GuestPulse LIVE: In-Stay Real-Time Guest Feedback System

📄 Job Overview:

We're developing a mobile-friendly, branded in-stay guest feedback form that hotels can display via QR code in guest rooms. The system allows guests to discreetly report issues while still on property, with real-time alerts going to hotel staff if something is wrong - helping resolve concerns before they turn into bad online reviews.

🎯 Project Goals:

Create a smooth mobile-first guest feedback form with logic-based questions.
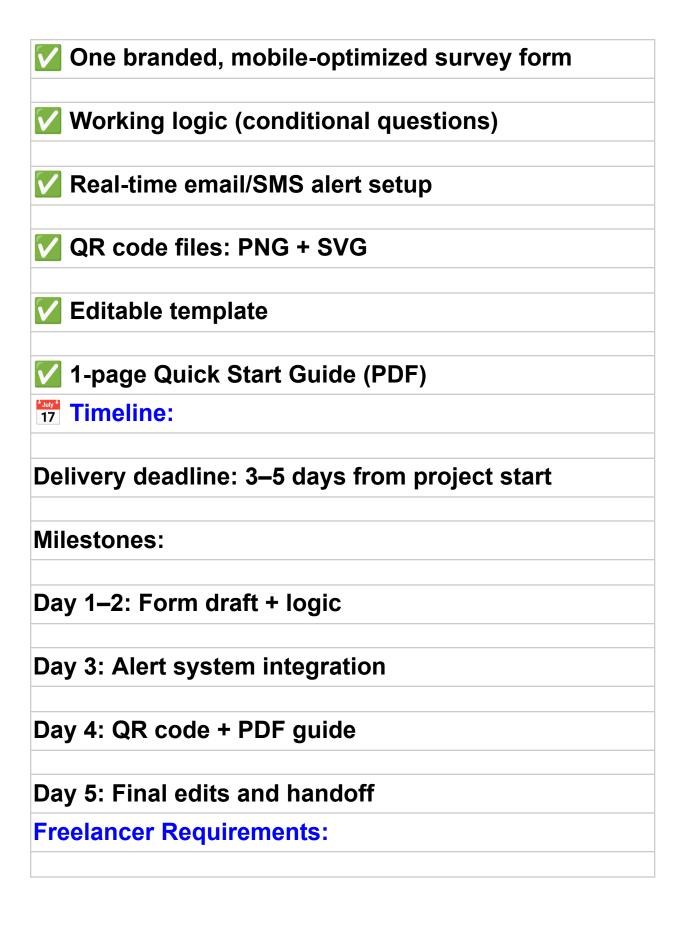
Allow private issue reporting during the stay.

Trigger instant alerts to hotel staff when negative feedback is received.

Provide an easily editable template for future hotel clients.

Include a how-to guide for staff or other freelancers to duplicate and rebrand the system.
Form Design (Logic + Branding)
One-page, mobile-friendly form
Initial question: "Is everything okay with your stay?"
If "Yes": thank you message
If "No": ask follow-up questions (e.g. room cleanliness, amenities, staff behavior)
Incorporate hotel logo, brand colors, and fonts
Alert System
Set up real-time email and/or SMS alerts for negative responses
Use tools like Zapier or Make (Integromat) to connect form responses to notification channels
Provide instructions for setting up or editing alert

workflows
QR Code Integration
Generate and deliver a custom QR code (PNG + SVG)
QR code should link directly to the form
Optionally add the hotel logo in the QR code
Reusable Template
Make the form easily duplicable and editable for future hotels
Keep branding modular (e.g. editable logo, color settings)
Instructions for how to clone and customize it
Quick Start Guide
One-page PDF instruction guide explaining:
How to edit the form
How to rebrand it

How to update alert settings

How to re-generate QR codes

Tools / Platform Options:

The freelancer may choose one of the following platforms based on their expertise:

JotForm

Typeform

Google Forms

Tally.so

Must support:

Logic-based conditional questions

Integration with Zapier or Make

Mobile optimization

📦 **Deliverables:**

✅ One branded, mobile-optimized survey form
✅ Working logic (conditional questions)
✅ Real-time email/SMS alert setup
✅ QR code files: PNG + SVG
✅ Editable template
✅ 1-page Quick Start Guide (PDF)
📅 **Timeline:**
Delivery deadline: 3–5 days from project start
Milestones:
Day 1–2: Form draft + logic
Day 3: Alert system integration
Day 4: QR code + PDF guide
Day 5: Final edits and handoff
Freelancer Requirements:

Experience with logic-based form builders

Knowledge of Zapier or Make for automation

Detail-oriented and efficient

Ability to document the workflow clearly

Open to future work for new hotel clients

📈 **Benefits for Hotels Using This System:**

🚫 **Prevent Negative Reviews**

Guests report issues privately, before turning to public platforms.

⚡ **Improve Response Time**

Staff is alerted instantly, reducing service delays.

🌟 **Boost Guest Loyalty**

Guests feel cared for, increasing return rates and referrals.

🔧 **Identify Internal Issues**

Track repeated complaints to improve operations and training.

🛡️ **Protect Online Reputation**

Positive reviews stay online, negative feedback gets resolved offline.

🔄 **Scale Easily Across Properties**

Editable template allows quick rebranding for new locations.

💰 **Save Time and Money**

No need to rebuild the wheel - duplicate and launch in minutes.

Notes:

Example Alert Email

Subject: ⚠️ **Guest Feedback Alert – Immediate Attention Needed**

Body:

A guest submitted the in-stay feedback form and indicated they're experiencing an issue.

Room: 312

Issue: Air conditioner not working

Submitted at: June 17, 2025 – 4:12 PM

Please resolve this as soon as possible and update the guest.