

Reputation Analyst

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Company: Dominion Enterprise

Location: East Maitland

Category: other-general

Customer Service Maitland, Florida Orlando, Florida We have an opportunity for a highly motivated, professional Reputation Analyst in our office in Maitland, FL. We take the development of our staff very seriously, and our progressive culture encourages our team members to achieve excellence in a B2B environment, with training and growth opportunities. For more than 30 years, Travel Media Group has partnered with hoteliers throughout the continental U.S. to ensure they can successfully manage their business and provide amazing guest experiences. Position Summary: The primary responsibility of the Reputation Analyst is to develop and maintain client accounts by creating timely personalized responses to online reviews in order to acknowledge and address guests' concerns while also providing insight and analysis for our large portfolio of hotel properties. The successful candidate will have a strong writing and grammar background coupled with experience in guest relations and/or customer service. The candidate will be responsible for reviewing and analyzing all clients' online reviews through a proprietary software platform while creating unique responses to reviews and working to proof and audit responses submitted via our network of contract writers on a monthly basis. The Reputation Analyst will also be responsible for understanding current conditions and updating customer notes at each property so that this information can be accurately portrayed in the public facing review responses. Analysts will also identify and tag sentiment in up to 25 various elements in every guest review in order to provide reporting and analytics that will assist our clients in running their operations more successfully. In addition, this position will initiate and/or implement corrective action as needed in order to ensure that an excellent standard of service and a high level of customer

satisfaction is maintained. New review content comes in consistently throughout the day, and our team's goal is to be able to respond, tag, submit for approval, audit and resolve every hotel review within 36-48 hours of publishing. We have a fun and active team, and are looking for individuals who can help set and maintain the activity levels amongst the team on a daily basis. The responsibilities of the Reputation Analyst include:

- Manage the day-to-day review monitoring and responses for our hotel clients
 - Engage in weekly and monthly team activities and meeting
 - Meet and exceed daily/weekly activity benchmarks to ensure that we exceed each client's specified SLAs (Service Level Agreement).
 - Problem-solve and troubleshoot, to best resolve client issues and address needs
 - Provide timely and accurate analysis and reporting
 - Writing and posting response content on behalf of various brands while adhering to their brand standards and image
 - Build relationships with customers
 - Respond to feedback in a timely manner
 - Audit accounts and various admin tasks
 - Work seamlessly with other departments to better serve our clients and prospects
 - Maintain timely and accurate communication (both verbal and written) with clients in order to develop, maintain, and solidify relationships.
 - Develop a comprehensive understanding and knowledge of all Travel Media Group product offerings
 - Maintain accurate notes and client information in Salesforce.com
 - Assist in retention and collections as needed
 - Perform other administrative duties as assigned
- Qualifications/Requirements:
- 1 -2 years experience in client support and/or guest relations preferred
 - Strong background in copywriting and content creation
 - Passionate about working with clients and delivering on the promise of an excellent client experience.
 - Passionate about technology and social media
 - Bachelor's degree preferred with English, Journalism, Advertising/Public Relations, Marketing, or Communications focus
 - Customer service and sales is strongly preferred
 - Experience in the hotel industry is a plus

- Must be organized, able to multi-task, demonstrate superior attention to detail and adhere to deadlines
 - Must be self-directed, self-motivated and focused on meeting and exceeding results
 - Must be skilled in use of standard office communication technology (email, voicemail, Internet, etc.)
 - Must exhibit a positive, cooperative and friendly attitude, especially under pressure
 - Ability to communicate effectively (verbal and written)
 - Must have proven ability to communicate and interact effectively with internal and external customers
- Benefits:

- 401K
- Excellent medical and dental coverage
- Competitive Vacation and Sick Leave
- Eight paid holidays

About DE
Dominion Enterprises (DE) is a leading digital marketing and software services company offering client solutions across multiple business verticals. Our customers rely on our B2B cloud SaaS solutions to establish their online and mobile brands, generate leads, and manage customer relationships through our Homes.com, Dominion Dealer Solutions, Dominion Business Solutions / DX1, Travel Media and Franchise and Business Opportunity divisions. Our B2C web and mobile applications include Homes.com, HotelCoupons.com, FranchiseOpportunities.com, FranchiseGator.com, Franchise.com, and BusinessBroker.net. About 2,000 employees reside and work in our Norfolk, VA home office and in offices across the U.S. Our employees will tell you about our collaborative, innovative, team-oriented work environment, excellent career enrichment opportunities, community service opportunities, competitive earnings, and a comprehensive benefits package that includes a generous 401(k). DE is an equal opportunity employer and supports a diverse workforce. DE is a drug-testing employer. #J-18808-Ljbffr

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