whitespark

REPUTATION BUILDER

Easily Get Customer Feedback & Online Reviews

Take control of your reputation with this all-in-one platform. Engage with customers to gather, evaluate, and measure their experiences while growing your business.

HOW IT WORKS

All you need is the customer's name, email address or phone number, and the system will take care of the rest.

1. Send a customized branded email or text message to your customer asking for their feedback.

2. The customer is asked to rate their experience on a scale of 1 to 10 which generates your Net Promoter Score (NPS) - a key-metric used to measure customer satisfaction. Businesses that want to strictly focus on getting more online reviews, will skip this step and directly ask customers to review them on third party of their choice (for example, Google, Facebook, Amazon).

3. Customers who rate a high score are asked for feedback on their recent experience. They are then encouraged to share this experience in an online review for your business on designated review sites of your choosing.

   Unsatisfied customers that rate a low score are directed to a customized page that asks how your business can do better, and gives them a chance to share more valuable feedback. This allows you to address issues immediately.
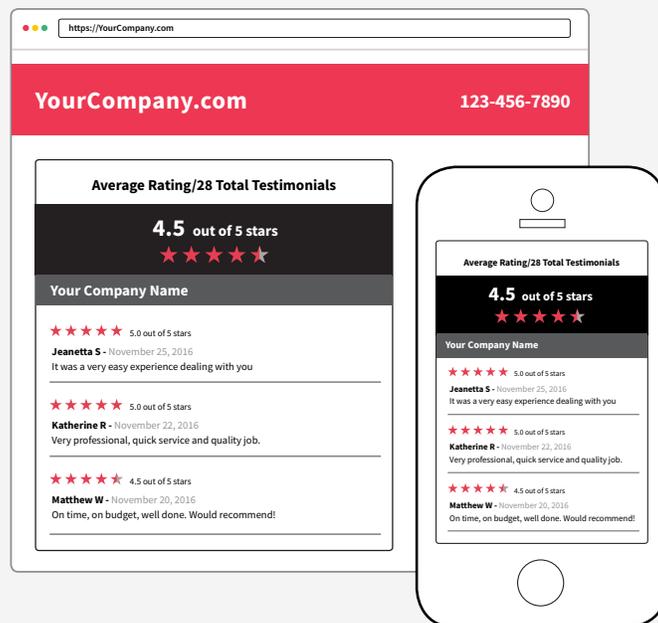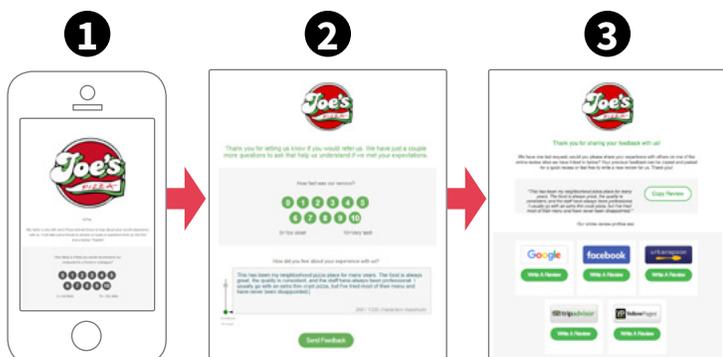
GROW YOUR BUSINESS WITH REVIEWS & FEEDBACK

Hear how customers feel
Get direct feedback from your customers; find out how they rate your business, if they are satisfied, and encourage them to voice their concerns.

Learn your strengths and weaknesses
Customer opinions allow you to identify areas for improvement, as well as your best selling points, while gaining valuable insights into their experiences.

Standout in Google local packs
Earning reviews on your Google My Business listing can not only help you stand out from your competitors, it can also increase your rankings and click-through-rates.

Negative reviews can hurt your business
Preempt negative reviews by connecting with dissatisfied customers before they leave you a harmful online review.

Feature positive feedback on your site
Showcasing both customer testimonials and online reviews on your website adds valuable content about your business, and helps enhance your organic search results with gold review stars.

Reviews tell a story about your business
Displaying social proof from customers on your website is a great way to drive more visitors to take action, build trust, and show them why they should choose your business over a competitor.

POWERFUL PLATFORM FEATURES

FEEDBACK ENTRY POINTS

Reputation Builder offers various engaging methods to acquire customers feedback and information.

Single or Bulk Email
Manually add one customer email at a time or upload a customer spreadsheet.

SMS / Text
Send customers a SMS text message to request their feedback from their smartphone.

Tablet & iPad Kiosk Mode
Use your tablet or iPad to capture your customer's feedback and information onsite.

CUSTOMER FEEDBACK

These features allow you to gather, evaluate, measure and market feedback from your customers.

Net Promoter Score
Capture your NPS, a powerful data point and business indicator of your customers experience.

Customer Reviews
Capture powerful testimonials and encourage online reviews from your customers that you can use in your marketing both online and offline.

Review Widget
Turn your website into a review hub by embedding the review widget anywhere on your site and automatically displaying your testimonials and online reviews.

Conversion Pop-Up
Convert more website traffic into customers by showcasing your best and most recent reviews in an eye-catching small pop-up window. Display on specific pages, sections, or your entire site.

Survey Questions
Learn even more about your customers and how you can improve their experience by asking important questions.

REPORTING & MONITORING

Receive notifications when your customers leave you feedback and reviews. Dive into our advanced reports that are loaded with data, strong visual charts, and customizable views to help you measure your feedback and reputation.

NPS Reporting
We benchmark your Net Promoter Score over time so you can evaluate your improvement and customer service.

Review Monitoring
We monitor online reviews sites like Google, Facebook and more to alert you to new reviews so you can respond.

Google Q&A Monitoring
Stay on top of your Google My Business listing's Questions and Answers. Get alerts when customers ask a question, or if there is a new answer, and stay on top of this brand building feature available in GMB.

Performance Reporting
Our reports dashboard offers high level and detailed reporting. You can set-up auto-delivery of weekly or monthly reports.

Negative Alerts
Receive email alerts when customers rate you low so you can follow-up directly, and head off any potential negative online reviews.

GENERAL FEATURES

Mobile-friendly
All of our features are responsive ensuring a mobile-friendly experience.

Scalable
Our platform can manage feedback ranging from 1 location to over 10,000 locations.

Get instant access to the platform and take control of your online reputation today. Visit our website to see which plan works best for your business.

whitespark.ca/reputation-builder/

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