



Hotel Chains

# Case Study

AI-POWERED SOCIAL MEDIA SCREENING  
FOR HOTEL CHAINS

In the hospitality industry, your staff is the cornerstone of guest experiences and the reputation of your brand. From the corporate office to the hotel lobby, every interaction shapes how your guests perceive your business. Whether it's a receptionist greeting a new guest, a server delivering a meal, or maintenance staff ensuring the property's upkeep, your employees represent your brand at every turn. Where first impressions are critical, hiring the right people is not just important—it's essential.

For roles that directly interact with guests, it's crucial to ensure that employees uphold the values of respect, professionalism, and inclusivity. A single inappropriate remark or action, particularly if shared online, can lead to severe consequences for your brand's reputation and guest safety.

According to a study by the **American Hotel & Lodging Association (AHLA)**, guest satisfaction is heavily influenced by staff interactions.

A single negative encounter can not only result in a lost customer but can also escalate into a public relations crisis if shared on social media. By incorporating **social media screening** into your hiring process, you can identify potential risks before they impact your business, ensuring that all employees reflect your brand's commitment to excellence and safety.

Ferretly's AI-driven platform can analyze up to a decade of social media activity across various platforms, including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for red flags such as discriminatory language, inappropriate behavior, or any other content that might indicate a potential risk to your brand's image or guest safety. With this comprehensive screening process, you can confidently hire individuals who will enhance your brand's reputation and provide exceptional service to your guests.

By integrating social media screening into your hiring practices, you not only protect your brand's image but also ensure a safe, welcoming environment for all guests. Ferretly's intuitive cloud platform and thorough AI analysis deliver consistent, unbiased reports, enabling you to build a team that embodies the values of hospitality and professionalism.