

The Lungarno Collection

Florence, Italy

When co-founders Jay Ashton and Marc Heyneker began validating whether there was a market for Revinata, they met with Valeriano Antonioni. At the time, Antonioni was leading a multimillion dollar hotel project in Arizona and immediately saw the value in Revinata. He is credited with being one of the first hoteliers in the world to believe in Revinata's product and vision.

Later, when Antonioni moved to Italy to become CEO of the Lungarno Collection, he made sure to bring Revinata with him, securing another first for the hotelier - first Revinata client in Italy. Founded by the stylish Ferragamo family, the traditionally Italian hotels of the Lungarno Collection are known for luxurious and contemporary design coupled with the finest service in the industry.

Prior to signing up with Revinata the hotels in the Lungarno Collection were reactively reading reviews, but there was no process in place.



Antonioni says, "Having used Revinata in my previous role in the States, there was no way that I could go back to manually managing online reviews and social media feedback. It would be like driving a Ferrari for a year and then going back to riding the bus. What I love most about Revinata is that we now have a proactive program around managing our online reputation."

With Revinata's corporate reporting, Antonioni is able to track the success of the five hotels in the portfolio.

He logs on to Revinata regularly to see how the hotels are performing and to review the key issues being discussed in online reviews. He says, "As a CEO, it's very beneficial to have a single place where I can go to see everything my guests are saying about the hotels. I save an incredible amount of time that I used to spend visiting dozens of sites. And, after just a few minutes on the site I know how we are faring against our competition and where I need to focus our efforts to improve guest satisfaction."

At the properties, Front Office Managers and General Managers are the primary users of Revinata. The Quality Manager who sits at the corporate level coordinates the efforts and guides the team. Antonioni says, "The Revinata users at the property really love the product and that's something I can't say about other technology products they use. The fact that it's so easy to use is one of the reasons they love it. But they also love it because they're competitive by nature and they love seeing how they're doing against a very

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tough group of competitors, which includes the finest hotels in Italy.”

When hotels have access to what guests love and hate, it's only natural to want to improve. With data from Revinat at their disposal, the hotels have been able to make improvements that guests appreciate, which drives better reviews and ratings. Antonioni says, “There is no doubt that we're in a better place today than we were when we started using Revinat. I can see this from our rankings on TripAdvisor and from speaking with staff, who now have a much tighter handle on what our guests think of us and where we need to improve. We wouldn't be there if it wasn't for Revinat.”

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About Revinat

Revinat helps hotels and restaurants compete with a user-friendly software solution for managing and tracking reviews and media mentions on OTAs, review sites, and social networks. Developed exclusively for the hospitality industry, Revinat allows hotels and restaurants to turn online guest feedback into actionable plans to quickly respond to competition and market demands, increase customer satisfaction and drive revenue. Revinat is based in San Francisco and has over 15,000 hotel and restaurant clients worldwide. To learn more, visit revinate.com.

