

ScoreHotel — User Manual

Manager guide for hotel operators

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1. Why ScoreHotel

ScoreHotel turns silent dissatisfaction into actionable feedback. The vast majority of unhappy guests never tell the front desk — they vent online, where a single 1-star review on TripAdvisor or Booking can cost you dozens of future bookings. ScoreHotel intercepts those complaints while the guest is still on-site, gives you a chance to apologise, fix the issue, and turn a potential review-bomb into a five-star recommendation.

What you gain:

- **Defend your online reputation.** Up to 42% fewer public complaints because problems are solved during the stay, not after.
- **Higher overall ratings.** Hotels using ScoreHotel report on average +18% improvement in their score after 90 days.
- **Faster response times.** 68% of incidents reach the right staff member within minutes of being reported, instead of next morning.
- **More repeat bookings.** A guest whose problem you solved becomes a returning guest. Listening pays.
- **Honest feedback, not survey theatre.** Anonymous one-tap reporting unlocks complaints staff would never get face-to-face.
- **Zero personal data collected.** No GDPR (General Data Protection Regulation, EU) consent forms, no cookie banners, no audit trail to defend — guests stay completely anonymous and you carry no compliance burden.
- **9 languages out of the box.** Every guest sees the form in their own language — no translation friction.
- **No app to download.** A QR code on the room flyer logs the guest in within 5 seconds.
- **Catch staff issues early.** Recurring complaints about a single area (pool, restaurant, electrician) trigger an automatic specialist alert before the problem spreads.
- **One source of truth.** Track external scores from Booking, Google and TripAdvisor next to your internal data — see correlations in one place.

Less than half the price of comparable platforms. All-in-one guest-feedback suites like Elektraweb or Guesty Feedback start around €4–5 per room per year. ScoreHotel does the same job — ratings, complaints, multi-language guest panel, specialist alerts, dashboards — for €2 per room per year. A 200-room hotel saves €400–600 a year, every year, with no feature compromise.

Why ScoreHotel beats WhatsApp / SMS for guest feedback. Many hotels still rely on WhatsApp groups or a posted phone number. It feels free, but it's not — here is what it actually costs you:

- **High friction.** The guest has to save your number, open WhatsApp and type. Most won't bother — you only hear from the loudest 5%, and miss the 95% who quietly post a bad review later instead.
- **Privacy exposure on both sides.** Your staff's mobile numbers leak to every guest; the guest's number sits in your phone. That's a GDPR liability for you and a spam risk for them.
- **No way to filter real guests from anyone else.** Anyone with the number can write — competitors, ex-employees, internet trolls. There is no proof that a complaint comes from a real guest of your hotel, so trolling, scams and impersonation are easy.

ScoreHotel removes all three problems by design:

- **One tap.** A QR code on the room flyer logs the guest in within 5 seconds — no number to save, no app to install, no typing.
- **Anonymous on both sides.** The guest never gives a name, e-mail or phone. Your staff's contact details stay private. Nothing to leak, nothing to spam later.
- **Real guests only.** Only someone holding a valid ticket you issued for an actual room can rate or report. A random outsider literally cannot post anything — no scam, no fake complaint, no hate from non-guests.

The cost of fixing a complaint during a guest's stay is roughly 1/10th of the cost of acquiring a new guest to replace one who left a bad review. ScoreHotel pays for itself with a single saved 1-star review per month.

2. What is ScoreHotel

ScoreHotel is a multi-tenant SaaS that lets a hotel collect guest ratings and complaints in real time. Guests log in with a one-time room code (or QR) printed on a flyer, leave a rating per category, and report incidents with photos. Guests do not share any personal or sensitive data. Managers see everything in their panel and can react before the guest checks out and posts a negative review on TripAdvisor or Booking.

There are four roles in the system:

- **Admin** — owns and administers the whole platform.
- **Manager Owner** — runs a hotel: rooms, subscription, staff, all operational data; can add Operational Managers (lower tier).
- **Operational Manager** — sees and handles ratings, complaints, generates tickets, but cannot edit the license for extra rooms or add more managers.
- **Guest** — logs in with a room PIN or QR, leaves ratings and complaints.

3. Signing up your hotel

Open scorehotel.eu and click **Register hotel**. Fill in the hotel name, city, your contact e-mail, a username and password. Submissions are reviewed manually by the platform — this filters out spam.

1. Submit the signup form.
2. Wait for activation (usually within a working day).
3. Once activated you receive 10 days free, then €2/year per existing room.
4. Sign in at scorehotel.eu/login with the username and password you chose.

The trial is full-feature. After 10 days you keep access by paying the yearly subscription. Pricing scales with the number of rooms you set up.

4. The Owner dashboard

After signing in you land on [/manager](#). Four big tiles summarise the hotel:

- **Ratings** — average score on the 1-10 scale, count, trend arrow.
- **Complaints** — open count, 24 h delta, trend.
- **Tickets** — total active room codes.
- **Amenities** — count of active facilities (pool, restaurant, gym).

Click any tile to drill in. The numbers refresh automatically every minute.

5. Hotel rooms and the subscription

Open **Subscription** from the left sidebar (Owner-only). The page shows three numbers:

- **Rooms** — total rooms you've added.
- **Base price** — rooms × €2/year.
- **Yearly total** — base minus any active discount.

Below the pricing you'll find **Hotel rooms** — add rooms by typing comma-separated tokens or numeric ranges, e.g. 101-110, 201-210, A12, A13. Prefixes like A or - are kept verbatim; numeric ranges expand inclusively.

Adding a room is free at any moment, but if you go above the paid quota, ticket creation is blocked for the excess rooms until the next subscription payment. The page warns you when this happens.

How payment works today: click **Pay subscription**. We generate a unique transfer reference and show our bank details (separate EUR and Turkish-lira accounts). Pay by ordinary or fast bank transfer and put the reference in the transfer title — that's how we match your payment. Once the funds arrive an admin confirms the payment and your license extends by a full year, stacking onto any time you have left. Paying in cash? An admin can record that settlement too.

Got a discount code (e.g. from a ScoreHotel e-mail)? Enter it on the payment screen and the total updates instantly before you transfer.

If your subscription lapses or the hotel is suspended, guest panels and new ticket codes stop working until a payment is confirmed — but you can always reach the Subscription and Payments pages to pay and restore access.

International (cross-border) transfers can take 1-4 business days to arrive, especially outside SEPA. That delay is on the bank, not on us — your existing license keeps working in the meantime, so renew a few days before it expires.

Coming soon: instant online card payment (including Turkish cards and installments) — the license will renew the moment you pay.

6. Staff

Staff in the sidebar (Owner-only) lists every manager assigned to your hotel and lets you invite new operational managers, block them temporarily, or remove them entirely.

1. Fill in the **Invite a new manager** form: username, temporary password, optional e-mail and full name.
2. Send the credentials to the new staff member through your usual channel.
3. They sign in at scorehotel.eu/login with username + password.
4. Use the **Block** button to revoke access without deleting the account; **Unblock** restores it.
5. **Remove** detaches the manager from this hotel completely.

Owners cannot block or remove themselves or other owners — that is reserved for platform support.

7. Tickets — codes for guests

A ticket is a one-time room code (PIN + QR) that the guest uses to log in. Open **Tickets** in the sidebar.

Two ways to issue them:

- **Single ticket** — pick a room from the dropdown (or type a free-form number), choose language, validity in days, PIN length, optional note. Click Issue ticket.
- **Bulk** — tick rooms in the list or paste numbers/ranges in the typed numbers box, then Generate. Each room gets its own PIN.

Right after creation the panel shows the password once with a **Copy** button and a **Download PDF** button. The PDF is an A6 flyer with the room number, password, QR code, and a short instruction in the chosen language.

Plaintext passwords are kept in the database only while the ticket is active. After the validity expires, the panel can no longer reveal it; rotate or re-issue if a guest needs a fresh copy.

Use **Print sheet** to fit 8 or 12 tickets on one A4 page — handy when prepping a bulk batch for the front desk.

Each row in the ticket list lets you **Revoke** (immediate) or **Rotate password** (keeps the ticket but changes the PIN — useful when a guest loses the flyer).

8. Ratings

Open **Ratings** in the sidebar. The chart shows the trend over the last 24 h, 2, 7, or 30 days. Below the chart you see a per-category breakdown (Cleanliness, Staff, Food, Comfort, etc.) plus individual responses with optional comments.

Scores are on the 1-10 scale: 1-4 negative, 5-6 neutral, 7-10 positive. The colour bands on the dashboard tile match these ranges.

Ratings are anonymous from the guest's side — the system stores room and timestamp but no personal data.

9. Complaints and incidents

Guests open the complaint form, pick a category (no hot water, broken toilet, noise, smoking...) or describe the issue in free text, and optionally attach up to 5 photos. Each complaint has a severity level: low, medium, high, critical.

In **Complaints** the manager filters by status (Open / In progress / Resolved) and severity. Three actions per row:

- **In progress** — acknowledges the report; the system can notify the relevant specialist (plumber, electrician) when the same amenity is flagged repeatedly within 24 h.
- **Resolved** — closes it as fixed.
- **Won't fix** — closes it as out of scope (e.g. weather noise).

The dashboard tile flips red when the open count grows over 24 h, green when it shrinks. Aim for green.

10. Amenities

The **Amenities** tab is for facilities you advertise to guests: pool, restaurant, gym, sauna, spa, bar, etc. For each one you set:

- Display name and an optional short subtitle.
- Opening hours per weekday.
- A related specialist — the team member who fixes problems with this amenity (e.g. Maintenance for pool, Bar staff for bar).

- A 24 h alert threshold — when guests file N complaints touching this amenity within 24 h, the dashboard surfaces a Specialist suggestion card prompting you to check on it.

Guests browse the same list from `/h/<slug>/g/amenities` — useful as a service directory in the room.

11. Email notifications

ScoreHotel can send email notifications when guests submit ratings, complaints, or when a new ticket is issued — so your team reacts in minutes instead of opening the panel periodically. It can also send the ticket PDF directly to a guest by email.

Two backend modes (per hotel):

- **ScoreHotel server** — emails go out from `kontakt@scorehotel.eu`; replies are routed back to your hotel via Reply-To. Zero setup, but the visible sender is the platform.
- **Your own SMTP** — connect your hotel's mail server (e.g. `reception@your-hotel.com`). Full domain control; you handle SPF/DKIM.

Configure this under **Email** in the sidebar (Owner only). Admin configures the platform server in **Admin → Email**.

Who gets notifications: every Manager of the hotel automatically (using their User.email), plus any custom addresses the Owner adds (e.g. `frontdesk@`, `director@`). Each address has three checkboxes — ratings / complaints / tickets — and an Owner can enable or disable any combination.

Per-manager preferences: every Manager (Owner and Operational alike) can mute categories they don't care about under **My notifications**. Defaults are all-on; individual managers opt out of what they don't want.

Templates are editable per language under Email templates (Owner only). Operational Managers can read them but not modify. Resetting an override falls back to the platform default.

Sending a ticket to a guest by email: click the envelope icon next to any ticket in the Tickets page, type the guest's email, send. The ticket PDF goes as an attachment.

Privacy: the guest's email address is used once and removed immediately. We never store it — only a SHA-256 hash is kept in the audit log so we can detect duplicate sends. The address never enters the database, the message broker, or any log line.

12. Hotel testers

The **Tester** module lets you order a focused, structured review of specific hotel areas (food, bar, room 305, etc.) — different from spontaneous guest ratings. Each test produces a separate report visible to all managers and admin in a dedicated tab.

There are two test types:

- **Internal tester** — your own employee tests anonymously via QR or e-mail invite. You pick which amenities + rooms they must rate.
- **External tester** — a ScoreHotel staff tester physically visits the hotel. The order is queued for admin assignment; admin picks one of the registered testers and sends them the QR.

Pricing:

- **1 free test per year** in your subscription — use it for either type.
- **Internal beyond free:** €10.
- **External beyond free:** €100, with a **50% discount on your first external test** (= €50).
- Admin can grant additional discounts, mark out-of-band cash payments, or create a one-off test for your hotel with a custom price.

How an order flows:

1. Open **Hotel tests** → **Order new test**. Pick type, tick amenities + optional room numbers, write instructions.
2. If internal, enter the tester's e-mail (or print the QR flyer). If external, the order waits for ScoreHotel admin to assign a tester.
3. Tester logs in with the QR ticket, fills the required ratings (1-10 + comment + photos) and a free-text "what is missing".
4. On submit, the report is locked and a notification goes to all hotel managers.

Tester reports never mix with guest ratings — they live in a dedicated tab so you can tell professional feedback apart from anonymous guest impressions.

13. External reviews (Booking, Google, etc.)

External reviews is a lightweight place to log scores from outside platforms: Booking.com, Google Maps, TripAdvisor. You enter the daily figure manually; the system stores the time series so you can correlate it with what guests rate internally on ScoreHotel.

14. Multi-language

ScoreHotel ships in 9 languages: English, Polski, Deutsch, Français, Español, Italiano, Русский, Türkçe, Ελληνικά. Switch via the flag dropdown in the top-right.

The guest panel auto-detects the language from the ticket — when you issue a ticket in Turkish, the guest sees the rating and complaint forms in Turkish without doing anything.

15. FAQ

Q: A guest says the QR doesn't work.

Check the ticket's validity in the Tickets list. If expired, Rotate password and send a fresh flyer. If the QR is intact but the PIN is wrong, the password may have been rotated since the flyer was printed — issue a new one.

Q: Why can't an operational manager add rooms?

Adding rooms changes the subscription cost. Only the Owner can do it. Ask your Owner to add the room or take over room management via the Subscription page.

Q: I added rooms but tickets won't issue for them.

Your subscription's paid rooms quota is below the new total. Renew the subscription to cover the extra rooms.

Q: Can guests delete their own complaints?

No. Once submitted a complaint stays in the manager's queue. The manager closes it as Resolved or Won't fix.