Guest *Lens*

Listen to Every Guest. Act on What Matters.

AI-powered guest experience intelligence for hospitality businesses.

Unify guest feedback, understand customer sentiment, and turn insights into meaningful operational improvements.

Zoondia
Innovating the Future

THE CHALLENGE

Every Guest Has a Voice. Are You Listening?

Hospitality businesses receive feedback across many platforms, making it hard to see the complete guest experience.

Fragmented feedback

Reviews spread across booking platforms, social media, surveys and direct channels.

Limited visibility

Hard to see overall sentiment across properties and brands.

Delayed issue detection

Negative experiences escalate before recurring problems are noticed.

Manual analysis

Finding patterns in large volumes of feedback takes time.

Untracked resolution

Complaints may not reach the right team or get timely follow-up.

INTRODUCING GUESTLENS

One Platform. A Complete View of Guest Experience.

GuestLens brings guest feedback and reputation intelligence together in one AI-powered platform.

PLATFORM MODULES

- PulseBoard
- ReviewIQ
- AlertAI
- ActionCenter
- InsightBrief

The goal: move beyond understanding what guests say to knowing what your business should do next.

WHAT IT DOES

- Consolidate guest feedback from multiple digital channels
- Analyze sentiment, recurring topics and keywords
- Monitor reputation trends across properties
- Detect emerging issues and potential reputation risks
- Prioritize complaints by severity and business impact
- Assign corrective actions and track them to resolution

UNIFIED GUEST FEEDBACK

Listen Across Every Guest Touchpoint

GuestLens consolidates feedback from multiple sources into one broader view of the guest experience.

Review & Booking Platforms

- Google Reviews
- TripAdvisor
- Booking.com
- More sources

Social Media

- Instagram
- Facebook
- TikTok
- YouTube
- X

Surveys & Direct Feedback

- Guest surveys
- Direct responses
- In-house feedback

GuestLens: one consolidated view of guest feedback across every channel and property.

Channel availability depends on the supported integrations and data access.

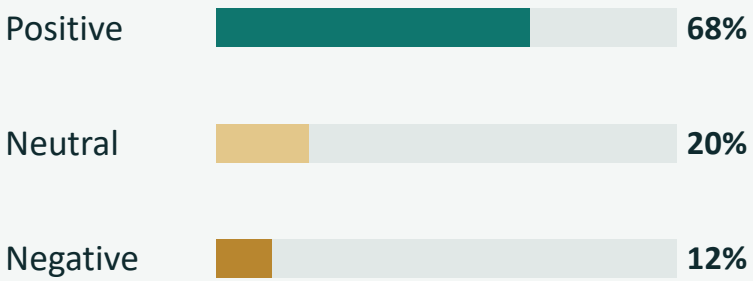
AI-POWERED SENTIMENT & REVIEW ANALYTICS

ReviewIQ

Understand What Your Guests Really Think

GuestLens uses AI to turn unstructured feedback into meaningful business insights.

SENTIMENT AT A GLANCE (ILLUSTRATIVE)



Top topics: service · cleanliness · food · staff

- **Sentiment analysis:** positive, negative and neutral feedback
- **Topic detection:** service, cleanliness, food, facilities, staff
- **Keyword intelligence:** frequently mentioned experiences and concerns
- **Trend monitoring:** changes in guest sentiment over time
- **Competitor benchmarking:** compare reputation against competitors

Business value: see what guests appreciate, what needs improvement, and where attention is required.

PulseBoard

Your Guest Experience at a Glance

PulseBoard gives a consolidated overview of guest sentiment, reputation and operational performance.



Sentiment & reputation

Track sentiment and reputation trends.



Property comparison

Compare properties and brands.



Operational KPIs

Key KPIs in one dashboard.



Emerging patterns

Spot new patterns over time.



Leadership decisions

A clearer basis for leadership decisions.

Business value: replace fragmented reporting with a unified view of guest experience performance.

AlertAI

Identify Problems Before They Escalate

AlertAI monitors guest conversations to help teams recognize emerging concerns and potential reputation risks.

- Detect unusual increases in negative sentiment
- Identify recurring complaints and emerging issues
- Generate alerts for important changes in feedback
- Notify the relevant teams about issues needing attention
- Support faster investigation and response

Business value: spot and respond to guest issues earlier.

EXAMPLE ALERT (ILLUSTRATIVE)

Negative sentiment spike

Mentions of “room cleanliness” rose sharply over the last 48 hours at one property.

Severity: High · Team notified: Housekeeping

→ Sent to ActionCenter for assignment and tracking

Alerts turn scattered complaints into a signal the right team can act on.

ActionCenter

Don't Just Identify Problems. Resolve Them.

ActionCenter turns guest feedback into structured, trackable corrective action.

01



Prioritize

By severity and business impact

02



Find root cause

Highlight potential root causes

03



Recommend

AI-assisted corrective actions

04



Assign

To the right team

05



Track SLAs

Monitor resolution progress

06



Keep history

Actions taken and outcomes

Business value: clear accountability and a direct path from complaint detection to resolution.

InsightBrief

Insights Without Hours of Manual Reporting

InsightBrief summarizes guest experience trends and important operational findings for management.

- Generate daily, weekly and monthly summaries
- Highlight sentiment changes and recurring complaints
- Identify property-level trends and concerns
- Summarize patterns across multiple locations
- Present AI-generated recommendations for review

Business value: relevant insights, quickly, for decision-makers.

Weekly Brief

Illustrative

SENTIMENT

Overall sentiment improved across the portfolio this week.

RECURRING ISSUE

Check-in wait times mentioned at two properties.

PROPERTY TREND

Beach club reviews highlight food quality positively.

RECOMMENDATION

Add front-desk staff during peak arrival hours.

BUILT FOR MULTI-PROPERTY HOSPITALITY

One View Across Your Hospitality Portfolio

GuestLens supports guest experience intelligence across properties, brands and regions.



Hotels & Resorts

Monitor guest feedback, service quality, reputation and recurring operational concerns.



Restaurants & Beach Clubs

Understand guest perceptions of service, food quality, ambience and facilities.



Attractions & Leisure

Analyze visitor feedback, recurring concerns and experience trends across attractions.

WHY GUESTLENS?

Operational Intelligence, Not Just Review Management

Traditional approach	With GuestLens
✕ Feedback scattered across platforms	→ ✓ **Consolidated guest feedback**
✕ Manual review analysis	→ ✓ **AI-assisted sentiment and topic analysis**
✕ Issues identified after they escalate	→ ✓ **Alerts for emerging issues and sentiment spikes**
✕ Complaints handled without consistent tracking	→ ✓ **Assigned ownership and resolution monitoring**
✕ Reports assembled manually	→ ✓ **AI-generated executive briefs**
✕ Performance reviewed in isolation	→ ✓ **Comparisons across properties and competitors**

GuestLens connects listening, analysis, prioritization and resolution in one continuous workflow.

HOW WE WORK WITH YOU

Tailored to Your Organization

01

System analysis

We study your properties, channels, teams and existing systems.

02

Customization

GuestLens is configured and extended to fit your processes.

03

Hosting plan

We recommend the hosting model that suits your setup.

04

Tailored pricing

A proposal priced on what you actually need.

HOSTING OPTIONS

Hosted by Zoondia

Fully managed on Zoondia's infrastructure: we handle servers, updates and monitoring.

Hosted by the client

Deployed on your own servers or cloud, for full control over data and infrastructure.

PRICING DEPENDS ON

- Features required
- AI capabilities
- Number of users
- Hosting option

No one-size-fits-all pricing: every proposal is shaped around your needs.

Guest *Lens*

Every Guest Insight Is an Opportunity to Improve.

Listen to Every Guest. Act on What Matters.

Turn guest feedback into clearer insights, faster action and better-informed hospitality decisions.

- Unified guest feedback
- AI reputation intelligence
- Early issue detection
- Actionable recommendations
- Resolution tracking & reporting

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CONTACT US

Let's Turn Guest Feedback into Action.

Book a walkthrough of GuestLens and see sentiment analysis, early issue detection and resolution tracking working on your own guest feedback.

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