



Final Conference



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ISCTE-IUL



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Resetlytics

A platform that supports SMEs with relevant information

<https://resetlytics.eu/>

- **Monitoring service quality:** an essential effort for retaining consumers and obtaining good reviews and recommendations.
- **Self-diagnostic of sustainability:** SMEs may evaluate their level of compliance with recommended practices for sustainability. This tool proposes an essential guide for setting priorities of development.
- **Sentiment analysis:** which tracks ongoing sentiment of your reviews based on data collected while monitoring service quality.
- **Forecasting** scenarios of demand.

RESETTING

European Project supported by the European Union for the Relaunch of European Smart and Sustainable Tourism through Digitalization and Innovative Technologies.

Aims to improve the quality of the travel experience, support the decarbonization of the tourism industry, and to promote more inclusive economic growth - not only for small and medium enterprises but also for local people in the destinations.

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QUESTIONNAIRE

SURVEY

OVERVIEW

SERVICE

RESERVATION

ENVIRONMENT

STAFF

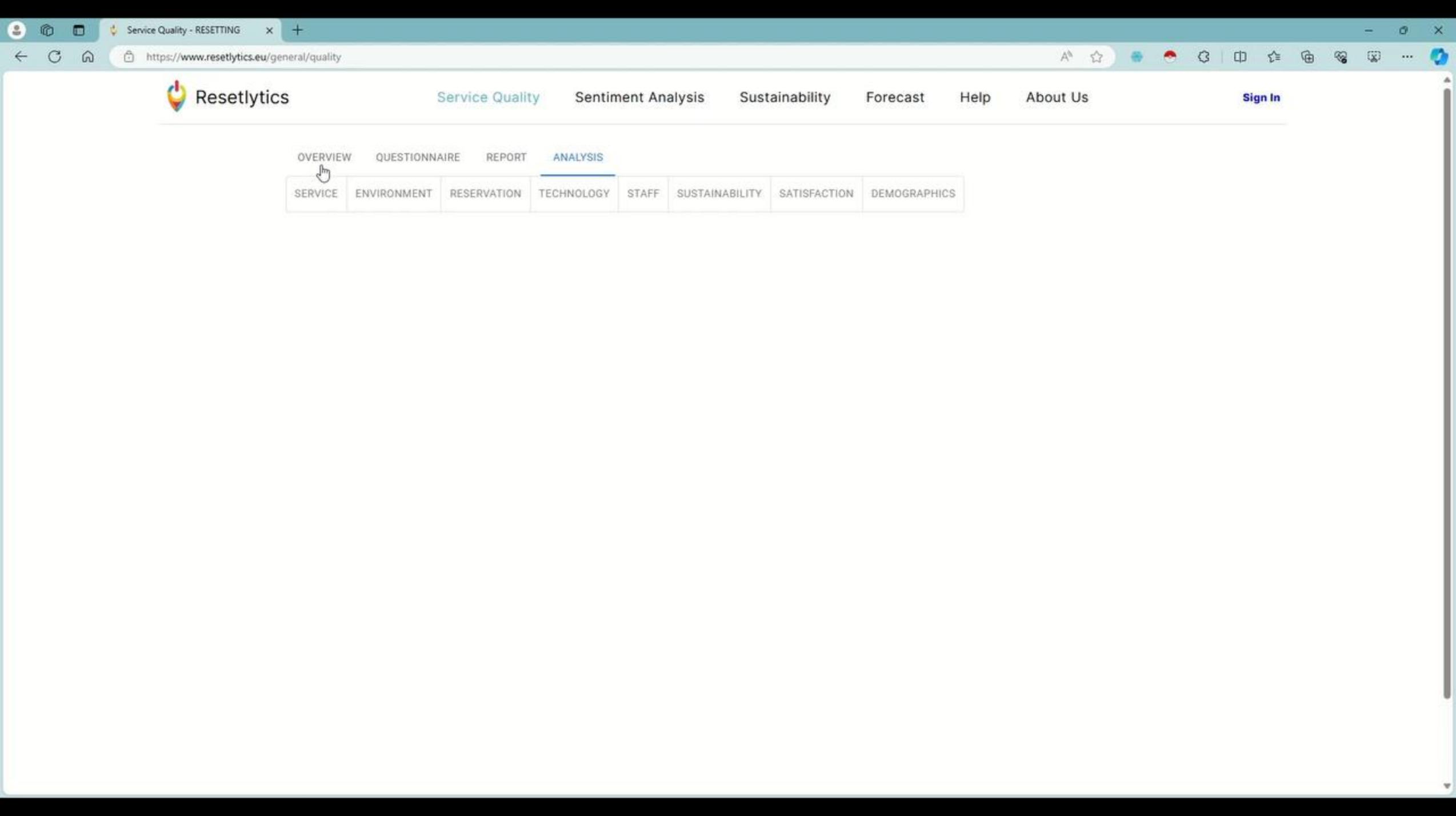
TECHNOLOGY

SUSTAINABILITY

SATISFACTION

DEMOGRAPHICS

- **What do we measure?** Your guest's appreciation concerning:
 - Overall characteristics (e.g. atmosphere, décor, comfort)
 - Staff (e.g. reliable, well-trained, sympathetic)
 - Use of technologies (e.g. easy check out)
 - Reservation process (e.g. simple, clear)
 - Environment concern (e.g. environment friendly)
 - Social and economic sustainability (e.g. serves local food, is inclusive)



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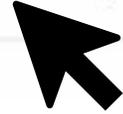
Your Self-diagnostic in Sustainability

- Sustainability is a success factor for all businesses in Tourism.
- It is very important to understand **how is your company positioned** in view of others. Thus, you may better plan your actions and evaluate your results.
- We help you to do that in one simple step:
 - You access a questionnaire and can obtain responses immediately after that.
 - Information will be confidential.

Your Self-diagnostic in Sustainability

What do we measure? There are three groups of criteria

- Economic (e.g. occupation rate and employment)
- Social (e.g. promotion of local businesses and activities)
- Environment (e.g. use of plastic and water)



Monitoring Sentiment analysis

- It tracks ongoing sentiment of your reviews.
- It is based on data collected while monitoring service quality.



SURVEY

OVERVIEW



www.resetting.eu



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RESETTING



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Thank you!



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Diputació Tarragona

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