

**“Everything begins
with an idea.”**

TIP Planet



Tip Top Advisor (ECM)

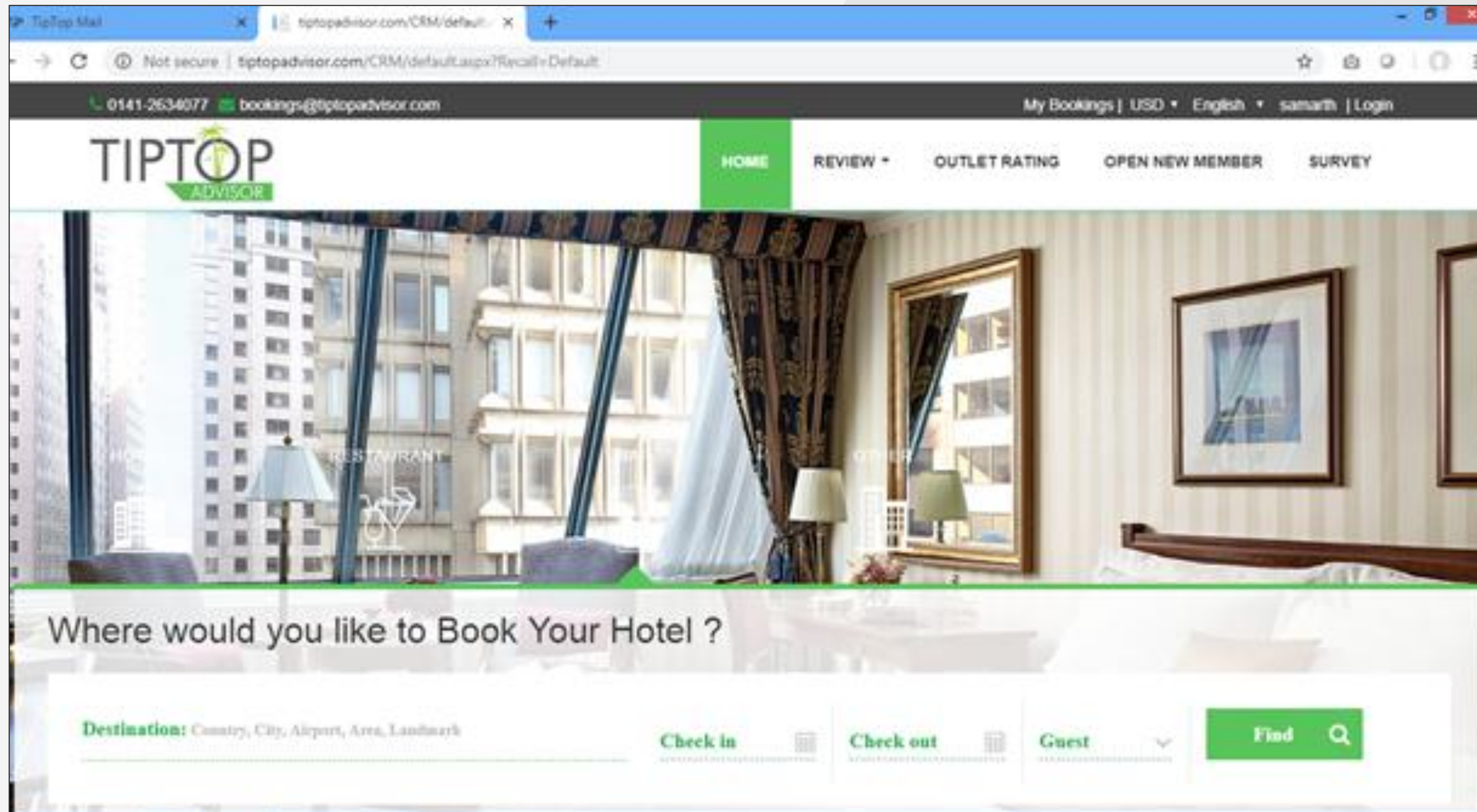
(External Environment and Customer Management)

Tip Top Advisor consists of CMS Module that can work like company information portal or web site. It also consists of Ticketing Module as well as Customer Review module.

The application hotels.tiptopadvisor.com is containing the following features: -

- Identity management(from tiptop platform).
- Reputation management.
- Information sharing(Blogs and forums).
- Customer engagement(messaging and newsletters).
- Rate and booking management.
- Mystery inspections.
- Complaint management.
- Analytics & KPI.
- Link to **TipTop IOT** Engine for converting your Guest Room into User Control Panel and control all Room switches and controls through our APP .

Tip Top Advisor is a CMS based Hotel and Restaurant web portal that shows hotel and restaurant reviews, accommodation bookings and other Hotel-related content. It also includes interactive travel forums. TT Advisor is a CRM platform which is useful in reputation management and customer engagement. The platform gives the flexibility to add unlimited verticals (Industry wise categories) and horizontals (sub categories in industries).



Tip Top Advisor Unique Advantages and Features

- Quality audit only by mystery inspections to rate the hotel category.
- Guest reviews only by actual use of services.
- The business unit can get real time reviews directly published from their facility
- Poor reviews get a chance to get resolved before publishing.
- Bad rating requires specific mentions and this would convert into a future review flag and subsequent guest can vote and remove the flag.
- The identity management helps in customer getting centralized services across verticals and horizontals helping business user understand their behavioral patterns.
- No chance of fake reviews.
- Larger data sample for reputation index as most of the current sites do not consider the actual user reviews that are not provided by the users due to cumbersome process of opening account and writing reviews against our platform that uses the purchase credentials to simply review the products.
- Better analytics and reporting.
- A platform to build a complete CRM, CMS and Ticket management for businesses.
- It also provides a CMS for business user to update their products and services
- Further it also provides authentic experience reviews as against other reputation sites that have no method of directly validating user consumption of products and services at the business unit being reviewed.

Tip Top Advisor is an open online community where businesses as restaurants, accommodations or things to do are listed and reviewed by millions of potential customers all around the world.

This component consists of -

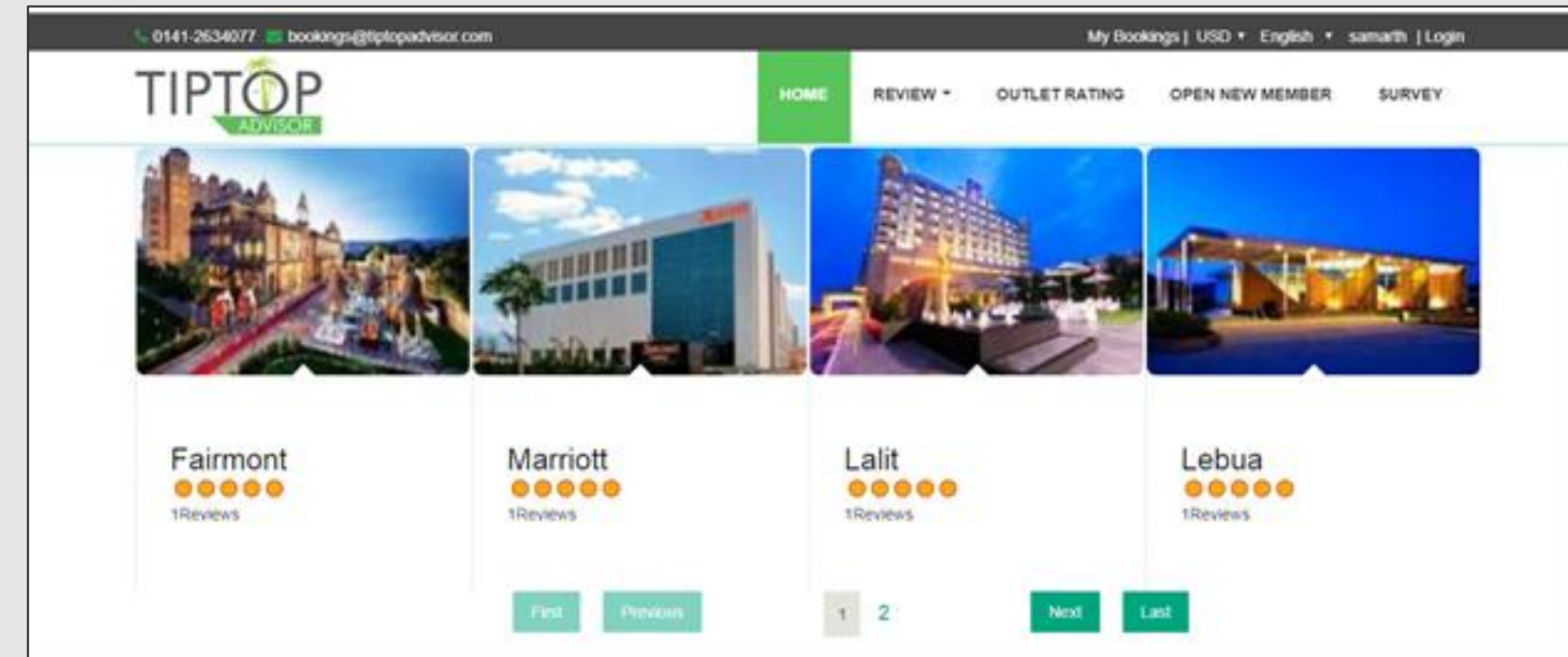
- CMS Module that can work like company information portal or web site .
- Help Desk: Ticketing module- this tracks complaints.
- ORM (Online reputation Management)
- Contacts Management that can plug with CRM
- BKM (Business Knowledge Management)
- Blogs
- SRM (Supplier Relationship Management)
- Purchase Management
- Mail and collaboration

ORM (Online Reputation Management)



The ORM module is designed with the view of how the customers would like to see you it has a plugin for most of the CRM and adds the functionality of making the CRM strategy Aligned so that scorecards can be created to monitor customer engagement also the integration with Tip Top mail helps create contacts.

These days there are so many Guest Review sites where just a few guest post their reviews and a Reputation Index is created, ignoring thousands of guest who must have had a different opinion and views but who don't think it is easy to go and post reviews for you. Our ORM tool helps you Get **Real-Time feedback** from your guest by simply logging into your site And Their reviews are posted beside third-party site reviews ,thereby, Creating a more realistic and predictive reputation of the company and its products.



The tool frees you from the clutches of being harassed by some sites and non-genuine guest who use these channels to take undue advantages.

The ORM module also gives insight into your customer perception and suggestions. Negative comments can directly be pushed into the complaint management module for action and suggestive feedback can also be pushed into projects module to add or improve services and products. The ORM is linked to the HRM module to directly add staff appreciations and complaints into their appraisals.

CMS (CONTENT MANAGEMENT SYSTEM)

As we know, Content Management System supports the creation and modification of Digital Content. CMS lets the users publish their contents on Web directly without the hassle of getting in touch with the Technical team.

FEATURES OF CMS-

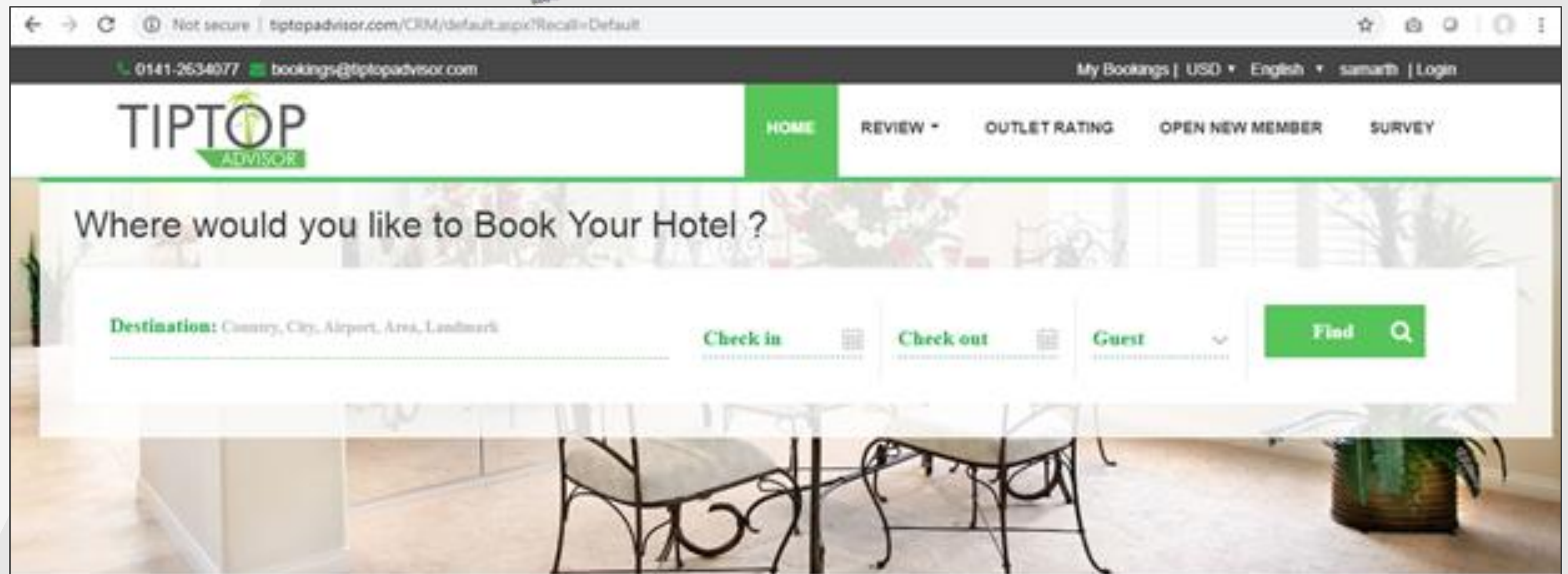
- Simple, Easy maintenance
- Website Management
- Design Templates Available
- User Defined Content Categories
- Easy Rich Text Editors
- One Click Page Creation
- Document Conversion and Multi File Uploads
- Unified Documents & Media



Bulletin

A Centralized Virtual Notice Board which broadcast information or knowledge to be share among whole or specific group of people by controlling access to user specific also broadcasting the information in a single click.

- Centralized Knowledge Base
- Easy To Share – Single Click to Broadcast the information.
- Accessibility – User or Group Specific



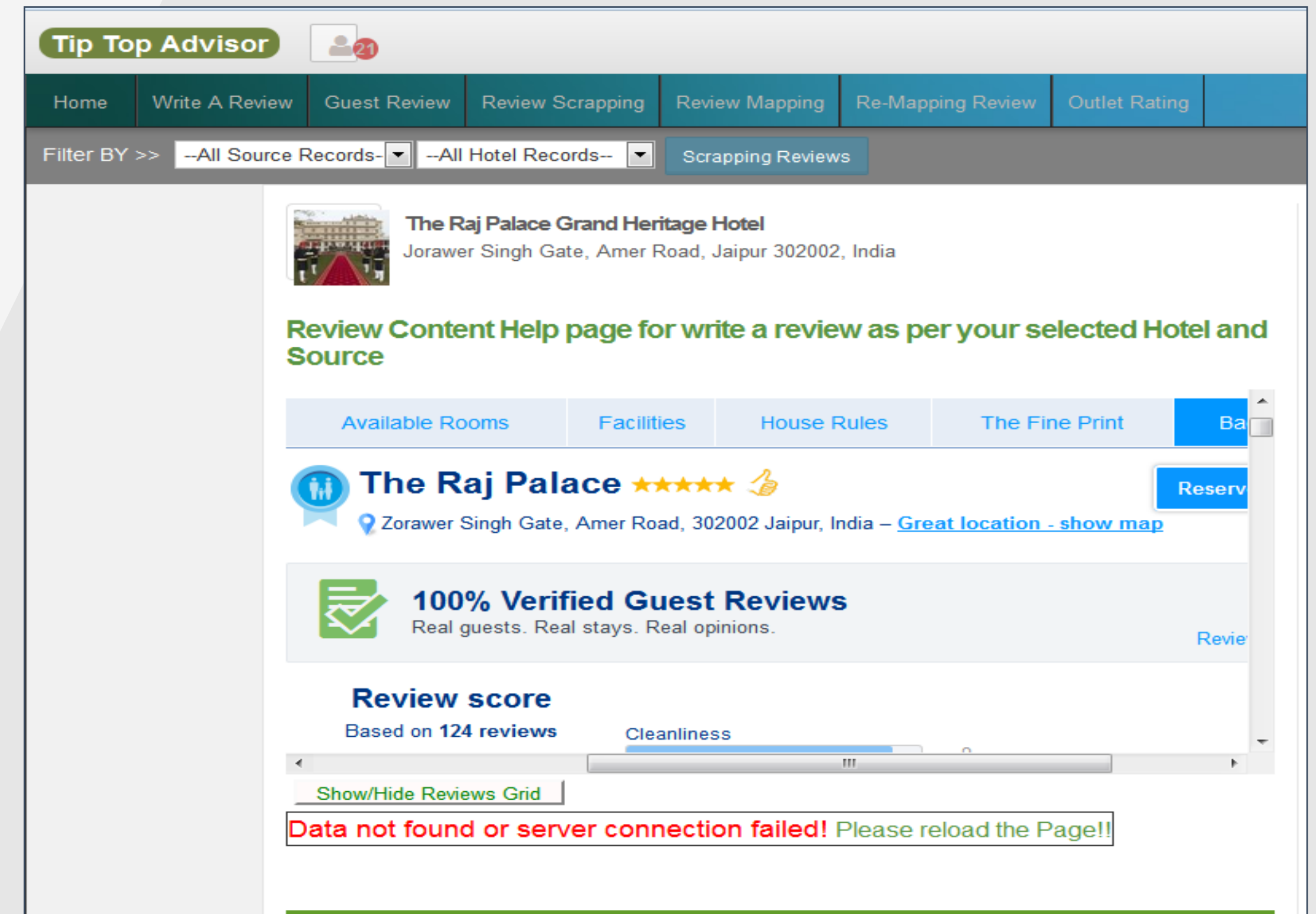
How can Businesses Use TT Advisor?

- Not only do people today write reviews, they also read reviews in the course of planning a trip.
- Ranking is a reflection of the perceived value of the experience that one offers.
- People will pay premium to select a hotel with high and positive ranking & reviews because it gives them confidence that they will have the experience they are looking for.
- Quality check and availability of amenities at their hand.



Benefits for Hotel Businesses by TT Advisor?

- TT Advisor can provide an online and social media face/Brand to your organization.
- High engagement and high retention of guests.
- Close integration with Social Media tools.
- Steadfast feedback leads to process optimization.
- Direct contact between management and guests.
- Unparalleled End Point connectivity.
- Reviews are open and accessible to a large audience.
- Cared for, appreciated and respected at every encounter.
- TT Advisor opens the door for small organization to be featured on a platform that has an international reach.



Comparison between the Tiptop Advisor, Trip Advisor and other advisory sites



Comparison	Tiptop Advisor	Trip Advisor	Other advisory sites
Authentic User Review	Yes	No	No
Chances of fake reviews	No	Yes	Yes
Reviews updating options	Yes	No	No
Quality audit only by mystery inspections to rate the hotel	Yes	No	No
Poor reviews resolving options available before publishing.	Yes	No	No
Larger data sample for reputation index	Yes	No	No
Real time reviews through advisory sites	Yes	Yes	Yes

Strong Value Proposition for Users and Business Owner's using Tip Top Advisor

Strong Value Proposition for Users and Partners Alike

Users →

Great User Experience

Users can research content, compare prices and book on TripAdvisor



Differentiated offering

Best end-to-end in travel solutions, from accommodations to activities and restaurants



Global Audience

390M average monthly unique visitors and 150M hotel shoppers¹



High-Value Leads

Shoppers looking to book accommodations, attractions, restaurants & flights



← **Partners**

Value proposition to travelers

- Plan the best possible travel, hotels, flights, cruises.
- “Find the Lowest price on the right hotel for you” (price comparison across many travel sites).
- “Over 500 million candid traveler reviews” (minimize risks).
- In-location planning & booking, e.g. restaurants, attractions.
- Mobile accessible as a travel companion.
- Travel app & webpages with great user experience.
- Travel guides with authentic reviews and quality audits.
- Participation in a travel community.

Value proposition to hotels, restaurants, attractions

- Opportunity to increase revenues.
- Getting bookings through (good) reviews.
- Global Reach: helps hotels to reach global markets.
- Using Tip Top Advisor as an advertising channel.
- Using Tip Top Advisor as another direct booking channel (i.e. sales channel).
- Drive additional traffic to their own website.
- Getting reviewed and learning from feedback.
- Ability to respond to reviews and improve the impression.
- Ability to list special deals, etc. on their Tip Top Advisor hotel pages.
- Using Tip Top Advisor as a reputation management channel.
- Getting insights.

[Request a Demo](#)

Thank You

Contact

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