



Reviews

Win customers across Google and popular review sites

Challenge

Consumers rely on reviews to help them choose local businesses and services. Excellent star ratings and high review volume on Google and review sites inform their choices. Developing that robust reputation for all your locations is not an easy task. How can you improve your online reputation and customer sentiment and get all your locations to stand out and get chosen, all at speed and scale?

Solution

Reputation's robust platform enables brands to listen to their customers' voice and respond across Google and the digital landscape of review sites. With Reputation, you can manage and improve customer sentiment for all your locations using a centralized dashboard. Drive higher customer traffic and new business to your doorsteps.

To date, we have helped enterprise brands manage

250M

reviews and social posts and improve their reputation

According to BIA/Kelsey...

97% of people rely on online media to help them choose local businesses and services. Star ratings and reviews — the voice of the customer — have a powerful influence. Brands need to stand out and get chosen. You need a partner to help you achieve that at scale.

Results

Our enterprise clients have seen surges in positive review volume growth and higher star ratings after deploying Reputation. These powerful social signals, seen at the start of the customer journey, make your brand more compelling online. Our Reviews solution helps you monitor and respond to customers from a single dashboard. And positive customer sentiment and reviews help your locations gain visibility and engagement to win customer choice.



The Power of a Platform

Reviews are only a portion of the overall strategy of winning in local business search (see diagram). Through an integrated approach, business leaders can measure across the entire customer journey and manage business growth with an A.I.-driven Reputation Score that provides prescriptive analytics to help improve online reputation. No other platform enables brands to manage reputation and customer experience at enterprise scale and win new business to the same extent.

How do you stand out and win in local business search?

Up to **79%** of Google's Local 3-Pack Ranking Factors can be addressed by maximizing deployment of reviews, listings, pages and social engagement

RANKING FACTORS	WEIGHT
Google My Business	33%
On-Page	15%
Citations	7%
Reviews	16%
Behavioral	8%
TOTAL ADDRESSABLE	79%

About Reputation

Reputation's award-winning platform consistently delivers innovative solutions to help companies manage tens of millions of ratings, reviews and customer feedback interactions across thousands of touchpoints. The patented algorithms behind Reputation Score are based on a decade of deep machine learning and provide businesses of all sizes with a reliable index of brand performance that they can use to Get Found, Get Chosen and Get Better.

Request a Demo

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Founded **2006** · **800+** Enterprise-class Clients · **300K+** Locations Managed · **250M** Reviews and Social Posts Managed · **40M+** Surveys Deployed · **3B** Business Data Points Managed · **33** Patents and Growing

