

A star is born: Identifying triggers for online reviews and how to extract actionable managerial insights.

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Abstract

The importance of online reviews has increased over the last decade. While prior research extensively studied the impact of reviews on future sales and customers' perception, those customers who do not raise their voice are widely neglected. We contribute to this gap by both looking into the actual opt-in process of reviewing and examining which factors of the customer experience drive reviewing in a hotel setting. Furthermore, we determine review topics effects and how to extract actionable managerial insights. Preliminary results show that trip-related factors, such as duration or price, have a significant relationship to reviewing behavior. Additionally, we find that human interactions enhance the customer experience, while the physical environment, such as room interior, are more of hygiene factors. Finally, we suggest a more proactive customer and review management by identifying customers, who are more open to write positive reviews and handle risky customers with special care.

Keywords: *Online reviews; Customer experience; Managerial insights*

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