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Shiji Announces the Acquisition of ReviewPro, the Leading Guest Intelligence Solutions Provider

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Context: Shiji announced the acquisition of a majority stake in ReviewPro, and ReviewPro's founders and management team will continue to lead the company as it scales its global growth plan and the roll-out of new products and services.

(January 16, 2017, Beijing) Shiji announced the acquisition of a majority stake in ReviewPro, the leading cloud-based data and analytics provider of Guest Intelligence solutions for hotels. The investment was made by Shiji (Hong Kong) Limited, a wholly-owned subsidiary.



Since signing its first clients in September 2009, ReviewPro has grown from a boot-strapped start-up to one of the fast-growing companies in the HotelTech space worldwide. Today, the company has more than 30,000 hotel clients across all segments of the industry, including brands such as Meliá Hotels International, The Ascott Limited, Kempinski, Red Lion Hotels and citizenM.

ReviewPro's founders and management team will continue to lead the company as it scales its global growth plan and the roll-out of new products and services. The company's products include Online Reputation Management (ORM) and Guest Satisfaction Surveys (GSS), which enable savvy hoteliers to increase guest satisfaction and revenue.

"I am very pleased to welcome ReviewPro into the Shiji family of companies," said the company's Chairman, Mr. Li Zhongchu, "ReviewPro is a great fit into our strategy to Go Platform and Global. We are excited to work with the team at ReviewPro as we continue our commitment to expanding internationally by offering the hotel industry leading products, technologies and services."

Kevin King, COO of Shiji commented "ReviewPro's focus on empowering its customers to know their guests better, providing opportunities to make smarter decisions, is very well aligned with Shiji's mission and we are looking forward to the company making a significant contribution to our growth plans."

"We are thrilled to join one of the world's leading hospitality technology companies," said RJ Friedlander, a founder and CEO of ReviewPro. "Their vision, strategy and expertise will help us to scale ReviewPro as we continue to expand geographically and extend our product and service offering."

About Shiji

Founded in 1998, Shiji's aim is to become a "big data" application service platform operator. Shiji has become the leading manufacturer of Chinese hotel information systems after three successful transformations. At the same time, Shiji is gradually expanding from hotel to catering and retail industries, becoming the major software supplier to both industries. Now, Shiji is responsible for approximately 60% to 70% of the market share in the high end sector of hotel and retail industries, and possesses a leading position in the catering industry. The estimated annual revenue of Shiji clients can be as high as RMB 5 trillion. Shiji has completed three successful transformations since its establishment. It is now experiencing the 4th transformation dedicating to be a "big data" driven consumer application service platform operator. Shiji has introduced consulting, IT solutions and data platform services. Meanwhile, Shiji is developing worldwide leading products and technologies aiming for the international market and speeding up its globalization progress. Currently Shiji has more than 30 subsidiaries located in major Chinese cities and overseas markets (Singapore and Munich) with about 3,000 employees.

About ReviewPro

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. The company's suite of cloud-based solutions includes Online Reputation Management (ORM) and Guest Satisfaction Surveys (GSS), which enable clients to obtain a deeper understanding of reputation performance as well as operational/service strengths and weaknesses. The company provides actionable insight to increase guest satisfaction, rankings on review sites/OTAs and revenue.

The company offers the industry-standard Global Review Index™ (GRI), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 175 OTAs and review sites in more than 45 languages. More than 30,000 hotels worldwide leverage ReviewPro's solutions to deliver better guest experiences.

For more information about ReviewPro, please visit www.reviewpro.com