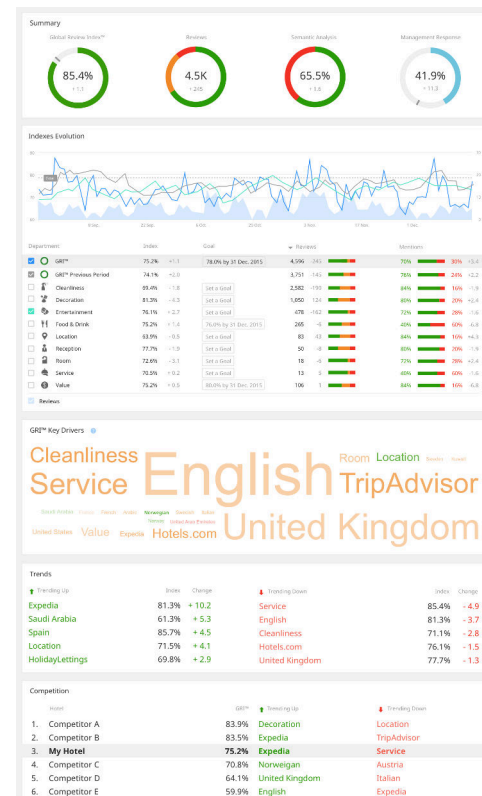# ReviewPro Integrates PDFreactor® for Client Reporting

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. Our suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable clients to obtain a deeper understanding of reputation performance as well as operational/service strengths and weaknesses. We provide actionable insight to increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue.

We offer the industry-standard Global Review Index™ (GRI), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 175 OTAs and review sites in over 45 languages. More than 25,000 hotel brands worldwide are currently using ReviewPro's solutions. For more information about ReviewPro, please visit www.reviewpro.com

Author: *Emma Hartley, Product Manager at ReviewPro*

Problem

At ReviewPro we provide our clients with the most relevant and insightful information delivered in the most actionable way possible. Downloadable reports, in both excel and PDF, are a vital component in how our clients manage their guest satisfaction, teams, tasks, day-to-day activities, and organizational and management meetings.
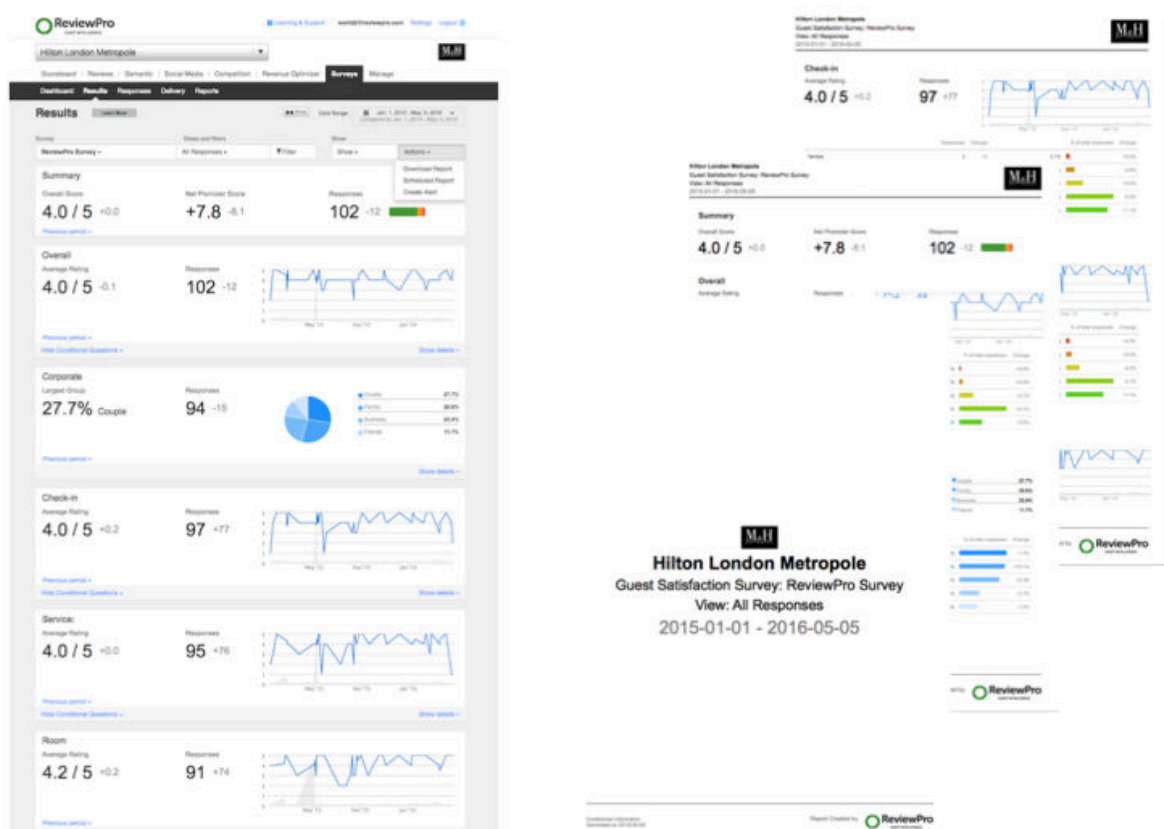
Every day our clients require reports to share within their organization that show how they are performing, where they need to focus, where their strengths and weaknesses lie, and how they fare up against their competition. This information is constantly changing, and every hotel, even within the same chain, has its own unique needs and focuses. Additionally, ReviewPro users themselves have a vast array of different organizational roles and thus the relevant information for each user can be completely different.

These factors meant that a static reporting solution was not an option for us, and our challenge was to provide a dynamic reporting solution across our platform that would give our clients the customized information they needed, in the simplest and most efficient way possible. It had to be a scalable solution that we could implement across both existing and new functionality.
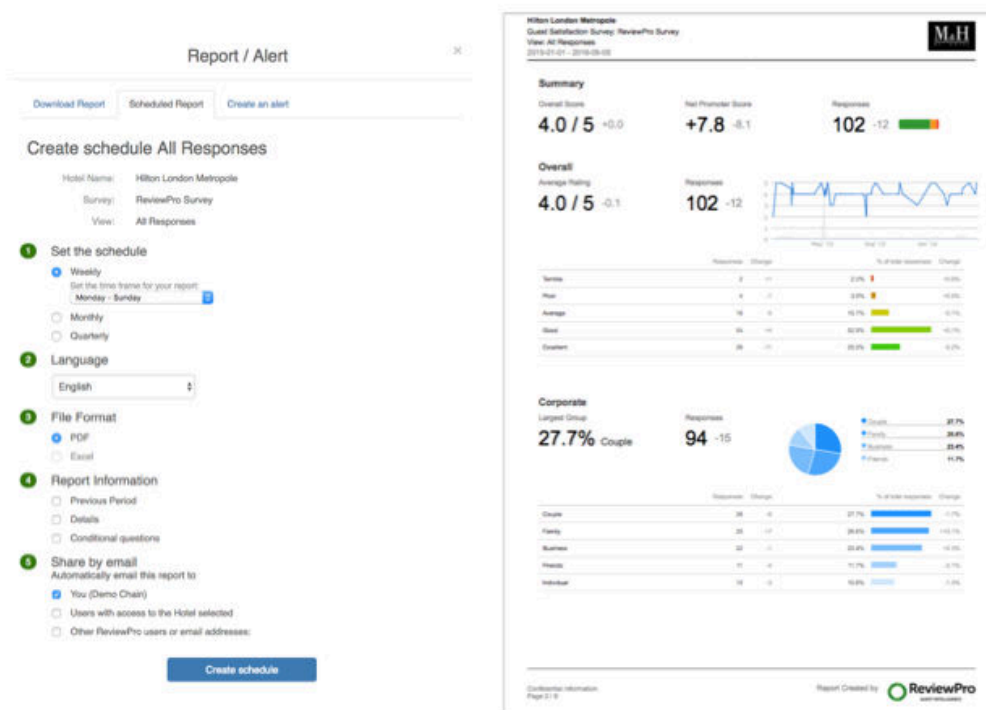
Solution

After comparing various options, our engineering and product teams selected PDFreactor as the product most suited to our use case.

PDFreactor allows our clients to get real-time reports that are completely customizable to their role and informational needs. When our users are in the ReviewPro tool they are able to customize their view of the information on screen, and PDFreactor allows us to then immediately translate this into a printable and sharable PDF report.

Not only are our clients able to export in real-time and schedule reports with the most relevant data, but these PDF reports can also be customized to fit the brand of the property or chain with the client's logo. Page numbering keeps longer reports organized, and each page is laid out in a clear and visually appealing way that maintains the look and feel of the website, with no need for modification or editing on the client side.

Having tested PDFreactor in sections of our tool, such as our Guest Survey Solution, and hearing positive feedback from our users, we are now in the process of rolling out the solution across our entire platform, to give our clients both real-time and scheduled dynamic reports in Reviews, Semantic Analysis, and Guest Surveys.

"PDFreactor has enabled us to create the dynamic and flexible reporting solution that our clients demanded, in an economic, scalable, and efficient way." **Tim Towle, Co-founder & VP of Product**

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