



**SSQ Award partners with ReviewPro to evaluate service levels at hotels and conference venues in Sweden.**

SSQ Award will evaluate reviews that have been submitted by hotel guests in Sweden from the 161 OTAs and review sites that ReviewPro analyzes. In order to evaluate the level of service at hotels and conference venues across the country, SSQ will also perform reservations and cancellations via mystery calls and mystery e-mails in addition to assessing the hotels' websites.



The best establishments from each of the categories (business hotels, conference hotels, and day conference venues) will be announced in August 2016, based on the results from the first six months.

The best establishments of 2016 will be announced in February 2017.



SSQ Award will utilize the Guest Satisfaction Index™ and publish online reputation scores from every month for all 3, 4 and 5 star hotels in Sweden. The scores will be published at [www.ssq-award.com](http://www.ssq-award.com) and on social media.

*“ReviewPro is a very a powerful tool for measuring guest feedback so we are very pleased to be partnering with the company. The Guest Intelligence gathered allows us to analyze the overall level of hotel service in Sweden”,* says Veronica Boxberg Karlsson, Founder of SSQ Award, a quality program for hotels which was accredited by HOTREC in 2010 according to European Hospitality Quality.

RJ Friedlander, CEO of ReviewPro commented on the recent partnership, *“We are pleased to be working with SSQ Award to help them leverage our analytics in Sweden. Our solution will allow them to obtain actionable insight from guest feedback.”*

For more information, please contact

Veronica Boxberg Karlsson, SSQ Award  
Tel. +46 8 5118 5111  
[veronica@ssq-award.com](mailto:veronica@ssq-award.com)  
[www.ssq-award.com](http://www.ssq-award.com)

Wilma Vanni, Review Pro  
Tel. +34 93 452069 ext. 1201  
[wvanni@reviewpro.com](mailto:wvanni@reviewpro.com)  
[www.reviewpro.com](http://www.reviewpro.com)