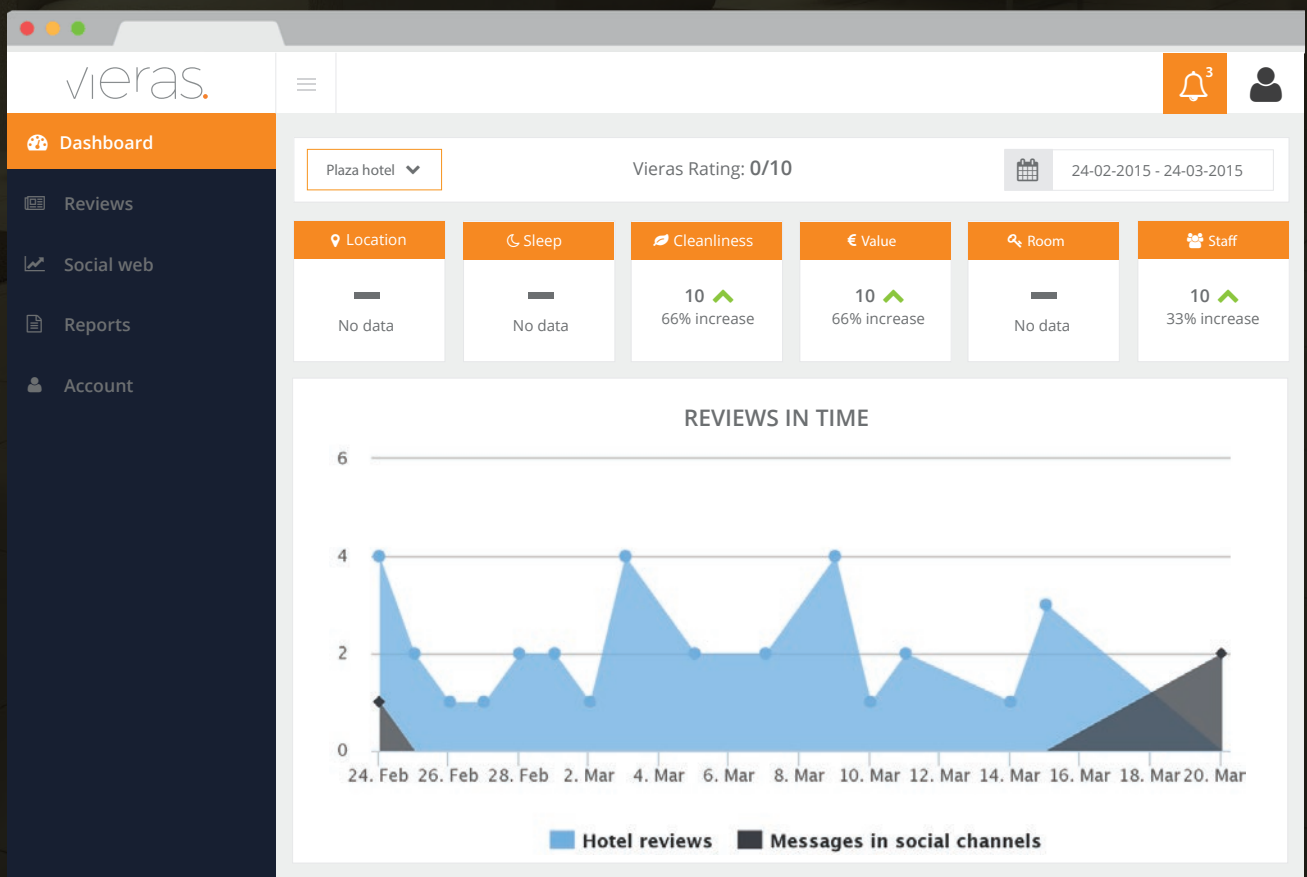


vieras.

PRODUCT BROCHURE

Online Hotel Reputation Monitoring & Management Platform



01
About Vieras.

Powerful. Simple. Streamlined.

Collect the data you need to
make better decisions using
Vieras.

Vieras means “guest” in Finnish, and Vieras focuses on what guests say online and in real-time about their experiences.

Travel requests, accommodation comments, hotel and restaurant reviews, and much more are extracted from the most influential online review sites and communities, including Tripadvisor, Booking.com, Yelp, Expedia, Zoover, HolidayCheck and much more.

This information is presented in a simple interface so you can understand, at a glance, the actionable insights for your business.





MANAGE YOUR HOTEL'S REPUTATION

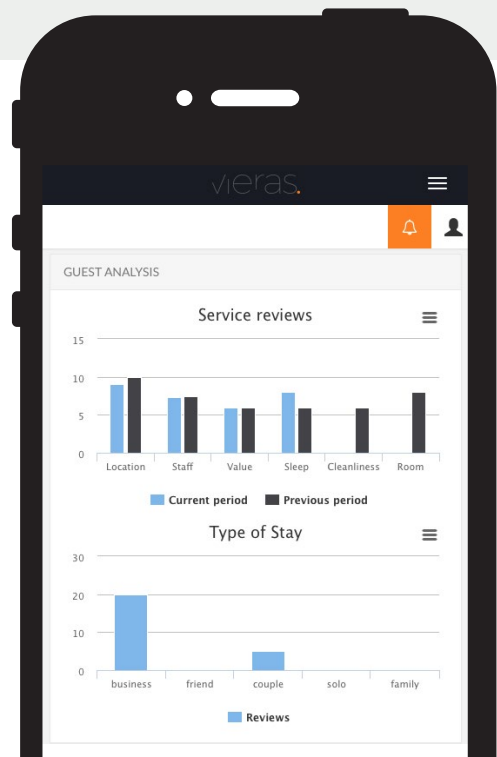
Reputation means revenue and with one single platform you can manage online communications and corporate branding, increase customer satisfaction, and build a customer base. Vieras combines social monitoring, analytics, and high level reporting, and packages it so that you get all the actionable insights you need to make better decisions.

See all your reviews in one place

How do you make sense of the mass of unorganized social review sites online - with the all important guest reviews? Vieras monitors all these sites for you - from TripAdvisor to Zoover - so you can identify real trends and manage your hotel's reputation online.

Access high level reports

Automatically generated high level - and customizable - reports translate your hotel's day-to-day metrics and insights. Vieras collects all the information you need to assess your hotel's performance over time and make better business decisions.





FEATURES



REVIEW MONITORING

Real time monitoring of all the most important hotel review sites and related online sources



SOCIAL MEDIA MONITORING AND TRACKING

Real time monitoring of all leading social media platforms and networks presented in a single unified dashboard. Save time and measure important key performance indicators (KPIs) for each channel in the one place



SENTIMENT ANALYSIS

Guest sentiment analysis, in order to improve services of poor performance and identify opportunities through a trending tag cloud



GENERATE HIGH-LEVEL REPORTS IN ONE CLICK

Automatically generate your reports over time in one click, translating your daily data/insights to actionable items of your reputation management strategy



THE CONVENIENCE OF SAAS

Create an account within seconds, a wizard helps you configure and setup the platform within minutes



SIMPLE AND EASY TO USE

Our interface optimizes the user experience (UIX) – the platform is made with responsive design which means you can access your data from any device whether it is a laptop, desktop or mobile



HOTEL KEY PERFORMANCE INDICATOR: VRS

The Vieras Reputation Score (VRS) measures the performance of your hotel through a unique and sophisticated algorithm which combines all social media platforms, review sites and mentions from the social web

