

Find out how ReviewTrackers helps businesses like yours.

## Merlin Entertainments



Entertainment Reputation Score of 4.2 stars 21 family attractions Customer since 2013 83,500+ reviews

### THE CHALLENGE

In today's age when consumers can quickly become critics, people are writing online reviews of all types of businesses: not only restaurants and hotels, but also places where they have fun — like theme parks and attractions.

Merlin Entertainments — a theme parks and visitor attractions operator and the company behind celebrity attractions Madame Tussauds, SEA LIFE Aquariums, family entertainment centers LEGOLAND Discovery Centers, and the Dungeons live actor shows — understood this early on.

#### **Beyond manual tracking, a need for wider scope and greater efficiency**

The company developed a manual process for tracking online reviews of its 21 family entertainment parks and attractions across the United States.

For each entertainment location, one person was assigned to collect online reviews, focusing mainly on travel site TripAdvisor; the same person was also in

### THE CHALLENGE

- Manual collection of reviews
- Limited scope of review monitoring
- Lack of actionable insights from data collection
- Time-consuming process for marketing team
- Inefficient way of responding to reviews
- Need for a better understanding of the customer experience

charge of responding to what customers were saying. All the reviews of all locations were then collected manually in a spreadsheet by Merlin Entertainments' Global Marketing team.

The goal: to keep key stakeholders in the loop and updated on the company's online business reputation. What was trending? What were the most common customer complaints? What were people saying about Merlin Entertainments' locations?

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***"The whole process required 'a lot of manual work for the marketing team.'"***

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Patrick Connor, the company's Director of Marketing and Sales for North America, believed that this was not the most efficient or sustainable process. Collecting online reviews manually also posed a number of challenges. According to Connor, the scope of the company's reputation monitoring efforts was limited to collecting and responding to online reviews on TripAdvisor, and the whole process required "a lot of manual work for the marketing team."

More importantly, the company's monitoring efforts were falling short of the overall goal: to develop actionable insights instead of merely collect data.

"Often, only one person at each attraction was reading the information," Connor says. "The internal stakeholder audience was far too small to really understand the overall online reputation and take the voice of the customer to enact needed change."

## THE SOLUTION

In December 2013, Merlin Entertainments signed up for ReviewTrackers. "Our business is about creating unique and memorable experiences," says Connor. "ReviewTrackers lets us see when we're succeeding at doing that and, if we're not, lets us understand why."

### **Effective, efficient, and easy review monitoring**

Instead of having one person collect online reviews for one entertainment location, Merlin Entertainments now uses ReviewTrackers to efficiently monitor and manage reviews of all 21 locations.

"It's hard to quantify exactly the amount of money we've saved," says Connor, "but I would say that ReviewTrackers delivers absolutely a positive ROI for us. Just the amount of human resource to keep track of the number of ratings and reviews we've received across our attractions (requires) an immense amount of time.

"If ReviewTrackers saved every attraction just two hours per week, that's 5 percent of their work week back."

To date, ReviewTrackers has collected over 83,500 reviews for Merlin Entertainments, including those for Madame Tussauds, SEA LIFE Aquariums, LEGOLAND Discovery Centers, and the Dungeons. Moreover, each ReviewTrackers user at Merlin Entertainments — including stakeholders at the corporate level and location level — can now see online reviews from across the Web centralized in one easy-to-use dashboard instead of on a spreadsheet: introducing new levels of efficiency for the company.

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***"ReviewTrackers' ROI is fantastic. For spending a small amount per attraction monthly, we get a wealth of insights shared amongst the right group of decision-makers."***

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### **Comprehensive monitoring and actionable data**

It's no longer just TripAdvisor that Merlin Entertainments is focusing on. For clients in the tourism and visitor attractions industry, ReviewTrackers collects and centralizes reviews on sites like TripAdvisor, Yelp, Google, Foursquare, Facebook, Insider Pages, and more.

This has allowed Connor to discover new customer insights that are critical to improving Merlin Entertainments and its locations' reputation.

### **THE SOLUTION AND RESULTS**

- **Timely delivery of review data and notifications**
- **Comprehensive review monitoring across multiple sites**
- **Wealth of actionable data and insights shared with decision-makers**
- **Ability to respond proactively to customer feedback**
- **Granular control of review data and process improvements for marketing team**
- **Multi-user dashboard with high-level metrics and data visualizations**
- **Collaborative reputation and customer experience management at both corporate and location levels**

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***“I think if you’re only looking at your problems, it’s easy to miss all the times you’re being successful and delivering memorable experiences.”***

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“We initially focused only on the negative reviews, but quickly realized that it is important to have a more balanced understanding of what online reviewers are saying,” shares Connor.

“So I now ask everyone who receives the negative reviews to make sure they’re balancing that with either the full review set or the positive review set on a regular basis. I’ve actually stumbled across some really nice positive trends where we see that customers love a certain element or aspect. I think if you’re only looking at your problems, it’s easy to miss all the times you’re being successful and delivering memorable experiences.”

### **Multiple-user dashboard with data visualizations and metrics**

As the Director of Marketing and Sales, Connor is the Administrator of Merlin Entertainments’ ReviewTrackers account. A secondary group of ReviewTrackers users includes key stakeholders at the corporate level and local attraction level, as well as a marketing team tasked to maintain both reviews and the company’s social media accounts.

Equipped with a multi-user ReviewTrackers dashboard with high-level metrics and data visualizations, the group is now able to talk about the trends they see in reviews, identify common occurring issues at each attraction, and discuss strategies for addressing these issues.

Connor also values ReviewTrackers’ ability to select which users get which reviews from which attractions. “With the way our company is structured, it’s just fantastic,” he says. “I can make sure that if someone is overseeing a regional business unit, they’re getting just the reviews that are pertinent to them. The way ReviewTrackers has the review notifications set up is also spot-on and fantastic.”

### **Custom E-mail alerts, review notifications, and summaries**

One of the most unique features of ReviewTrackers is the ability to set up custom review notifications and summaries. Connor uses this to organize and manage the kind of information that he and the other users are getting.

***“By receiving review notifications as they happen, we can react swiftly when needed. We look through all of the reviews to see our experiences in the eyes of our guests.”***

He says, “Even more beneficial than the ability to give all key stakeholders access to what customers are saying online is the granular control of notifications. By receiving 1- and 2-star review notifications as they happen, we can react swiftly when needed. Then, we look through all of the reviews on a weekly basis to see our experiences in the eyes of our guests.”

Merlin Entertainments has so far achieved an impressive overall Reputation Score\* of 4.2 stars for its 21 family entertainment locations in the US.

“(ReviewTrackers’) value from the ROI is fantastic,” Connor says. “For spending a small amount per attraction monthly, we get a wealth of insights shared amongst the right group of decision-makers.”

For more information, visit [reviewtrackers.com](http://reviewtrackers.com).



**57% of consumers will avoid a business that has negative reviews.**



**Businesses that stay engaged on online review sites attract 4x more page views and 63% higher popularity rankings and visibility on TripAdvisor.**



**83% of marketers believe that managing reviews “absolutely” delivers good ROI.**



**72% of consumers trust reviews as much as personal recommendations, and 78% say that seeing management respond makes them believe that the business cares more about them.**

**MERLIN ENTERTAINMENTS**

**21 family attractions**

**4.2 of 5 Reputation Score**

**83,500 reviews tracked**

**5% of work week saved with ReviewTrackers (equivalent to 1 full-time employee)**

*\*A signature feature of ReviewTrackers is the ability to calculate a business’ Reputation Score, a proprietary algorithm that serves as a numerical indicator of customer sentiment for all business locations, across all review sites being tracked.*