

Surveys

Gain even more customer journey and sentiment data

Challenge

Your brand needs to deliver a great customer experience. According to Forbes, 86% of buyers will pay more to get it. But survey tools today are overly complicated and expensive. And coordinating survey design and deployment for multiple locations is onerous. What's more, customers resent ill-timed and lengthy feedback requests. How then can you use surveys to your advantage to build your brand?

Solution

Reputation designed its Surveys solutions to generate more qualitative data and customer insights. With them, you can deploy fully-branded email surveys, quick-fire Pulse Surveys – and Conversational Surveys with open rates 4X more than traditional surveys sent by email. Further, with rich analytics and sentiment analysis provided by our Experience Insights, you can see how well your brand is performing with customers.

Privacy, integration flexibility include:



qualtrics^{XM}

**Clients of our
Conversational Surveys
have seen**

90%+

**open rates and conversion
rates compared with
traditional e-mail**

Reputation.com Data

Through our platform, one client has seen over 10,000 survey responses each month, and a gain of 655% in review volume due to survey rating requests. This has led to them achieving 4.8 stars on Google, up from 3.5.

To date, **over 40 million** surveys have been deployed through our platform.

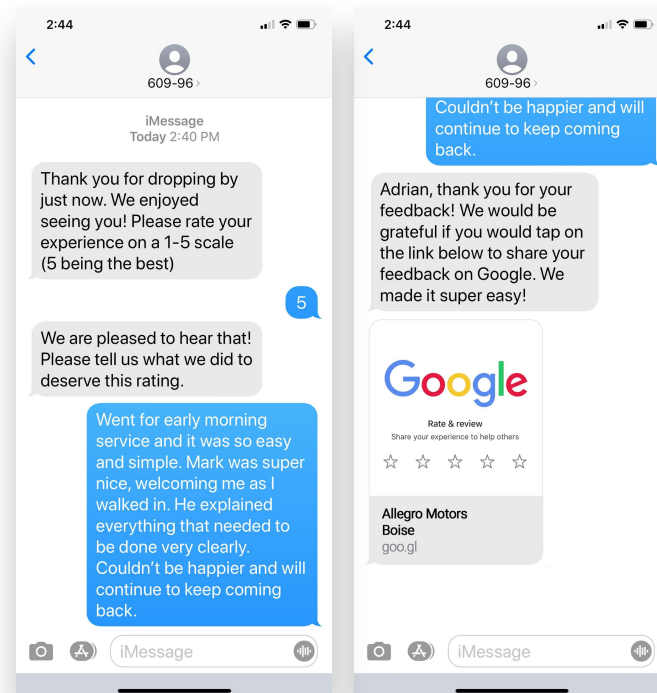
HEAR MORE

Send quick-fire **Pulse Surveys** over SMS texts:

Adrian, thank you for the feedback! With your permission, may we share your review online? We made it super easy!

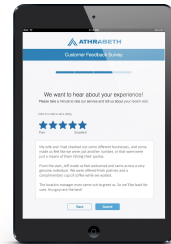
GAIN MORE EXPERIENCE DATA WITH (SMS)

Conversational Surveys reduce fatigue and provide natural interactivity that captures more customer experience data than traditional surveys



LEARN MORE

Deploy location-level surveys and see how your brand is performing



GET AHEAD OF YOUR COMPETITION

The **adaptability** and **diversity** of survey solutions can help you fill information gaps between customer experience and survey abandonment

Results

With the rich segmentation and text analytics capabilities of Reputation's powerful platform, major brands can deploy branded surveys, analyze customer sentiment, and act on customer feedback. Further, they boost location search rankings by streaming positive customer comments to location web pages and knowledge panels across Google search and Maps. No other platform comparably enables brands to manage their reputation and customer experience at enterprise scale and win new business.

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

