Analyzing Comments, Reviews, and "Star" Ratings
The Event and Meeting Manager's Guide for Efficiently Increasing Attendee Satisfaction

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Tell us what you think!

➢ 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 ☆☆☆☆*4.9*
  - 17 five star ☆☆☆☆☆
  - 2 four star ☆☆☆☆
  - 0 three star ☆☆☆
  - 0 two star ☆☆
  - 0 one star ☆

  https://10times.com/imex-america

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

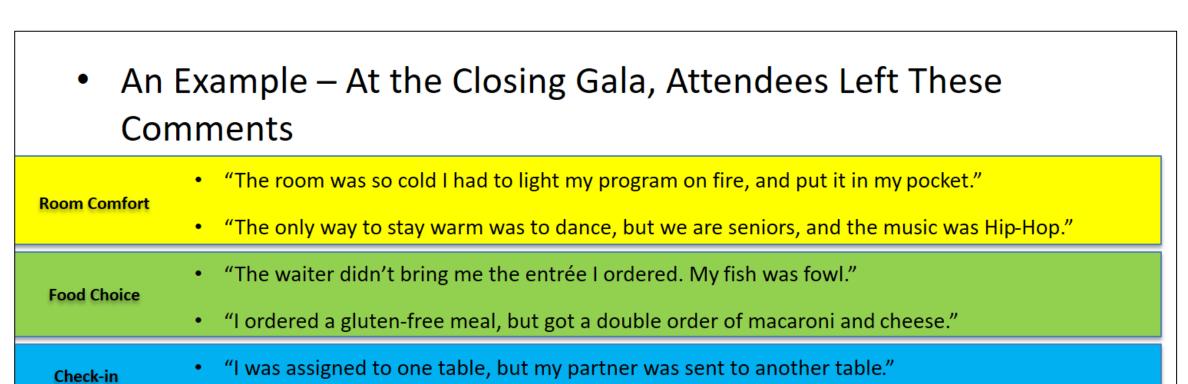## Checklist Analysis – 5 Steps

1. Commit to the Process

2. Gather and Record the Comments

- An Example – At the Closing Gala, Attendees Left These Comments
  - "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."
  - "The waiter didn't bring me the entrée I ordered. My fish was fowl."
  - "I ordered a gluten-free meal, but got a double order of macaroni and cheese."
  - "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 prepaid."

- Do You See The Three Super Categories?

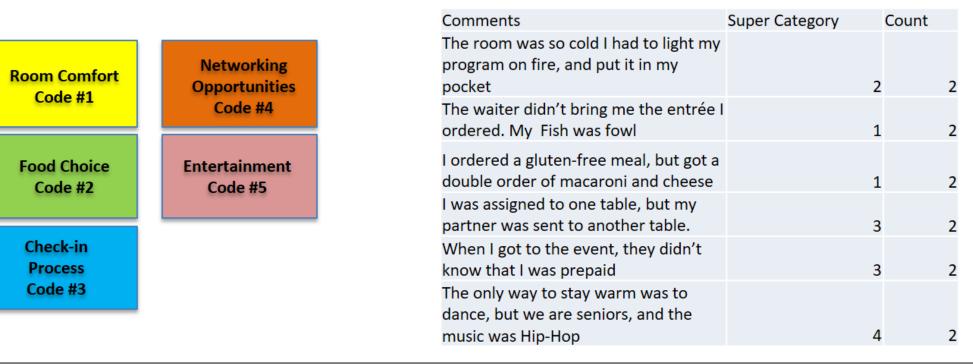
3. Organize the Comments into Super Categories

- 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 entrée I ordered. My fish was fowl." • "I ordered a gluten-free meal, but got a double order of macaroni and cheese."
Check-in Process	• "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 prepaid."

- 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:

  - Room Comfort Code #1
  - Food Choice Code #2
  - Check-in Process Code #3
  - Networking Opportunities Code #4
  - Entertainment Code #5

Comments	Super Category	Count
The room was so cold I had to light my program on fire, and put it in my pocket	2	2
The waiter didn't bring me the entrée I ordered. My Fish was fowl	1	2
I ordered a gluten-free meal, but got a double order of macaroni and cheese	1	2
I was assigned to one table, but my partner was sent to another table.	3	2
When I got to the event, they didn't know that I was prepaid	3	2
The only way to stay warm was to dance, but we are seniors, and the music was Hip-Hop	4	2

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...

Super Category (bar chart)