



Quandoo awards Loyalty Points for qualified customer reviews – Restaurants, on average, rated 19% higher on Quandoo than on Tripadvisor, Yelp and Google

Quandoo, the fastest growing online reservation service in Europe, now offers its customers the opportunity to share their dining experience with other potential diners by leaving a restaurant review on its platform. For each completed qualified review customers will receive 25 Loyalty Points that can be redeemed in free restaurant vouchers.

Berlin, 23 September – According to a study published in April 2014 by BIG Social Media, 69 percent of all diners actively seek out other customer reviews before deciding on a restaurant. 70 percent of those guests are searching for reviews online, while an astonishing 40 percent check them out on their mobile phone at the actual location.¹

Quandoo offers diners the chance to write a brief review about their dining experience, for which they earn 25 Loyalty Points.

Following a restaurant visit, the diner receives an email or notification with an integrated link, which leads directly to the review section. Firstly, the overall experience is rated on a numeric scale from 1 to 6, followed by a qualitative statement (at least 10 words). Upon completion of the review, the diner will be rewarded with 25 Loyalty Points in addition to the 100 Loyalty Points for the reservation. Diners can redeem their Loyalty Points for a voucher at a Quandoo partner restaurant from 1,000 Loyalty Points onwards.

A study of Meedia.de suggests that between 20 and 30 percent of all customer reviews published online are fake. Both the restaurateurs as well as customers suffer from this, as a restaurateurs' reputation can be tarnished by bad reviews, while customers generally do not trust online reviews. In contrast to other booking providers or restaurant listing sites, Quandoo prevents this from becoming an issue by ensuring that only confirmed diners are given the chance to review a restaurant. Only if the restaurant confirms that the diner has honoured the reservation, a review request email will be sent out to the diner.

The Loyalty Points rewarded serve as an incentive for diners to complete their reviews. Furthermore, this prevents that, primarily, diners with negative opinions write reviews, and those with positive ones are underrepresented in the average customer valuation of the restaurant. "Within two weeks our customers submitted about 5,000 authentic reviews. The remarkable point is that every third restaurant visitor writes a review." says Philipp Magin, Founder and CEO of Quandoo.

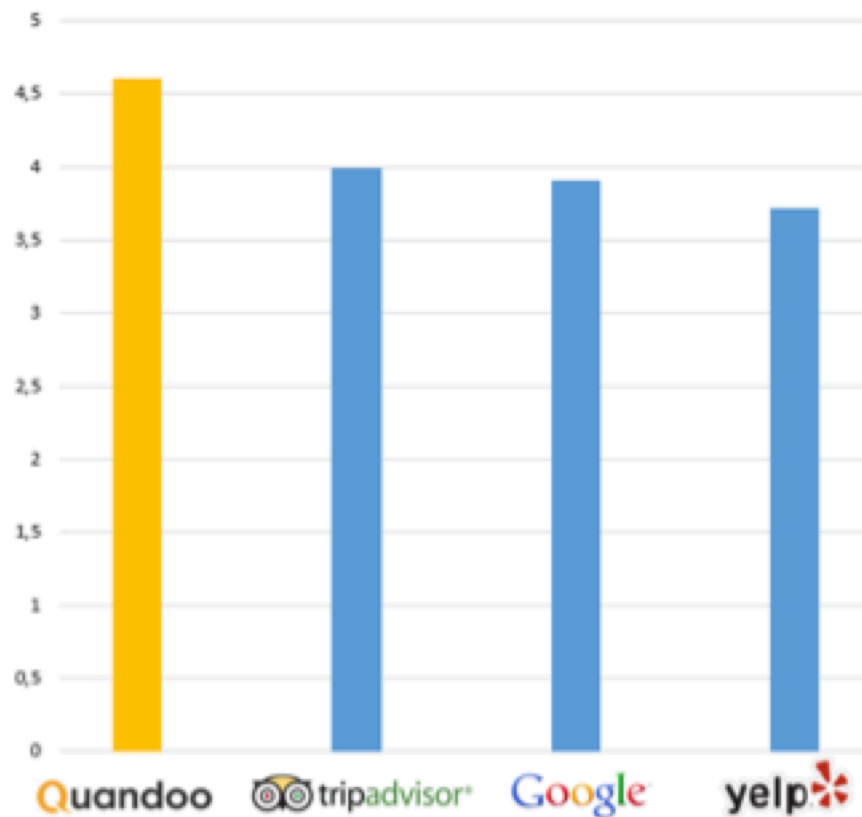
In direct comparison to other online restaurant review providers such as Tripadvisor, Yelp and Google, Quandoo is generating qualified reviews much faster than anyone else and the same restaurants have significantly higher average ratings on Quandoo:

- Within just 4 weeks Quandoo has already received for the same set of restaurants between 30-50% of the all-time collected reviews on other well established restaurant review providers.
- On average, Quandoo's German partner restaurants are rated 15% higher on Quandoo than on Tripadvisor, 18% higher than on Google and 24% higher than on Yelp.

¹ SOURCE: http://www.big-social-media.de/news_publicationen/meldungen/2014_04_23_die_macht_der_kundenbewertungen.php

Quandoo

Average restaurant review scores* in comparison



* For comparison purposes all scores converted to a 5-point-scale

The published data is based on more than 5,000 Quandoo reviews, submitted within 14 days, as well as all previously published customer reviews of those restaurants on Tripadvisor, Google and Yelp. The Quandoo partner restaurants on average rated 19 % higher on Quandoo than on comparable providers. The restaurants received on average 4,60 points from their customers on Quandoo. In comparison the same restaurants are rated on Tripadvisor with 3,99, on Google with 3,90 and on Yelp with only 3,72 points.

ABOUT QUANDO

Founded end of 2012, Quandoo has developed into the fastest growing restaurant reservation platform in Europe. With more than 2.2 million seated diners in over 3,500 restaurants across 8 countries Quandoo offers diners an unmatched choice of dining experiences from Michelin-starred restaurants to local favorites. Restaurateurs are equipped with an industry-leading reservation-management system that supports them in driving utilization and engaging with their customers through the Quandoo platform. Quandoo was founded by Philipp Magin, Ronny Lange, Sebastian Moser, Tim-Hendrik Meyer and Daniel P. Glasner and employs more than 225 people.

For more information visit www.quandoo.com

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