



**SARVAJANIK  
UNIVERSITY**

INCLUSIVE | INTEGRATED | INNOVATIVE

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**SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER**



Approved by AICTE | Constituent College of Sarvajani University

## **Report on Final Campus Placement for iResponze on 15<sup>th</sup> March, 2022 at S. R. Luthra Institute of Management**



### **Quick Details**

<b>Employer</b>	iResponze
<b>Date of Interview</b>	15 <sup>th</sup> March, 2022
<b>Designation Offered</b>	Engagement Ambassador
<b>Maximum Earning Potential</b>	INR 2,50,000 p.a.
<b>Interview conducted by</b>	Mrs. Desouza (Head - HR)
<b>No. of students Appeared</b>	24
<b>No. of Students Selected</b>	5

📍 M.T.B. College Campus, Nr. Adarsh Society, Athwalines, Surat-395001, Gujarat, India.

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## Company Overview

iResponse was founded in 2014 and headquarters are in Greenville, South Carolina. iResponse partners with hotels and restaurants by responding to online reviews on their behalf. Their team of hospitality industry experts monitors and responds to all reviews, in all channels within 24-48 hours, with an authentic and engaging voice. iResponse offers tailor-made digital marketing solutions specifically for hotels and resorts to strengthen their online presence and support revenue growth. The company specializes in; Online Reputation Management, Social Media Monitoring, Guest Satisfaction, Social Media Services, Cultivate and Engage Social Communities in Conversation, Hospitality Brand and Industry Experts, Marriott, Hilton, IHG, Hyatt, Respond to guest reviews and surveys, Social Media Management, Community Engagement, Reputation Management, Social Media Marketing, Hotel Marketing, Hotel Industry Trends, and Hotel Social Media.

## Job Profile

**Offered Designation:** Engagement Ambassador

### **Roles and Responsibilities:**

1. Providing responses to comments on behalf of company's clients on all Social Media respondable channels within 24 hours of the comments posted.
2. Adhering to processes and procedures in place in iResponse handbook, SOP manual and "best practices" dictated by Social Media channels.
3. Maintain own record keeping of daily activities.
4. Keep equipment operational by following established procedures; reporting malfunctions.
5. Alerting customers of "red zoned" alerts in a timely fashion – asking for response within 24 hours.

**Location:** Surat

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### **Eligibility Criteria:**

- Customer Focus, Customer Service
- Data Entry Skills, Computer Skills
- Listening, well versed in English
- Verbal and Written communication
- Interpersonal Savvy, Problem Solving, Multitasking

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