Analyzing Comments, Reviews, and “Star” Ratings

The Event and Meeting Manager’s Guide for Efficiently Increasing Attendee Satisfaction

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➢ Do You Remember Comment Cards?
➢ You wouldn’t buy anything today, unless you read the reviews, right?

➢ Today, comments, reviews and ratings are everywhere!
➢ Comment cards – maybe, but Yelp, Digital Surveys, Session Evaluations, Social Media, Blogs, and MANAGEMENT OBSERVATIONS. But, did you know that reviews, comments and ratings are a fantastic treasure trove of information for increasing guest satisfaction?

- “This is a super event that I look forward to attending each year. I get to connect with old friends, previous business partners and make new contacts. Highly recommend this one.”

Was this review helpful?
• Total number of reviews = 19: 5.0/5.0
  – 17 five star: 5/5/5/5/5
  – 2 four star: 4/4/4/4/4
  – 0 three star: 3/3/3/3/3
  – 0 two star: 2/2/2/2/2
  – 0 one star: 1/1/1/1/1

https://3bitimes.com/lexa-america

➢ The secret is knowing how to organize them, analyze them, prioritize them, and USE them!

Checklist Analysis – 5 Steps

1. Commit to the Process

2. Gather and Record the Comments

3. Organize the Comments into Super Categories

- An Example – At the Closing Gala, Attendees Left These Comments

  • Room Comfort
    - “The room was so cold I had to light my program on fire, and put it in my pocket.”
    - “The only way to stay warm was to dance, but we are seniors, and the music was Hip-Hop.”
  • Food Choice
    - “The waiter didn’t bring me the entire I ordered. My fish was cold.”
    - “I ordered a gluten-free meal, but got a double order of macaroni and cheese.”
  • Check-In/Receives
    - “I was assigned to one table, but my partner was sent to another table.”
    - “When I got to the event, they didn’t know that I was prepayed.”

➢ Do You See The Three Super Categories?

4. Conduct a Frequency Count for each Super Category

• By analyzing more comments, we were able to identify two additional Super Categories:

5. Prioritize and Take-Action

- The Pareto Principle – aka The 80/20 Rule
  - 80% of your Problems come from just 20% of the Causes
  - Okay, Okay, so our example isn’t EXACTLY an 80/20 distribution, but for the fastest results, solve the “Room Comfort” problem first! It was 50% of you negative complaints.
  - And, here is some other advice for you...