

Description of the thesis

Working title: *The Influence of Online reviews on Online Reputation in the Hospitality Industry.*

Online reputation is the image of a company throughout the internet. One influencing factor are online-reviews, particularly the ones written on big global platforms and review-sites.

The goal is to find out which aspects of online reviews influence the online reputation, based on real data of restaurants and hotels from the DACH-region (Germany, Austria, and Switzerland).

To measure the online reputation, the rating of a business on the major review sites can be taken.

1. Analyzing data sets focusing on different parameters (for example, the number, content and length of reviews)
2. Identifying correlations between review-parameters and their impact on the online-reputation of a business
3. Identifying commonalities of the top performing businesses

The goal of the thesis is to provide actionable insights for the hospitality industry that businesses should implement in their online reputation management strategy.

About the company

re:spndelligent GmbH is a Swiss company based in central Switzerland that offers businesses a solution to leverage their online customer feedback. The company provides data and technology for business owners looking to monitor their online reviews, manage their business reputation, and understand their customers better.

The software aggregates online reviews from different sources and summarizes them in visual reports for an easy analysis. Business owners can track their performance on review sites of their choice and monitor all their reviews in one place.

The company's service allows finding out trends and react to them quickly, create business insights which help increase customer's revenue.

Founded in 2017 by Alexander and Natalia Zaugg, re:spndelligent is already well-established in the Swiss market, working with middle to big chains of restaurants and hotels. The company continues to grow, with focus on developing a top-notch online review management tool that helps businesses make better decisions and create better customer experiences.

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