

## CASE STUDY

Ora Seaport | Boston, MA

# Valet Review Program Drives 46% Rating Increase in 12 Weeks

**46% star rating increase**

**181% review growth**

**+29 reviews in 12 weeks**

### The Challenge

Ora Seaport recognized an opportunity to strengthen its online presence and ensure its guest experience was accurately reflected. At the start of the initiative, the property held a 2.94-star Google rating, with just 16 reviews submitted over a three-year period. With limited volume and older reviews, prospective guests lacked insight into the quality of service offered — highlighting the need for a focused reputation and engagement strategy.

### The Solution

Valets were equipped with pre-printed cards featuring QR codes linking directly to Ora Seaport's Google review page. Each card included the associate's name, creating a personal connection. Valets shared these with guests as part of an incentive program that rewarded team members mentioned in five-star reviews, encouraging continued service excellence. Meanwhile, our Reputation Management team responded promptly and professionally to each review, ensuring guests felt acknowledged and reinforcing the property's commitment to exceptional service.

### The Results

In just 12 weeks, Ora Seaport's Google review volume nearly tripled — from 16 to 45 — and its star rating rose from 2.94 to 4.3, a 46% improvement. All 29 new reviews were five stars, and most mentioned valet associates by name. The campaign significantly strengthened the property's local SEO and helped align its online reputation with the high-quality experience delivered onsite, making it easier for future guests to discover and trust Ora Seaport.