

Social Listening

Improve customer experience with advanced A.I. and deep analytics

Challenge

Your customers are influenced by what they see about your brand. Therefore, you must ensure that you are actively engaging them — listening, responding, and delivering the best they deserve. But managing millions of sites, news sources, videos, forums and blogs is a huge lift. How can you maximize influencers and recommendations that build brand trust and drive new customer traffic to your doorsteps?

Solution

Reputation.com's Social Listening delivers into important and most highly used social sources such as Facebook, Instagram, Twitter, Reddit – as well as video sites like Youtube, Dailymotion, and Vimeo – and top news and essential RSS feeds and more. Our incomparable A.I., alerting and reporting surfaces valuable, actionable insights that help you gain audiences, overstep the competition, and achieve positive business outcomes.

Listen and improve brand sentiment across:



91%

of people believe that companies should fuel innovation by listening to customers

Survey Monkey

“Nuvi has been hyper-focused on helping businesses succeed with impactful customer interactions across all social media channels”

Michael Mullarkey
CEO, Nuvi (Acquired by Reputation)

Give your Marketing and CX Teams the complete toolset they need to succeed

Brand Management	Experience Management	Content Strategy	Influencer Marketing	Market/Competitor Analysis	Urgent Situation Management
Be your customers' obvious choice – leverage our tools and seize every opportunity to affect customer happiness	Create a fantastic customer experience from the start – build resources, gain visibility and increase brand loyalty	Respond to audience concerns, fulfill their customer service needs and retain them as loyal customers	Understand reach and spread of customers, PR and social media influencers	See Share of Voice leaders, identify challenges and opportunities for growth, and overtake your competitors	Assess impact and take action towards mitigation, preparedness, response and recovery

Results

One major brand had a poor reputation due to a lack in social customer care. After one campaign with our platform, the brand saved \$3.5 million, increased services levels by 67%, and was awarded a Shorty Award for Best-in-Class Social Customer Care. With Reputation's social analytics and management tools, businesses drive brand conversation, improve customer engagement, utilize influencers, and manage urgent situations – enhancing the overall customer journey.

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

