



POWER YOUR BUSINESS

With Customer Feedback & Online Reviews



BENEFITS

▶ Grow your revenue and marketing by impacting SEO, reviews, and social proof

▶ Reduce negative reviews by making feedback easy for your customers

▶ Save time and money with a simple, robust and actionable solution

How Important Are Reviews For A Local Business?



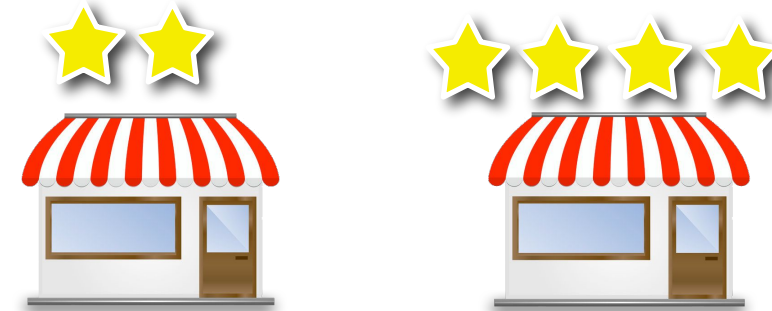
“We can’t go there, they don’t have that many stars.”

More Stars = More Customers



Research and Image by BrightLocal.com

Having more positive, online reviews will help boost your local ranking and convert more leads to customers.



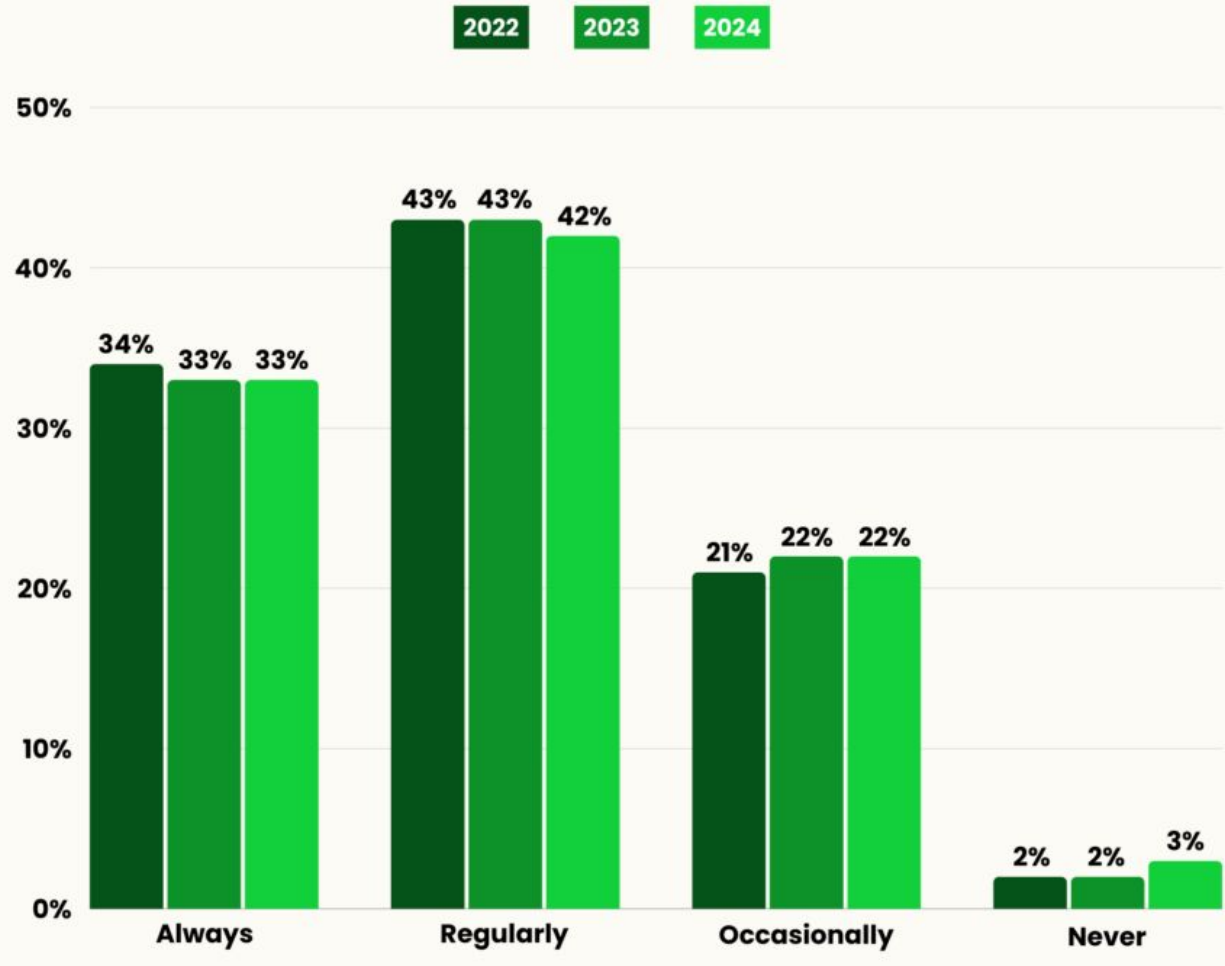
3.5x as Many Customers

How Customers Search Today



- ▶ They quickly scan for reviews on each listing
- ▶ Looking to see what other people are saying
- ▶ Social signals are recent customers talking about a business and sharing their experience openly online

How often do consumers read online reviews when browsing for local businesses?



Key Findings:

Consumers regularly read online reviews when choosing a business.

Only 3% of consumers say they 'never' read online reviews, reflecting how ingrained reviews are with most consumers.

Proprietary, AI-powered system helps generate positive reviews by leveraging your recent customers.



CAPTURE

Tools to help you capture feedback, reviews, and ratings all in one place.

- Email or SMS
- Review Monitoring for 200+ sites
- Kiosk Mode and Feedback URL
- Google Q&A monitoring
- Branded Page



MANAGE

Actions that help you manage customer experience, users, insights, and reporting.

- Receive new feedback and review notifications
- Read & Respond
- Auto-tagging of themes
- View reporting
- Insights Report



MARKET

Use feedback and reviews to market your business, improve SEO, and win new customers.

- Review Widget displays reviews on your website
- Add social proof with Conversion Pop-up
- Generate 3rd-party reviews
- Impact SEO and get review stars in search results



Let's look at how we capture customer feedback and reviews from your customers and the web

CAPTURE

We help you proactively ASK for feedback and reviews

Your customer shops with you, buys from you, or completes a service with you and we help you ask them for feedback and online reviews.

We have numerous proactive methods to help engage as many of your customers as possible.

Email and SMS requests have many options including sending us your contact list so we can format and upload it on your behalf.



Email or SMS Requests

Single or list upload



TextBack

Customer-activated feedback



Kiosk Mode

iPad or smartphone



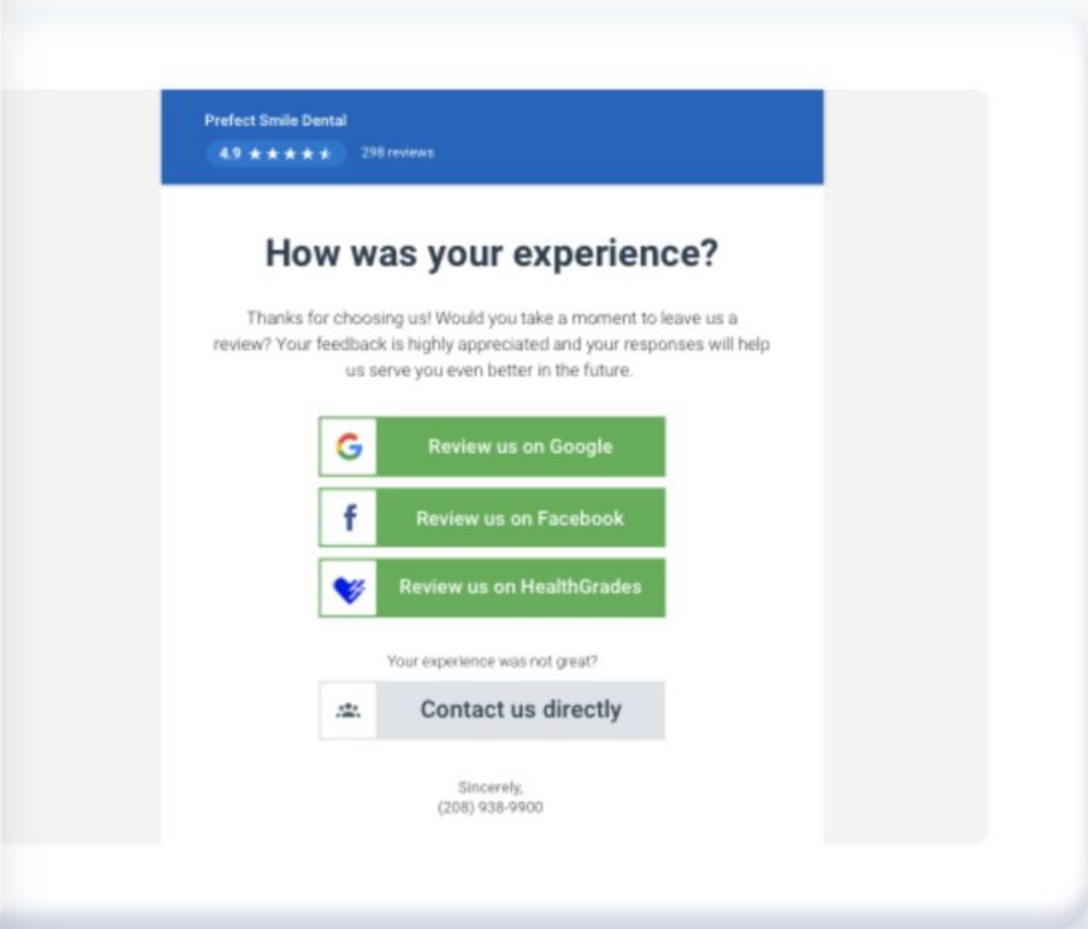
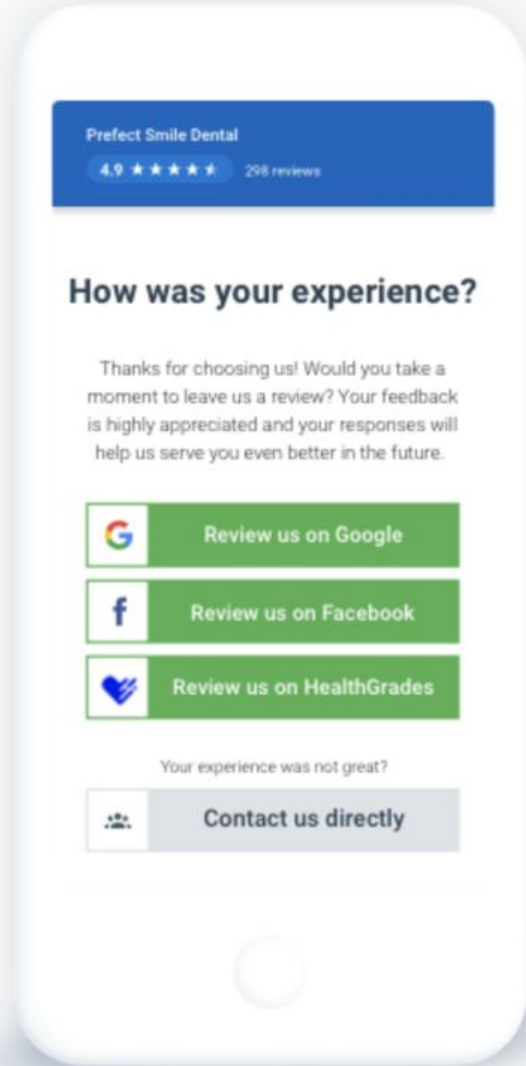
Integrate

API, Zapier, or Webhooks



CAPTURE

Simple 1-Step process that requests 3rd party reviews or direct contact if their experience was less than satisfied.



CAPTURE

Make feedback EASY for your customer with passive entry

Offering a number of easy and accessible entry points for a customer to give you feedback is key.

Reduce negative reviews by showing you are a “feedback first” business.



Feedback URL

Share link to social or anywhere



Leave Feedback Button

Display in online widget



Email Marketing

Mail Merge Embed



Feedback Locator

For franchises & multi-locations

CAPTURE

Monitor new 3rd-party reviews on sites like Google

We monitor the sites you select on a daily basis to detect new online reviews.

Email notifications are sent and all of your review data is captured in our system so you can learn, report, and respond. We offer over 200 sites to choose from.

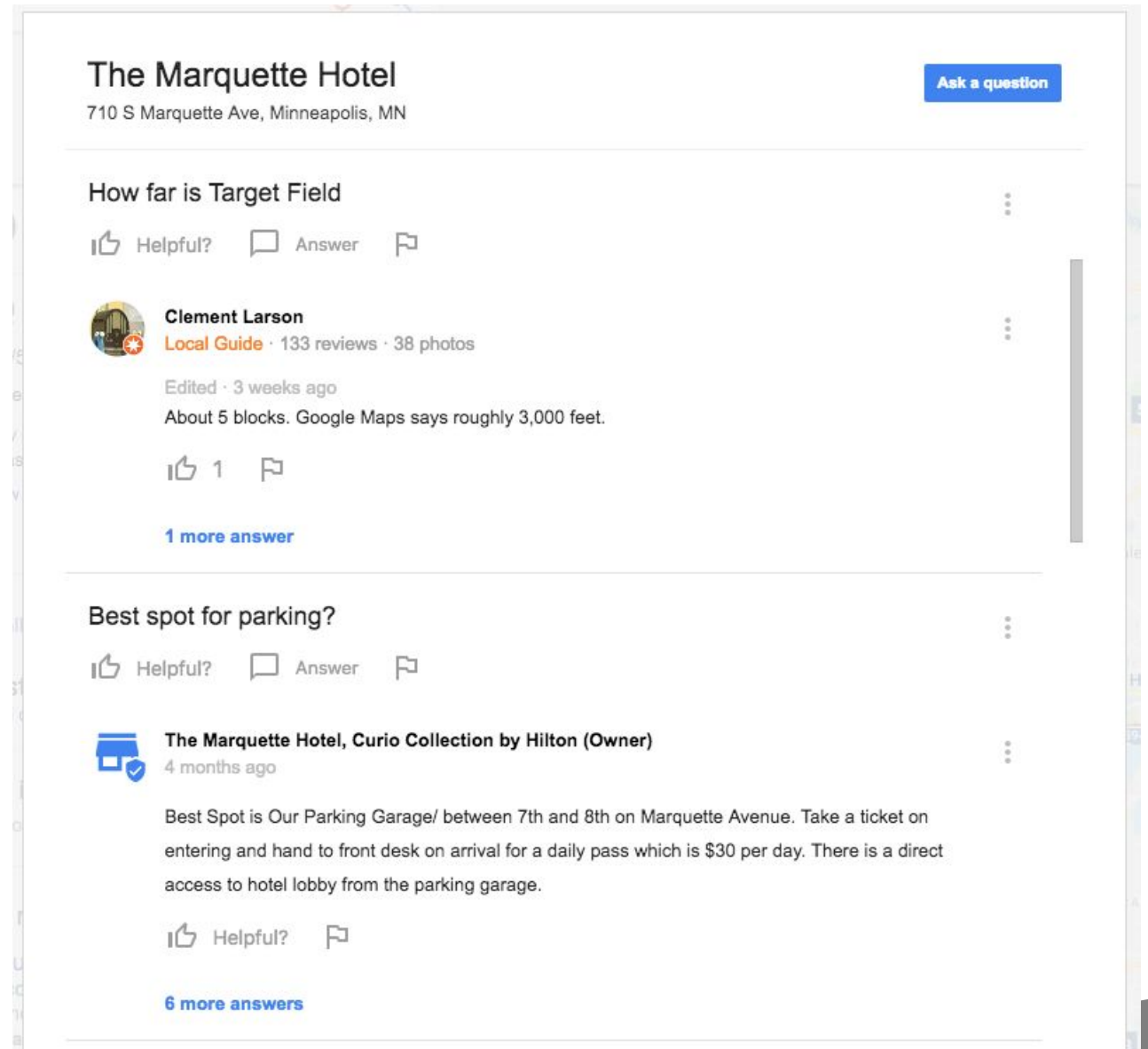


CAPTURE

Monitor Google Questions & Answers




Google's new Q&A feature appears in search results. It allows consumers to ask and answer questions about your business.


Monitor Google Q&A to be notified when there is a new question or answer about your business allowing you to manage this highly visible feature and answer questions in a timely manner.





The Marquette Hotel
710 S Marquette Ave, Minneapolis, MN [Ask a question](#)

How far is Target Field ⋮

 Helpful?  Answer 




 **Clement Larson**
Local Guide · 133 reviews · 38 photos ⋮


Edited · 3 weeks ago
About 5 blocks. Google Maps says roughly 3,000 feet.

 1 



[1 more answer](#)

Best spot for parking? ⋮

 Helpful?  Answer 

 **The Marquette Hotel, Curio Collection by Hilton (Owner)**
4 months ago ⋮

Best Spot is Our Parking Garage/ between 7th and 8th on Marquette Avenue. Take a ticket on entering and hand to front desk on arrival for a daily pass which is \$30 per day. There is a direct access to hotel lobby from the parking garage.

 Helpful? 

[6 more answers](#)



Features, tools, and reports so you can learn from, manage, and respond to your customers.

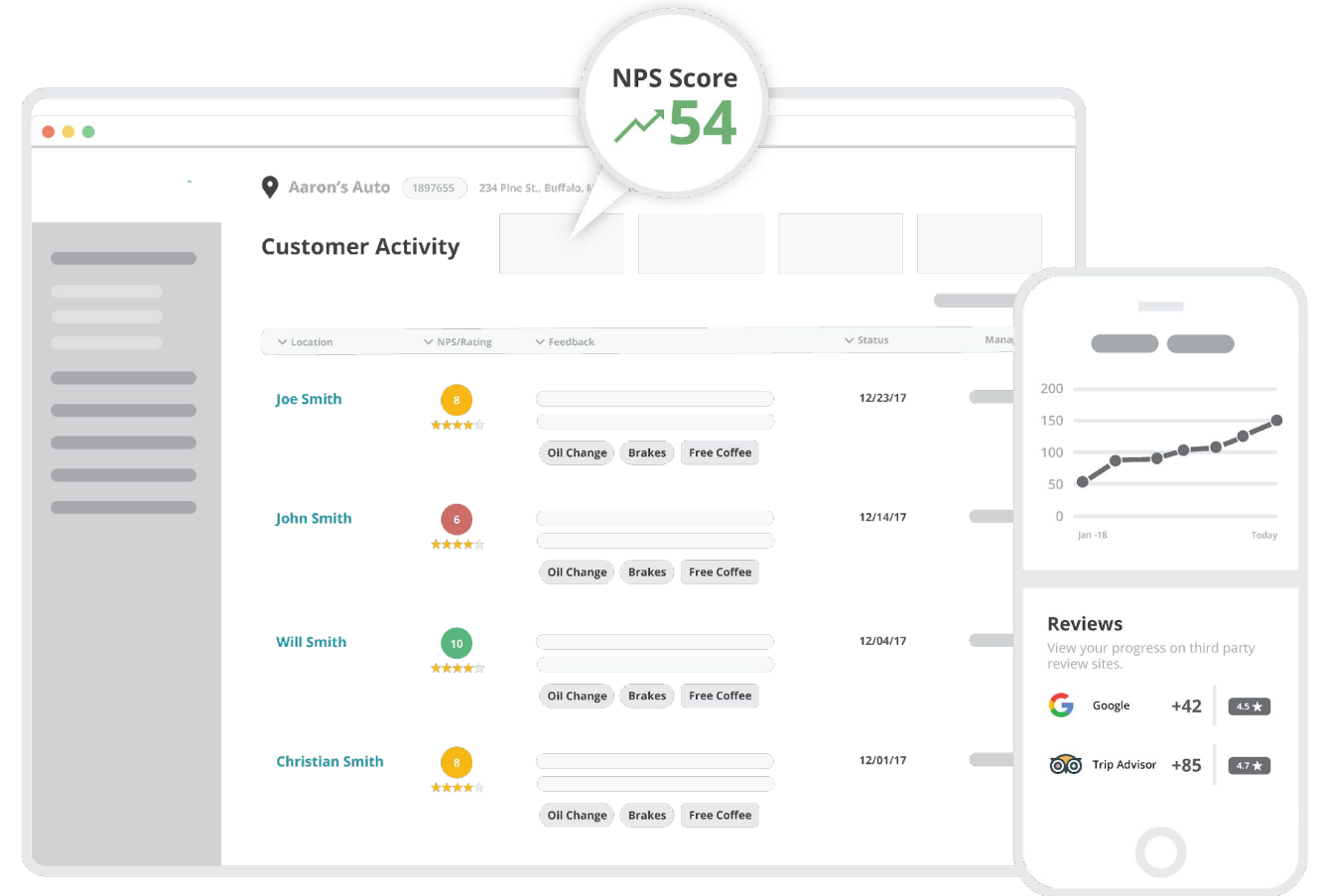
MANAGE

Customer Activity puts all of your customers in one place

Tap into the live stream of your customers and their experiences.

See all of your customers in a single source view with endless options on how you can filter and take action.

Read customer feedback, respond, view statuses, and more.





MANAGE

Customer name and what location they are from



Customer Activity

NPS Score **34** Request Mode **Ultimate** Monthly Requests **-/-** SMS Emails Customer Profiles **1,355**

[Filter](#) [+ Add Customer](#)

Recent Activity [Delete](#) [Resend Request](#) [Date Range: Lifetime](#) [Export](#)

[Order by](#) Search: Show entries

<input type="checkbox"/>	Customer Name	NPS/Rating	Feedback	Manage Auto-Tagging	Status	Source	Manage
<input type="checkbox"/>	Mark Westerman R Taco Maple Grove RT-0002	No rating	No Feedback		08/18/18 Opened - no feedback		Manage
<input type="checkbox"/>	Anne Greggeroy R Taco Maple Grove RT-0002	10 5-Stars	Had 4 different tacos for dinner, really like the brisket and the shrimp tacos. Great flavors and a lot of choices.	Customer Love Shrimp Taco Tacos	08/09/18 Click to review site		Manage
<input type="checkbox"/>	Rex Fletcher R Taco RT-0001	10 5-Stars	A group of us came in for lunch. Quick service and really loved the Baja tacos. We'll be back again for sure.	Service Shrimp Taco Tacos	08/09/18 Click to review site		Manage
<input type="checkbox"/>	Mutazz Khaliq Lastname R Taco RT-0001	8 4-Stars	No Feedback		08/02/18 Rating received		Manage



MANAGE

NPS Score &
5-Star Rating Score

Customer Activity

NPS Score **34** Request Mode **Ultimate** Monthly Requests **-/-** Customer Profiles **1,355**
SMS Emails

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MANAGE

Customer Feedback Content

Customer Activity

NPS Score **34** Request Mode **Ultimate** Monthly Requests **-/-**
SMS Emails Customer Profiles **1,355**

[Filter](#) [+ Add Customer](#)

Recent Activity

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MANAGE

Last Action Taken...
10 Statuses So You
Know What Took
Place

Customer Activity

NPS Score **34** Request Mode **Ultimate** Monthly Requests **-/-** SMS Emails Customer Profiles **1,355**

[Filter](#) [+ Add Customer](#)

Recent Activity [Delete](#) [Resend Request](#) [Date Range: Lifetime](#) [Export](#)

[Order by](#) Search: Show entries

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<input type="checkbox"/>	Mutazz Khaliq Lastname R Taco RT-0001	8 4-Stars	No Feedback		08/02/18 Rating received		Manage



MANAGE

Options To
Manage...

Respond To
Customer, View
Profile, Add To
Review Widget

Customer Activity

NPS Score **34** Request Mode **Ultimate** Monthly Requests **-/-** Customer Profiles **1,355**
SMS Emails

[Filter](#) [+ Add Customer](#)

Recent Activity [Delete](#) [Resend Request](#) [Date Range: Lifetime](#) [Export](#)

[Order by](#) Search: Show entries

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<input type="checkbox"/>	Rex Fletcher R Taco RT-0001	10 5-Stars	A group of us came in for lunch. Quick service and really loved the Baja tacos. We'll be back again for sure.	Service Shrimp Taco Tacos	08/09/18 Click to review site		
<input type="checkbox"/>	Mutazz Khaliq Lastname R Taco RT-0001	8 4-Stars	No Feedback		08/02/18 Rating received		Manage



MANAGE

High Powered
Filtering System To
View The Data And
Actions How You
Want



Customer Activity

NPS Score: **34** (up arrow)
Request Mode: **Ultimate**
Monthly Requests: **-/-** (SMS, Emails)
Customer Profiles: **1,355**

Filter + Add Customer

Locations
Search:
 R Taco (RT-0001) 522 East Hennepin Avenue Minneapolis
 R Taco Maple Grove (RT-0002) 6346 Vinewood Ln N

Net Promoter Score (NPS)
 Promoters 9-10
 Passive 7-8
 Detractors 0-6

Tags
 Appetizers
 Clean
 Customer Love
 Drinks
 Issue
 Patio

Activity & Actions
 Customer added - not sent
 Request sent
 1st reminder sent
 2nd reminder sent
 Opened- no feedback
 Rating received

Reset Filters Apply

Recent Activity Delete Resend Request Date Range: Lifetime Export

Order by Search: Show 10 entries

<input type="checkbox"/>	Customer Name	NPS/Rating	Feedback	Manage Auto-Tagging	Status	Source	Manage
<input type="checkbox"/>	Mark Westerman R Taco Maple Grove RT-0002	No rating	No Feedback		08/18/18 Opened - no feedback		Manage

MANAGE

Receive email notifications when new interactions happen

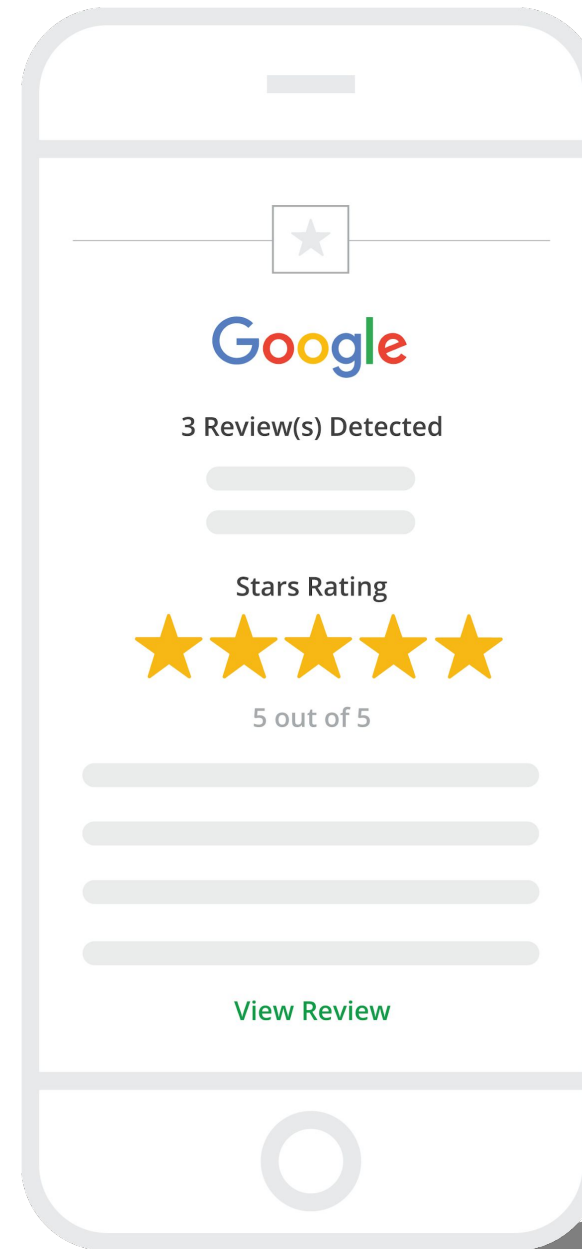
Our service not only captures customer data for your account, we send email notifications for specific actions including:

New customer feedback – good or bad

New 3rd-party online reviews

New Google Q&A content

Automated weekly or monthly email reports

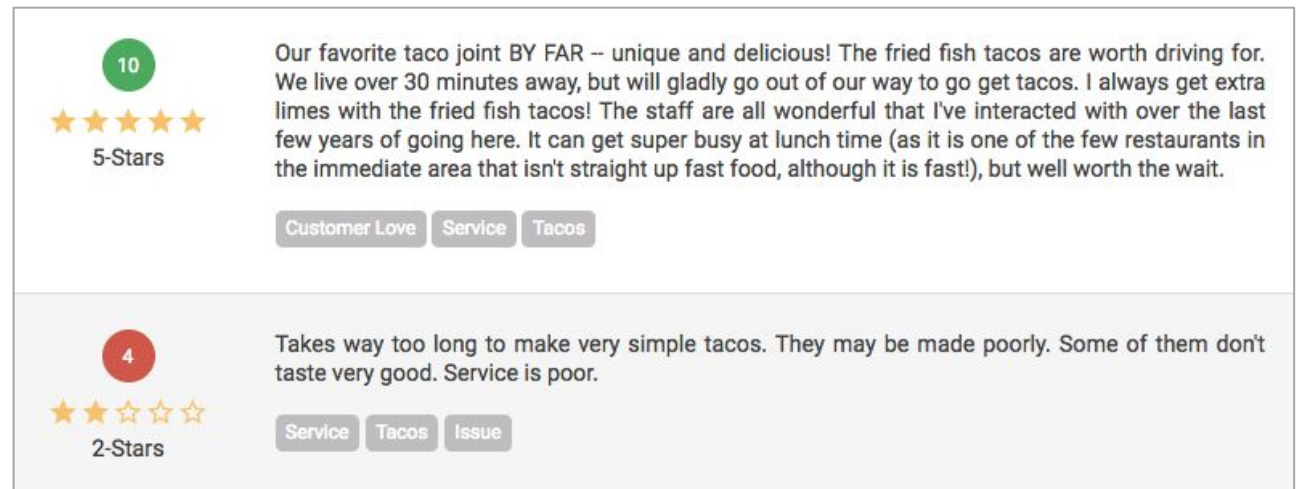


MANAGE

Identify themes with Auto-Tagging

Create themes by building tags from specific keywords. Auto-Tagging automatically applies tags to reviews help you to uncover valuable insights by understanding key areas of the experience.

Build custom “Tag Widgets” to display content specific reviews on your own website.



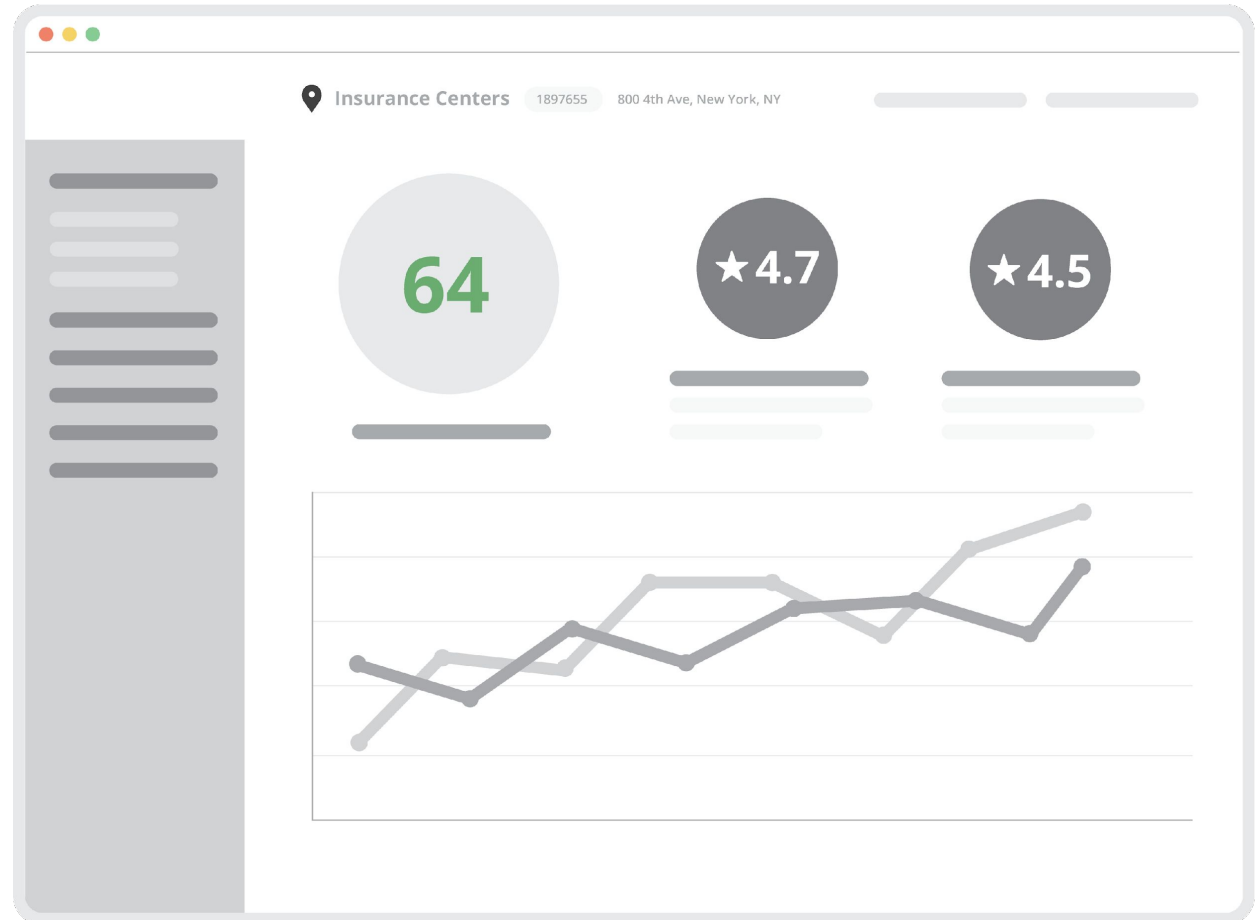
The screenshot displays two review cards. The top card features a green circle with the number '10', five gold stars, and the text '5-Stars'. The review text reads: 'Our favorite taco joint BY FAR -- unique and delicious! The fried fish tacos are worth driving for. We live over 30 minutes away, but will gladly go out of our way to go get tacos. I always get extra limes with the fried fish tacos! The staff are all wonderful that I've interacted with over the last few years of going here. It can get super busy at lunch time (as it is one of the few restaurants in the immediate area that isn't straight up fast food, although it is fast!), but well worth the wait.' Below the text are three tags: 'Customer Love', 'Service', and 'Tacos'. The bottom card features a red circle with the number '4', two gold stars, and the text '2-Stars'. The review text reads: 'Takes way too long to make very simple tacos. They may be made poorly. Some of them don't taste very good. Service is poor.' Below the text are three tags: 'Service', 'Tacos', and 'Issue'.

MANAGE

A full reporting suite to view the data you need to grow

Featuring a robust set of reports, you can view data in many ways to manage your customer's experience.

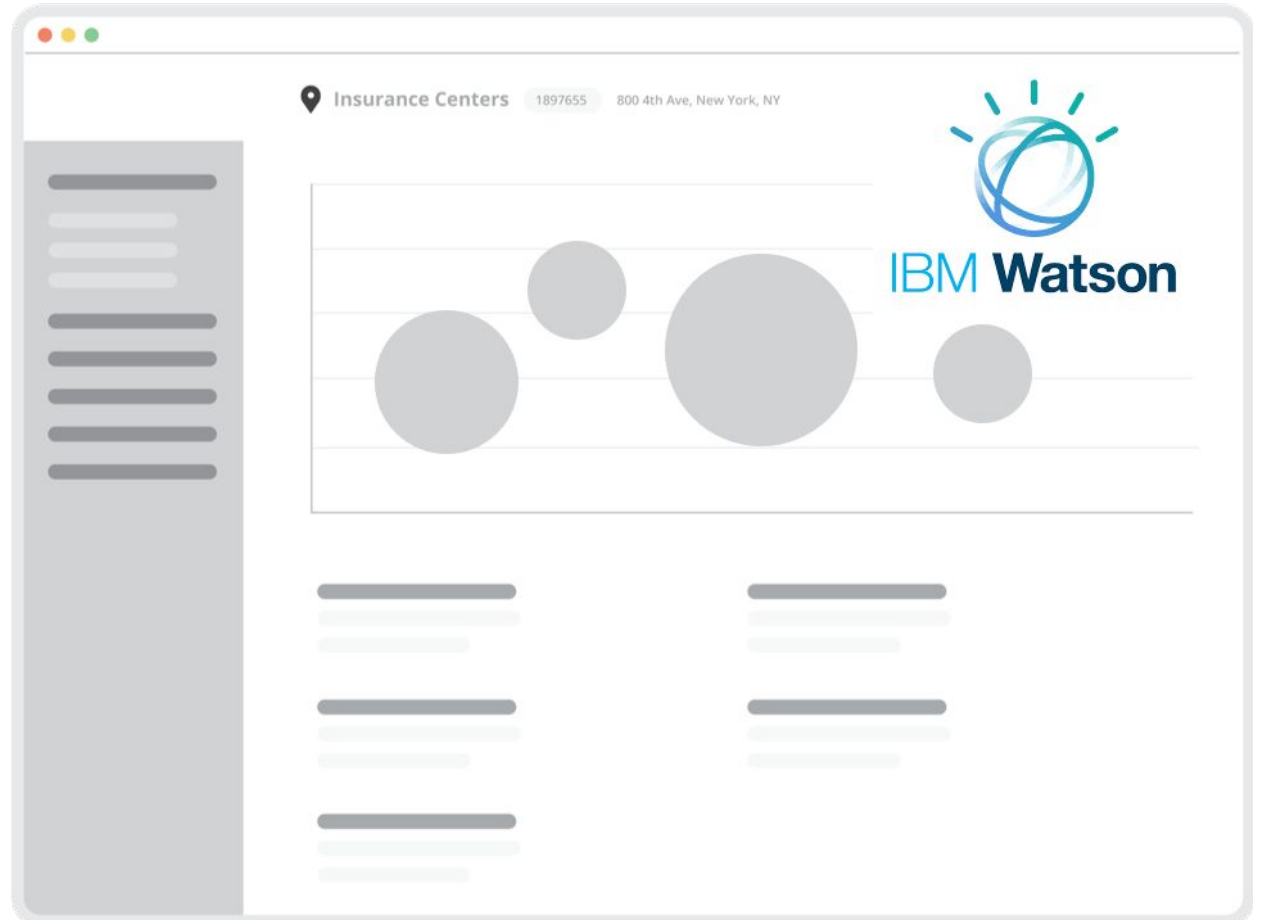
Benefit from the control of date ranges, actions, review sites, rating types, tags and more to understand your business better every day.



MANAGE

Discover what you don't know with Insights Report

Insights Report uses Artificial Intelligence and Natural Language Processing to uncover keywords, impact, sentiment, and trends in your reviews powered by IBM Watson.



MANAGE

Insights Report

Discover valuable review details and trends thanks to the artificial intelligence (AI) power of IBM's Watson.

The Insights Report analyzes all of your review data for:

- Keyword and Tag sentiment
- Review rating impact
- Trends





MARKET

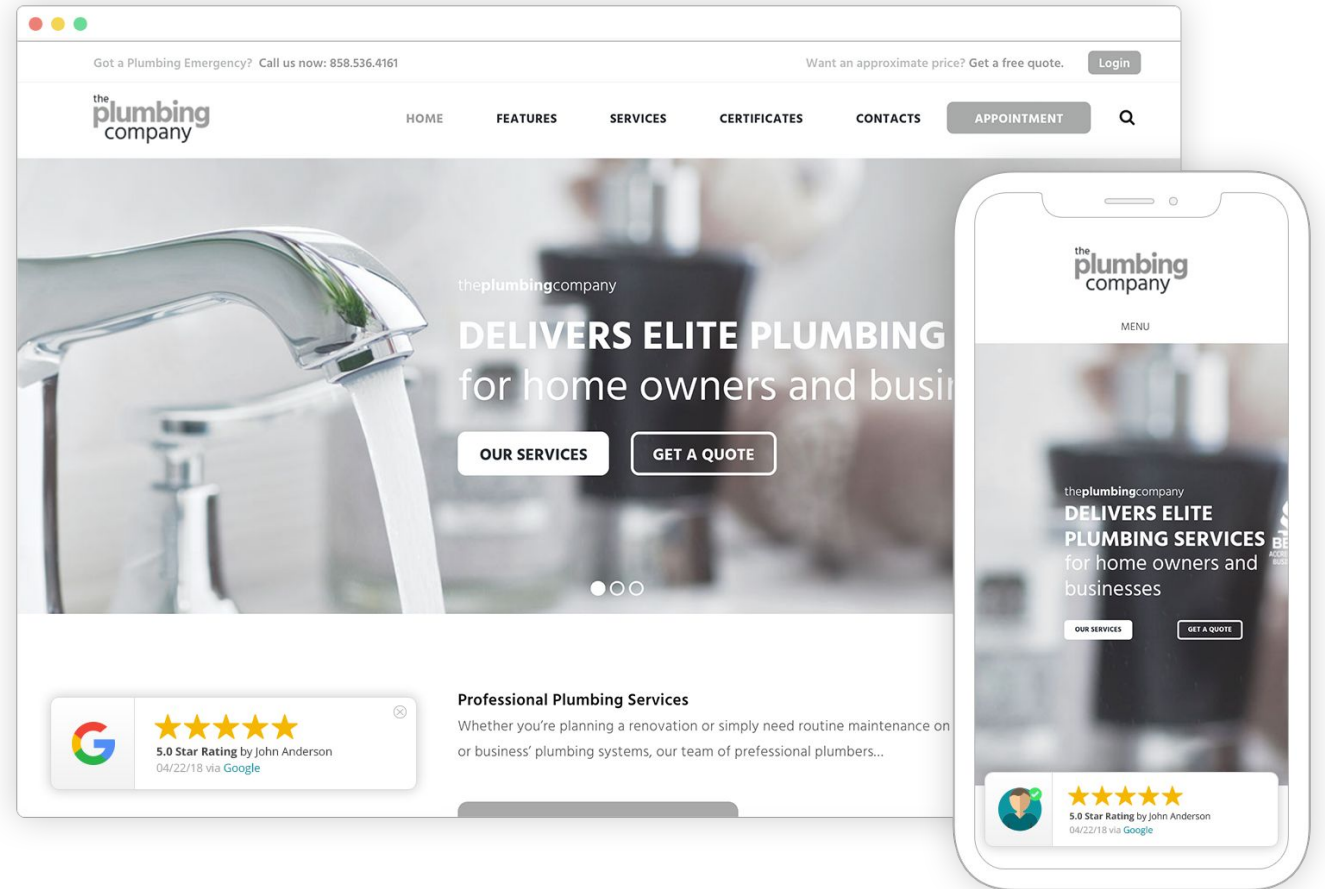
Fuel your marketing with customer generated content to showcase reviews, improve SEO, and win new customers.

★ MARKET

Conversion Pop-up adds social proof to your website

Bring a visually appealing display of your latest ratings and reviews right to any page of your website.

Build social trust and convert more website visitors to contacts by leading with reputation.



★ MARKET

Get the BEST Review Widget on the market

Review Widget is the one everyone else is chasing.

Easily integrated into your website, Review Widget displays selected 1st-party reviews (with review schema for SEO benefits) as well as selected 3rd-party reviews for additional social trust.

Numerous settings, options and more.

Overall Rating / 3 Total 1st-Party Reviews

4.8 Out of 5 Stars

★★★★★

Evelyn's Wine Bar [LEAVE US FEEDBACK](#)


Filter By:

★★★★★ 4.5 out of 5 stars

Jessica C - February 26, 2018

I love it here! Everyone is so friendly-food is great & the wine is fabulous as well. This a great place to grab a glass wine or two with your friends & some delicious food. I am very happy to have this located downtown.


[Share](#)

★★★★★ 5.0 out of 5 stars review from 

James Hilgart - February 15, 2018

Excellent wine, flatbread and even better service. Highly recommended.

[Share](#)

★★★★★ 5.0 out of 5 stars review from 

Rod Shobar - February 15, 2018

Incredible place. Nice selection of wines and flights. Bruschetta was very good as were the flatbreads. Desserts were very tasty. Great set up and atmosphere. I can see mnbeerbus dot com bringing a lot of people through here.

[Share](#)

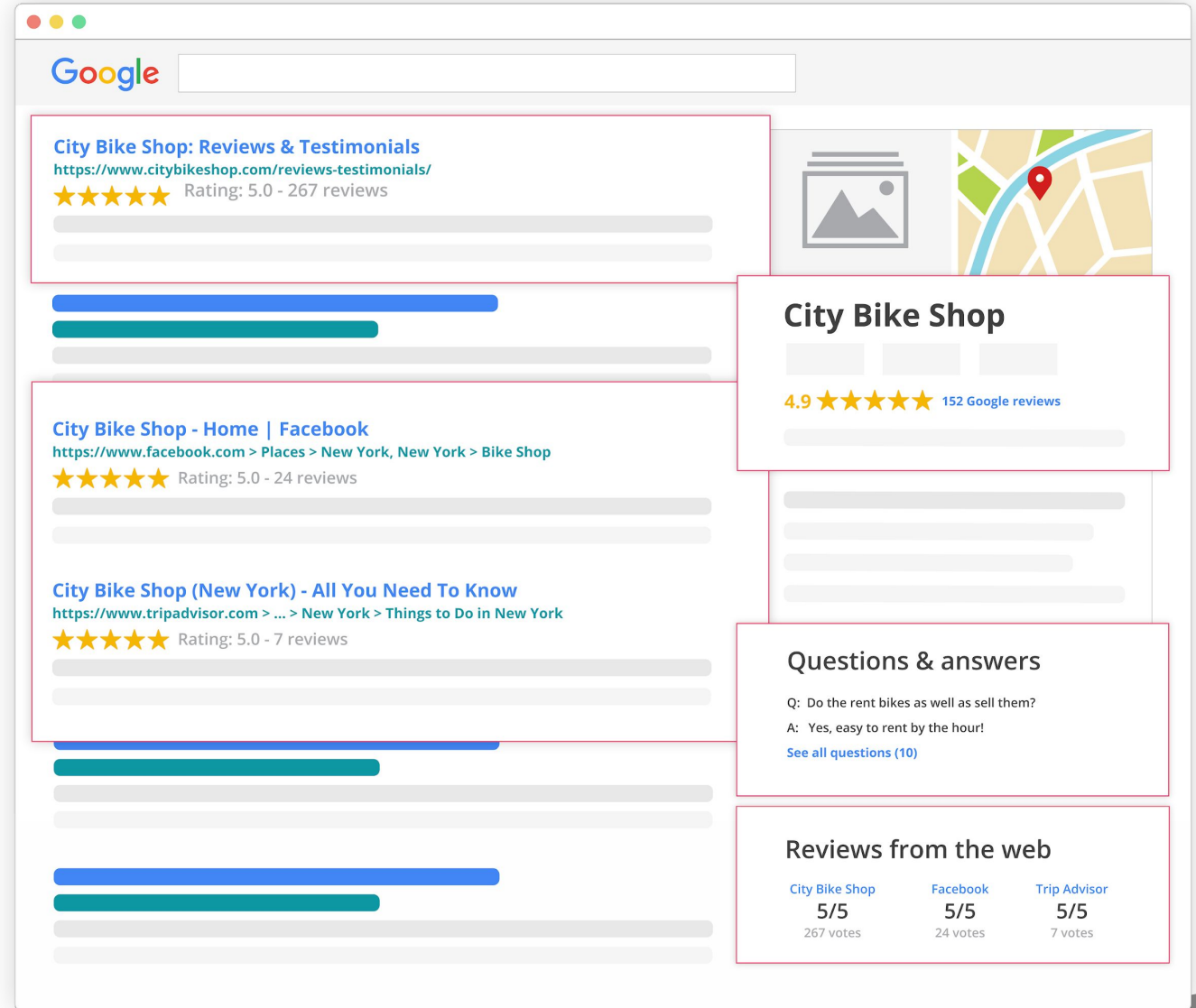
★ MARKET

Manage your reputation in search results

We influence the majority of reputation results from Google Searches about your business.

Because the Review Widget includes review schema you can reap the benefits of SEO and enhanced search results to help you compete on search engine results pages.

Review stars are important to consumer perception and increase click-thru rates.



★ MARKET

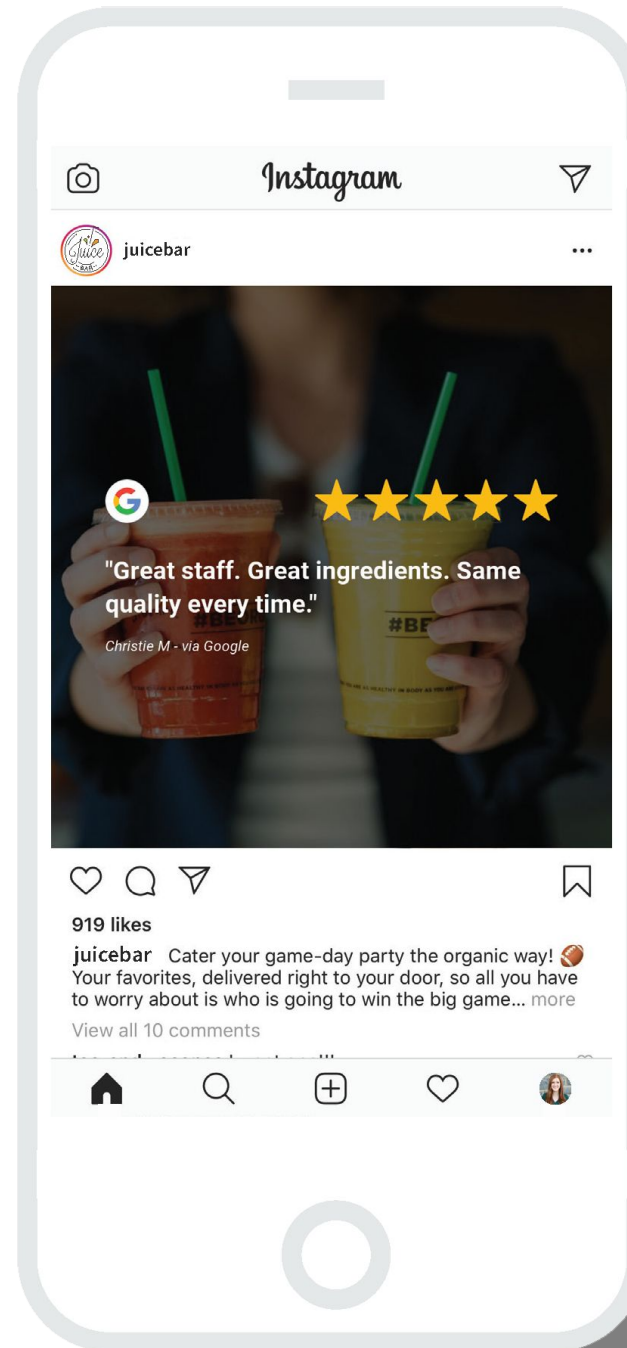
Social Sharing

Turn your 1st and 3rd-party reviews into eye-catching social media graphics using the image generator.

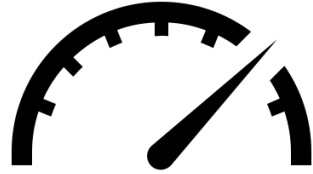
Create custom visual themes to brand images and stand out to your audience.

Post directly to Google and Facebook and download images for other social channels.


REVIEWS & FEEDBACK



Your partner in reputation.



Let's power your business with reviews and customer feedback. You can **CAPTURE, MANAGE** and **MARKET** your customer experience starting today.



THANK YOU
Any Questions?