



# REVINATE

**COMPANY:** Revinate

**FOUNDED:** 2009

**EMPLOYEES:** 150+

**ACTIVE CLIENTS:** 30,000+

**INDUSTRY:** Hospitality and Hotel Management

**MISSION:** To help hotels and hospitality providers make the most of every guest

**WEBSITE:** www.revinate.com

## Revinate switches to Lexalytics for performance and scalability



### REVINATE REINVENTS THE GUEST EXPERIENCE

Revinate helps hospitality providers turn guest data into revenue. More than 30,000 leading hotels around the world rely on Revinate to measure online presence, analyze consumer feedback and reinvent the guest experience to keep people coming back for more.

Initially, Revinate used another text analytics provider to analyze the sentiment of surveys, reviews and social media. But Revinate's meteoric growth demanded more customizability and scalability. Searching for alternatives, Revinate reached out to Lexalytics.

### REVINATE SWITCHES TO LEXALYTICS SEMANTRIA

Revinate needed to ensure a smooth switch over to Lexalytics on a tight deadline. Working with the Lexalytics Professional Services team, Revinate successfully and easily ported all of their customizations into Semantria:

- Over 2,700 categories
- 100 topics for restaurants
- 200 topics for hotels
- 9 languages

« The support from the team at Lexalytics was outstanding; they made a very complex project seem simple. With their partnership, we met our goals on time, delivered the best possible product, and were set up to ensure continued success. »  
 — Matt Zarem, Senior Director of Product

Together, we helped Revinate achieve the transition within deadline and with little service disruption.

Today, through Semantria, Revinate gives their customers the ability to measure consumer sentiment in key categories, such as rooms, staff, service, and food. Semantria's customizability lets Revinate's users create lists of custom topics, follow trending topics as they evolve, and compare sentiment scores across multiple organization-specific metrics.

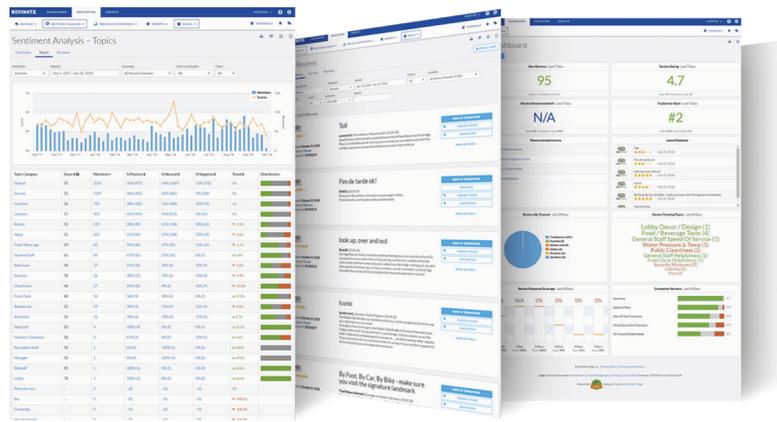


Figure 1 | Revinate's reporting features draw on Lexalytics sentiment analysis