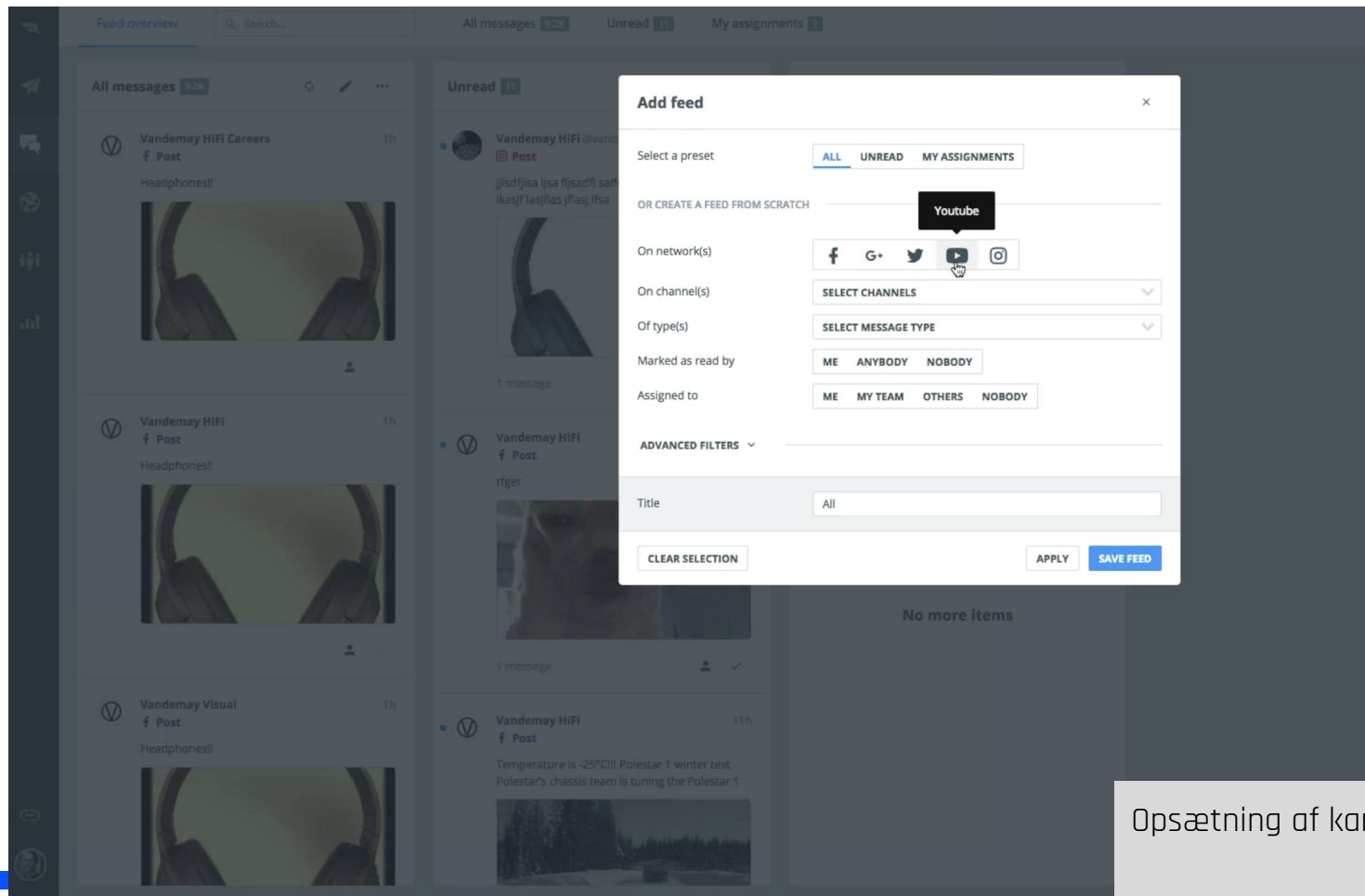


4 messages

ASSIGNED TO ME ✓

No more items

Kan se de forskellige kanaler



Opsætning af kanaler

ALL NONE

Bose

B&O

Sennheiser

Beats by Dre

Skullcandy

24 MAY 2018 - 30 MAY 2018, BY DAY

Learn more

Overview

Trending

Sentiment

Demographics

Influencers

Show as

WORD CLOUD

LIST

Keywords

whatthe facts

devices

free

amazon

quietcomfort

cost

acoustic

sale

enter

produce

sell

noise

cancelling

sound sport

win

limited

apple

pair

black

bluetooth

Hashtags

#bambamclothes

#audio

#bambam

#bluetooth

#music

#got7style

#apple

#audiophile

#sound

#amazon

URLs

URL

MENTIONS

BENCHMARK

gleam.io

48

mashable.com

38

Authors

AUTHORS

MENTIONS

Red_Bottom_Line

42

HolyHeadphones

39

TWITTER

Keyword analyse ud fra brugere, mikroinfluencers, trends, hashtags

. Vandemay Competitor Insights

Current view **INSIGHTS**

... SUBSCRIBE ALERTS

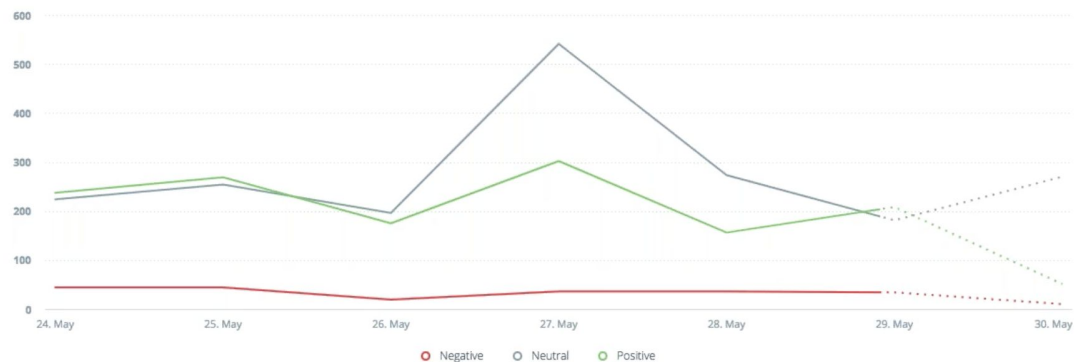
Stay in control of your brand and avoid any potential crisis.

ALL NONE Bose B&O Sennheiser Beats by Dre Skullcandy

Learn more

Overview Trending **Sentiment** Demographics Influencers

Activity by sentiment



Sentiment by source (only sources with more than 10 mentions are shown)



Sentimentanalyse, Shitstorm alarm
Eksport af tal fra mentions, antal følgere hos dem der har
videresendt historie etc (twitter, news, blogs) PR Score!

< BACK TO FEEDS

Search...

All messages 9.2K

Unread 11

My assignments 2

ADD FEED

My assignments 2

 **Nicole Konover** 10 months ago
f DM on Vandemay HiFi
You: HeyNicole, thanks for reaching out. Please find all relevant information concerning our
7 messages **ASSIGNED**

 **Vandemay HiFi** 1 year ago
f Post
Vandemay headphones on. World off.
<http://fal.cn/QgCA>

4 messages **ASSIGNED TO ME**

No more items

Post



All 4

Unread 0

Assigned to me 1

FILTER



Write a comment



RESPONSE TEMPLATES



COMMENT



Charlotte Kølckjær

1 year ago

webshop Customer +2

I haven't received my package :(

Hidden



Hi Charlotte,

Sorry you are in a bad mood. Have a nice day.

Brandevin :) ☀️



RESPONSE TEMPLATES



REPLY



Vandemay HiFi

influencer Customer +1

Deleted by Mathies Søegaard VIEW



Charlotte Kølckjær

webshop Customer +2

FIND PEOPLE TO MERGE



Charlotte Kølckjær



Charlotte Kølckjær



Charlotte Kølckjær



Charlotte Kølckjær



About

Email charlotte@falcon.io

Zip Code 2200

City Copenhagen

SHOW MORE

Notes 2

ADD NOTE



Mathies Søegaard

9 months ago

@Meric Cimen Kan du kigge på denne her, tak.



Charlotte Kølckjær

15 months ago

she's a troll

Man kan se kundens/brugerens historik. Kan svare eller videregive det til en kollega/samarbejdspartner.

Vandemay Competitor Insights

Current view MENTIONS

ALL NONE Bose *** B&O *** Sennheiser *** Beats by Dre *** Skullcandy ***

VIEW TYPE SORT VIEW

Q Networks Instagram x - 453 mention In total

...

SUBSCRIBE

ALERTS

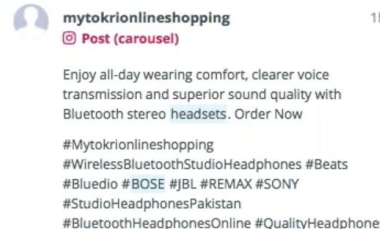
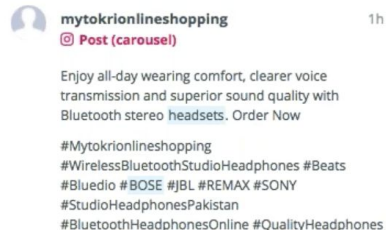
Export

Edit

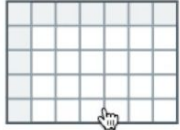
Create Audience

2018, BY DAY

RESET



indsigter kan eksporteres i det format man ønsker. Enten til sig selv eller der kan opsættes automatiske rapporter til medlemmer og samarbejdspartnere

**CSV File**

Import people from any export

IMPORT NEW FILE

**Salesforce**

Syncing is disabled

**Hubspot**

Syncing is disabled

**Microsoft Dynamics**

Disabled

**Suggest an integration**

What other tools are you using?

Importer kontakter og eksisterende leads til platformen så man ikke starter fra 0.

Pinned audiences

Female contacts from MS Dynamics

3 Apr 2017 13:24 from ENGAGE

Last 7 days: 0.00%

👤 86

Vesko GET Norway 15.01.2018

5 Jan 2018 9:30 from LISTEN

Last 7 days: 0.00%

👤 2K

Kirsy test

6 Apr 2018 10:14 from ENGAGE

Last 7 days: 0.00%

👤 8

Males SF

3 Nov 2017 12:06 from ENGAGE

Last 7 days: 0.00%

👤 23

DAF Trucks Project people mentioning

17 May 2017 12:33 from LISTEN

Last 7 days: 0.00%

👤 479

29/5 Otto Group

29 May 2017 15:22 from LISTEN

Last 7 days: 0.00%

👤 64

Music lovers

1 Jun 2017 19:51 from ENGAGE

Last 7 days: ▲ 0.00%

👤 372,9K

Rituals Vesko 15.12.17

6 Dec 2017 15:36 from LISTEN

Last 7 days: 0.00%

👤 8,3K

Global - Talking about Environment, CO2...

8 Nov 2017 15:02 from LISTEN

Last 7 days: 0.00%

👤 56,5K

Hotels Norway Oslo Ves

17 Oct 2017 13:08 from LISTEN

Last 7 days: 0.00%

👤 838

Facebook: Headphones

19 Jul 2017 16:50 from ENGAGE

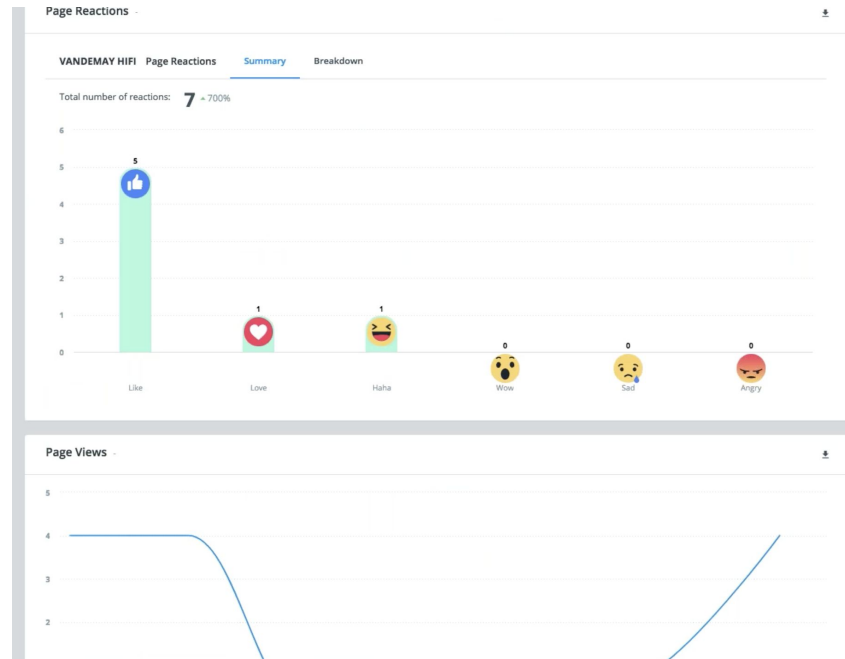
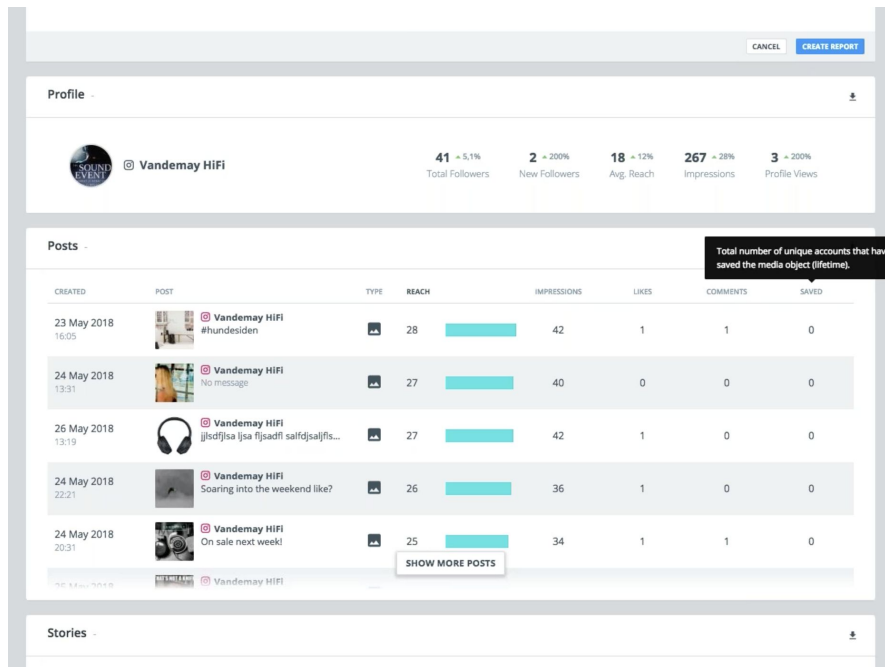
Last 7 days: ▲ 0.09%

👤 10K

audience-csv-import-example (22)

21 Jun 2017 17:22 from IMPORT

Segmentering, digitale twins. Målgrupper kan laves som forskellige audiences, hvor man kan lære mere om dem



Opsætning af rapport. Abonnere på en rapport. Kunden kan få en rapport en gang om måneden

Hvad med reviews?

Send to...

0

Compose message...



My First Tab

+

↶

+

Add Stream

+

Add Social Network



Reputology



REPUTOLOGY

See your online reviews in one place.

Single Location Business

Multi-Location Business

Already have an account?
[Sign in here.](#)



Reputology

▼

🔍

⚙️

⋮

Filtering enabled ([clear](#))

IA Dubuque

3 days ago via Facebook

★★★★★ Margaret Plotz

Followup:  None |  Pending |  Closed

HI Honolulu Waikiki

5 days ago via Facebook

★★★★★ Kaita Masae

日本語表記も有り感じの良いお店でした。骨付きだから大したこと無いか？お腹がすいているから大丈夫かな？と迷いましたが、ワイは全てがボリューム満点なので、ハーフサイズを注文しました。やはり食べきれなかったです！

Followup:  None |  Pending |  Closed

MN Bloomington Mall of America

7 days ago via Facebook

★★★★★ Lance Kopischke

Followup:  None |  Pending |  Closed

CA City Walk

12 days ago via Facebook

★★★★★ Sara Deaver

We had lunch two days in a row. Both times we had Holly as our server. Thank you Holly for being so awesome. Holly is the best.



Reputology

▼

🔍

⚙️

⋮

Filtering enabled ([clear](#))

CA San Diego

1 day ago via Google

★★★★★ Amanda Means

My mother and I went here while visiting San Diego and I have to say that the filet medallions I had were top notch. I chose to have them in the whiskey barrel BBQ sauce which had an excellent flavor.

Followup:  None |  Pending |  Closed

CA Anaheim

1 day ago via Google

★★★★★ megan lemay

I don't really like anything there I am not a big meat fan but I am excited to try the salad 🍴

Followup:  None |  Pending |  Closed

FL Sunny Isles

1 day ago via Google

★★★★★ Brandon McCall

Followup:  None |  Pending |  Closed

CA Encino

1 day ago via Google

★★★★★ Raziel Pam



Reputology

▼

🔍

⚙️

⋮

Filtering enabled ([clear](#))

TX San Antonio

2 days ago via Yelp

★★★★★ Elke M.

after waiting in line for 45 minutes I discovered that my name and phone number were lined thru on the waiting list. I showed the 3 hostesses that I didn't receive a call on my phone. while listening to 2 of them saying they didn't know who did it, the 3rd hostess was going to seat 3 ladies who didn't even have their names on the list. not willing to beg 3 teenagers to give 2 seniors a table we left and ate at our hotel, no wait there!!!

Followup:  None |  Pending |  Closed

CA Anaheim

3 days ago via Yelp

★★★★★ Wes D.

Just have to give a shout out to a great server, John Cuccio! I took my family to Tony Roma's in Anaheim for dinner 3/17/2016. We came in the back entrance and there was this noticeable smell. We couldn't tell if it was another patron on maybe a feral cat (plenty around) got in and sprayed. Anyway, as we sat in the back dining area, my wife and daughter realized that the smell was bad enough that they

CA San Diego

1 day ago via Google

★★★★★ Amanda Means

My mother and I went here while visiting San Diego and I have to say that the filet medallions I had were top notch. I chose to have them in the whiskey barrel BBQ sauce which had an excellent flavor.

Followup: ☐ None | ☐ Pending | ☒ Closed

CA Anaheim

1 day ago via Google

★★★★★ meghan lemay

I don't really like anything there I am not a big meat fan but I am excited to try the salad 🍴

Followup: ☐ None | ☐ Pending | ☒ Closed

FL Sunny Isles

1 day ago via Google

★★★★★ Brandon McCall

Followup: ☐ None | ☐ Pending | ☒ Closed

CA Encino

1 day ago via Google

★★★★★ Raziel Pam

The ribs are great! Love this place!

Followup: ☐ None | ☐ Pending | ☒ Closed

➡ Review assigned to Rob Alderman

TX San Antonio

2 days ago via Yelp

★★★★★ Gary W.

Update to my last post one week later and I am still waiting on my table Good Job Tony Roma's

Followup: ☐ None | ☐ Pending | ☒ Closed

Assign to

Team:

Select a team...

Team member:

Select team member...

Cancel

Assign

Assign Reviews to team members
so that new reviews are addressed
quickly

 Hootsuite™



REPUTOLOGY



Filter By...

Rating

- ☐ All
- ☐ no rating
- ☒ 1 star
- ☒ 2 stars
- ☐ 3 stars
- ☐ 4 stars
- ☐ 5 stars

Followup Status

- ☐ All
- ☐ no status
- ☐ none
- ☒ pending
- ☐ closed

Sites

- ☐ All
- ☐ Citysearch
- ☒ Facebook
- ☐ Foursquare
- ☒ Google
- ☐ Zomato
- ☐ Yahoo

Filter

CA San Diego

1 day ago via Google

★★★★★ Am

My mother and I were
have to say that the f
I chose to have them
which had an excelle

Followup: None | Refresh

CA Anaheim

1 day ago via Google

★★★★★ me

I don't really like any
but I am excited to tr

Followup: None | Refresh

FL Sunny Isles

1 day ago via Google

★★★★★ Bra

Followup: None | Refresh

CA Encino

1 day ago via Google

★★★★★ Raz

The ribs are great! Lo

Followup: None | Refresh

Streamline your workflow &
customize Review streams by
rating, review site, status &
locations/storefronts

Hootsuite



REPUTOLOGY

I LOVE GREAT COFFEE

WORKSHOP



1) Hvad er jeres udfordringer ift listening tools / digital gæsteservice?

- a) Silent brainstorm
- b) Gennemgang i grupperne.
- c) Udfordringer prioriteres / der udvælges top 3

2) Hvilken "pain" ligger bag de enkelte udfordringer?

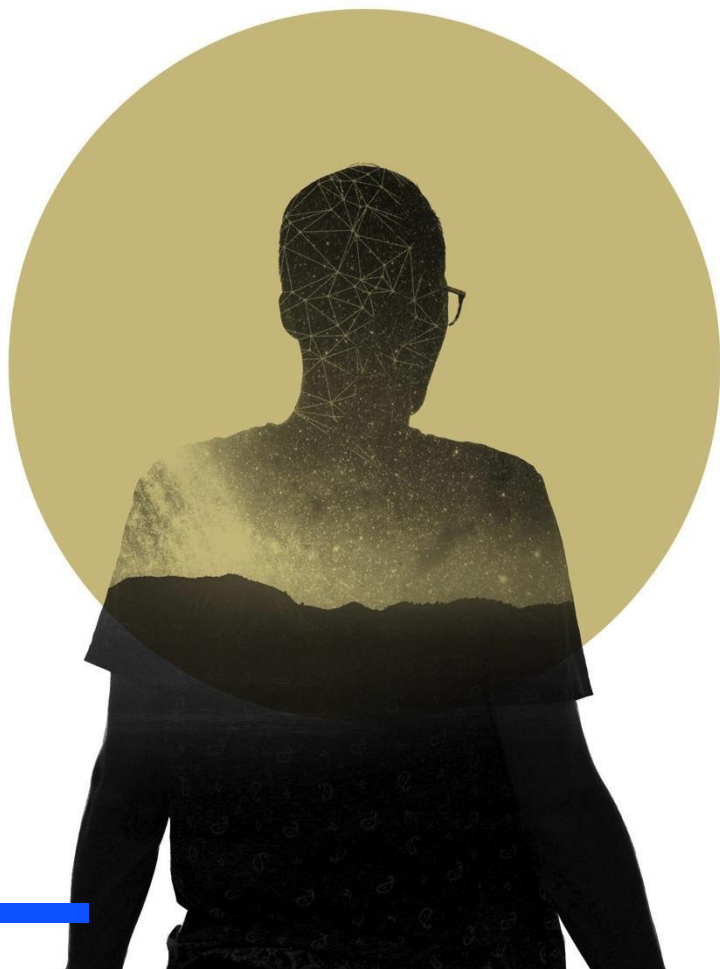
(Find frem til de underliggende behov, så vi ikke løser symptomer)

3) Hvilke painkillers kan I finde til jeres pains?

(kan listening tools bruges til at hjælpe destinationen/erhvervet/gæsterne?)

4) Aktionspunkter?

Hvad skal der til for at bringe painkillers i spil?



Tak for i dag!

Hav en skøn dag,
og håber vi ses snart igen!

mads@ilab.dk

jarle@ilab.dk