



# 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**

REVIEWS & FEEDBACK

Your partner in reputation.



## CAPTURE

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

- Email or SMS Review Monitoring for 50+ sites
- Kiosk Mode and Feedback URL
- Google Q&A monitoring
- Locator



## 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



# CAPTURE

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 using 3 base "Request Modes".



## **Email or SMS Requests**

Single or list upload



## **TextBack**

Customer-activated feedback



## **Kiosk Mode**

iPad or smartphone



## **Integrate**

API, Zapier, or Webhooks

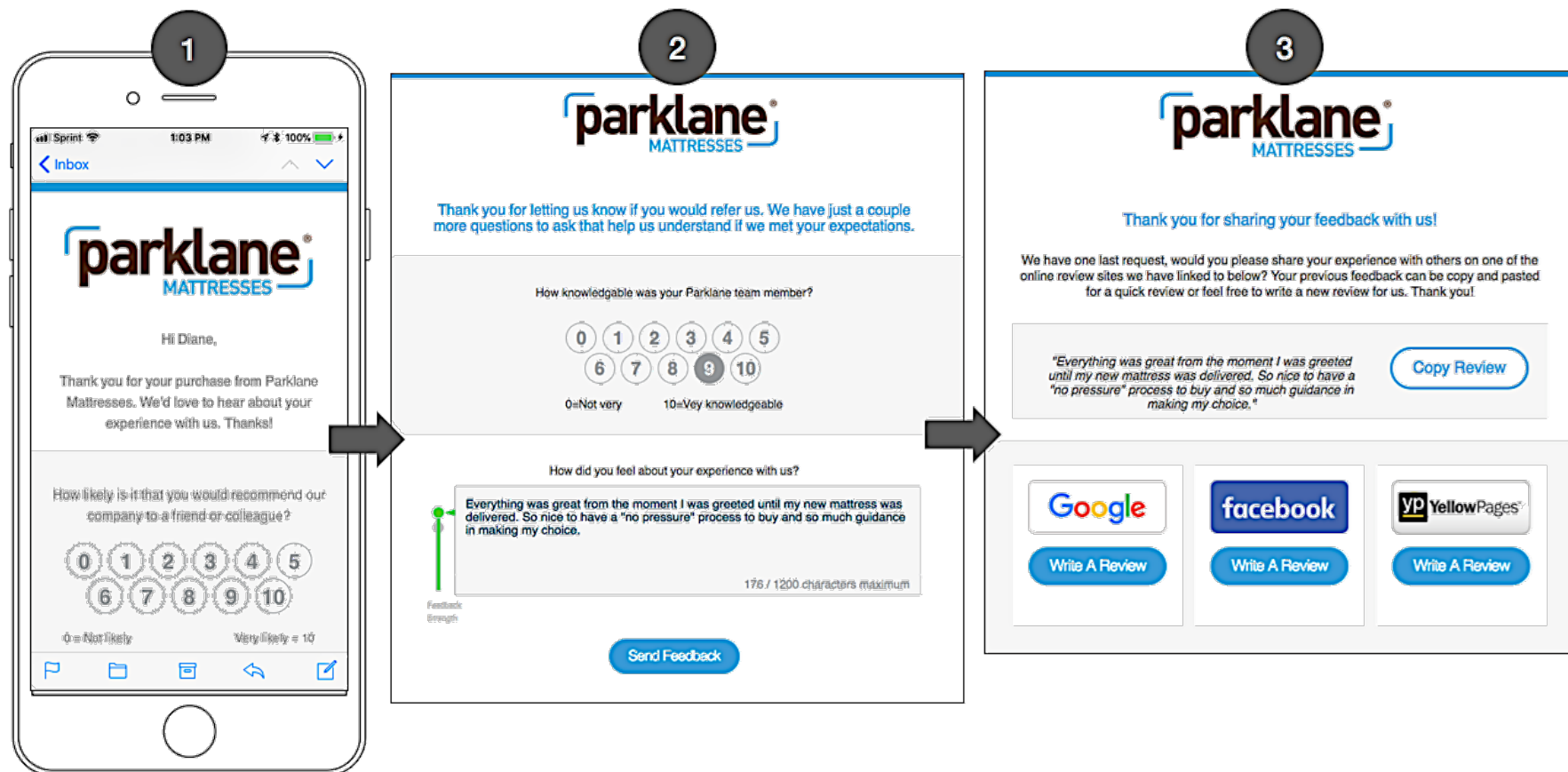


# CAPTURE

## Ultimate Mode

3-Step process that requests:

1. NPS Score
2. Direct Feedback/  
1st Party Reviews
3. 3rd Party Reviews



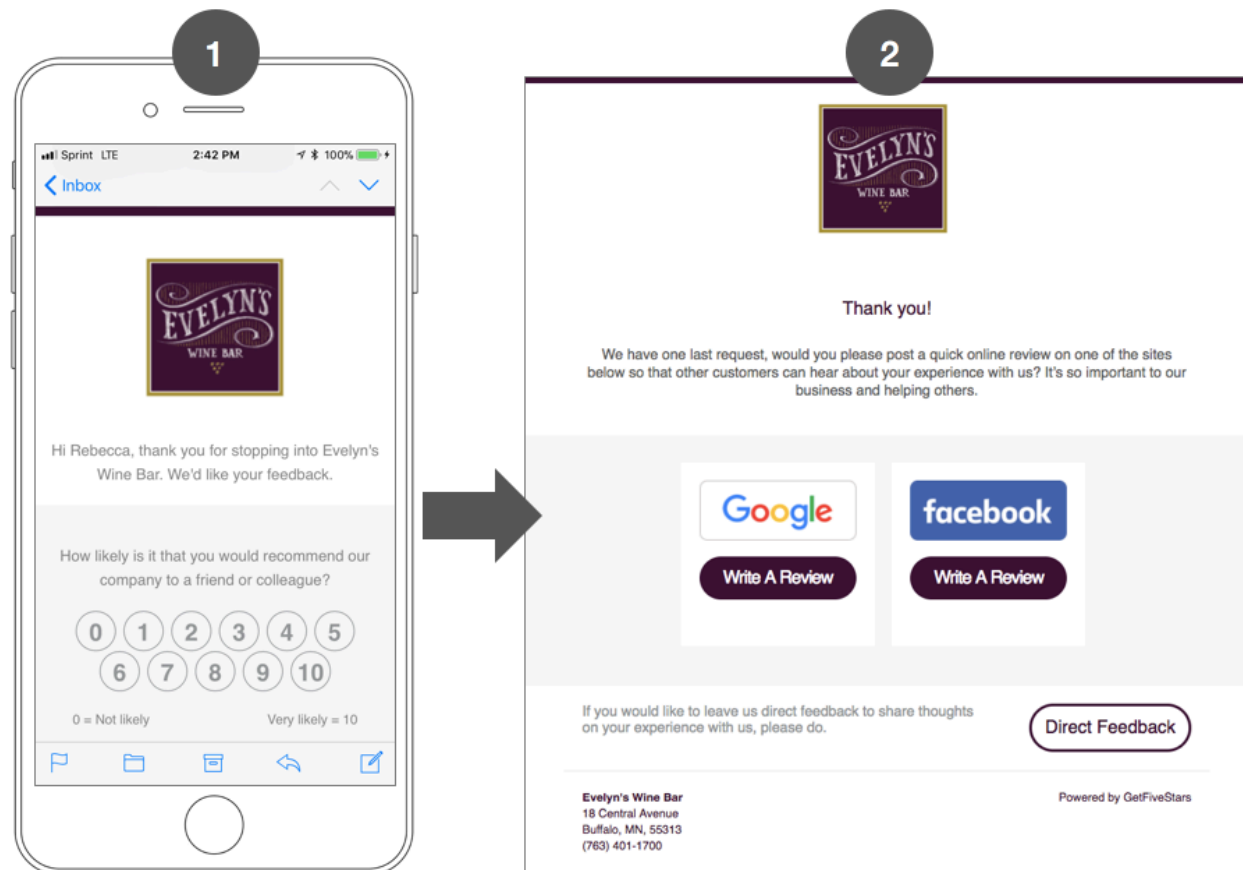


# CAPTURE

## Review Mode

2-Step process  
that requests:

1. NPS Score
2. 3<sup>rd</sup> Party Reviews



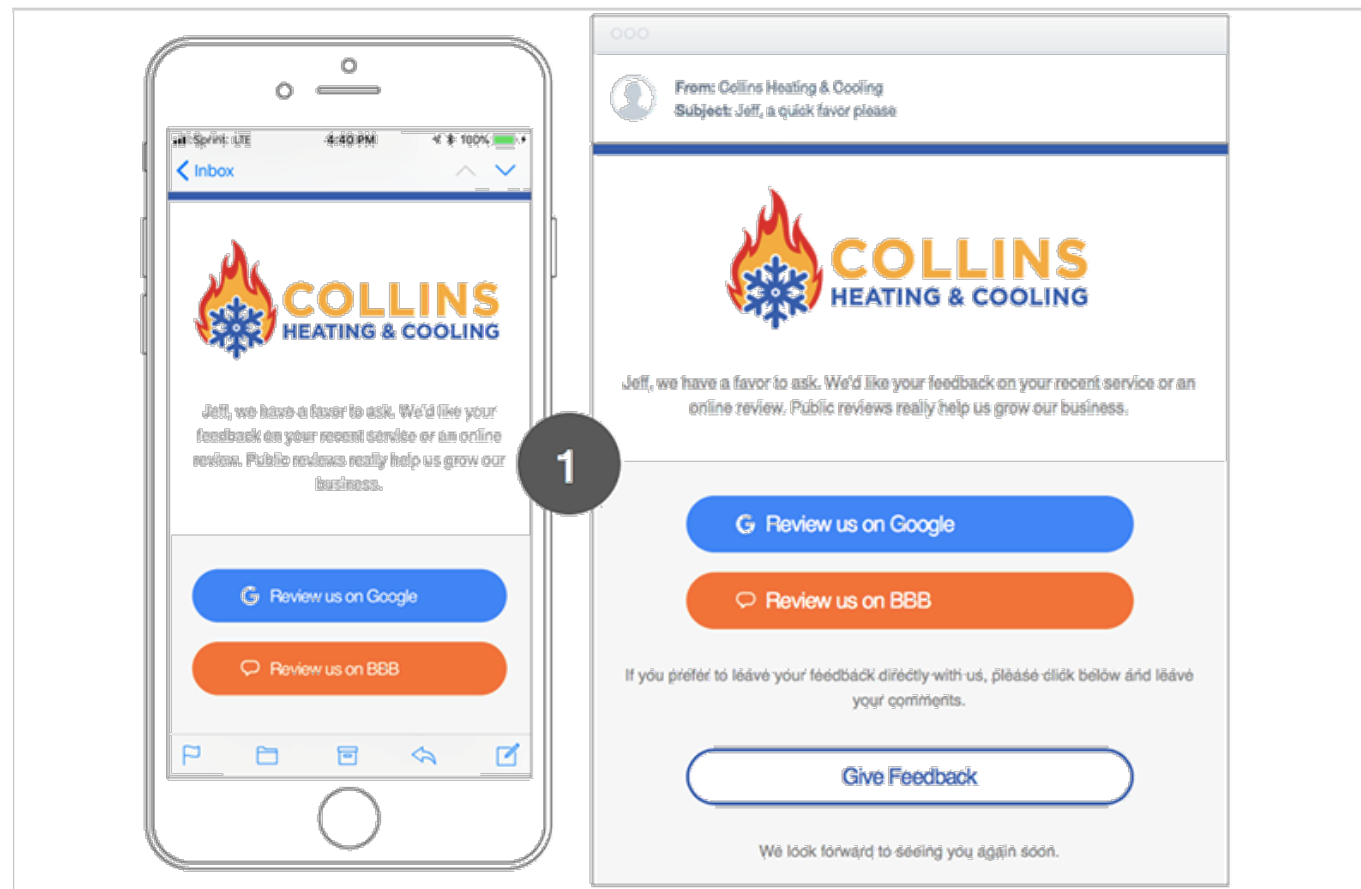


# CAPTURE

## Direct Mode

1-Step process  
that requests:

1. 3<sup>rd</sup> Party Reviews





# **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 50 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](#)



# MANAGE

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

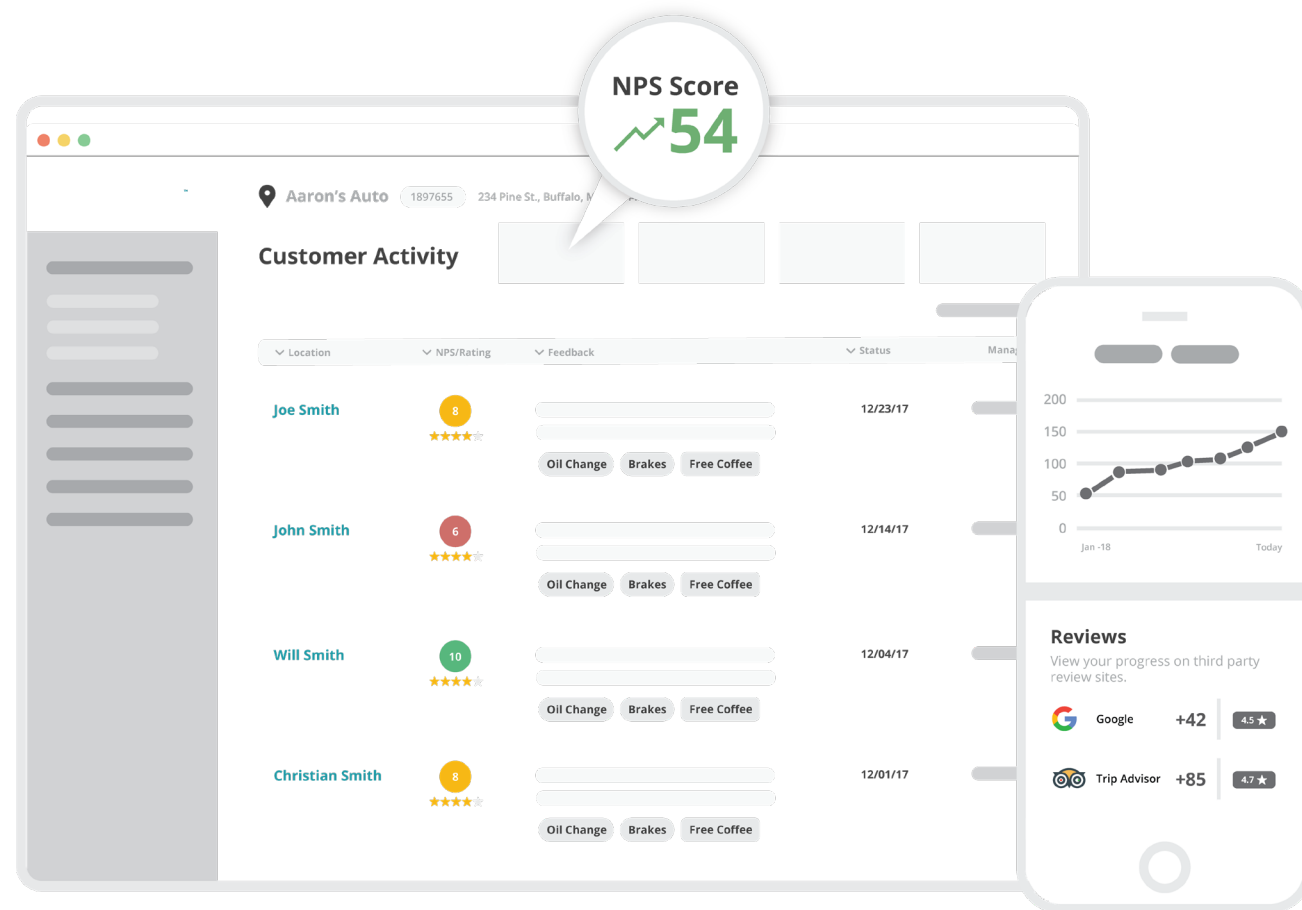
# **MANAGE**

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

Customer Profiles  
1,355

Filter

+ Add Customer

Recent Activity

Delete

Resend Request

Date Range: Lifetime

Export

Order by

Search:

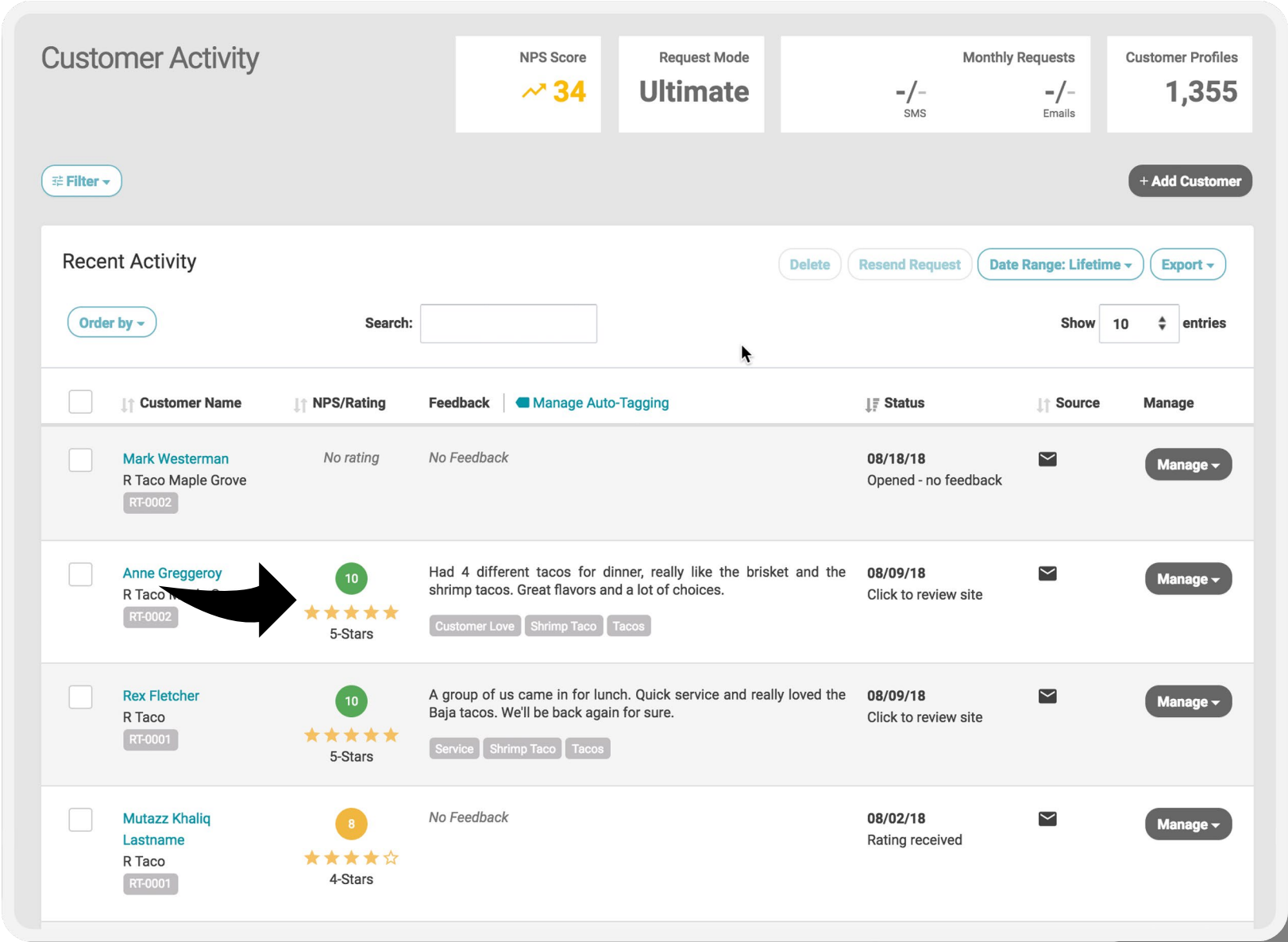
Show 10 entries

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



# MANAGE

NPS Score &  
5-Star Rating Score



REVIEWS & FEEDBACK

Your partner in reputation.



# MANAGE

## Customer Feedback Content

Customer Activity

NPS Score  
↗ 34

Request Mode  
Ultimate

Monthly Requests  
-/-  
SMS

Customer Profiles  
1,355

Filter

+ Add Customer

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
<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

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

Customer Activity

NPS Score  
↗ 34

Request Mode  
Ultimate

Monthly Requests  
-/-  
SMS

Customer Profiles  
1,355

Filter

+ Add Customer

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
<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

Options To  
Manage...  
Respond To  
Customer, View  
Profile, Add To  
Review Widget

Customer Activity

NPS Score  
↗ 34

Request Mode  
Ultimate

Monthly Requests  
-/-  
SMS

Customer Profiles  
1,355

Filter

+ Add Customer

Recent Activity

Delete

Resend Request

Date Range: Lifetime

Export

Order by

Search:

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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. <div>Service Shrimp Taco Tacos</div>		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

View Profile

Show in Widget ON

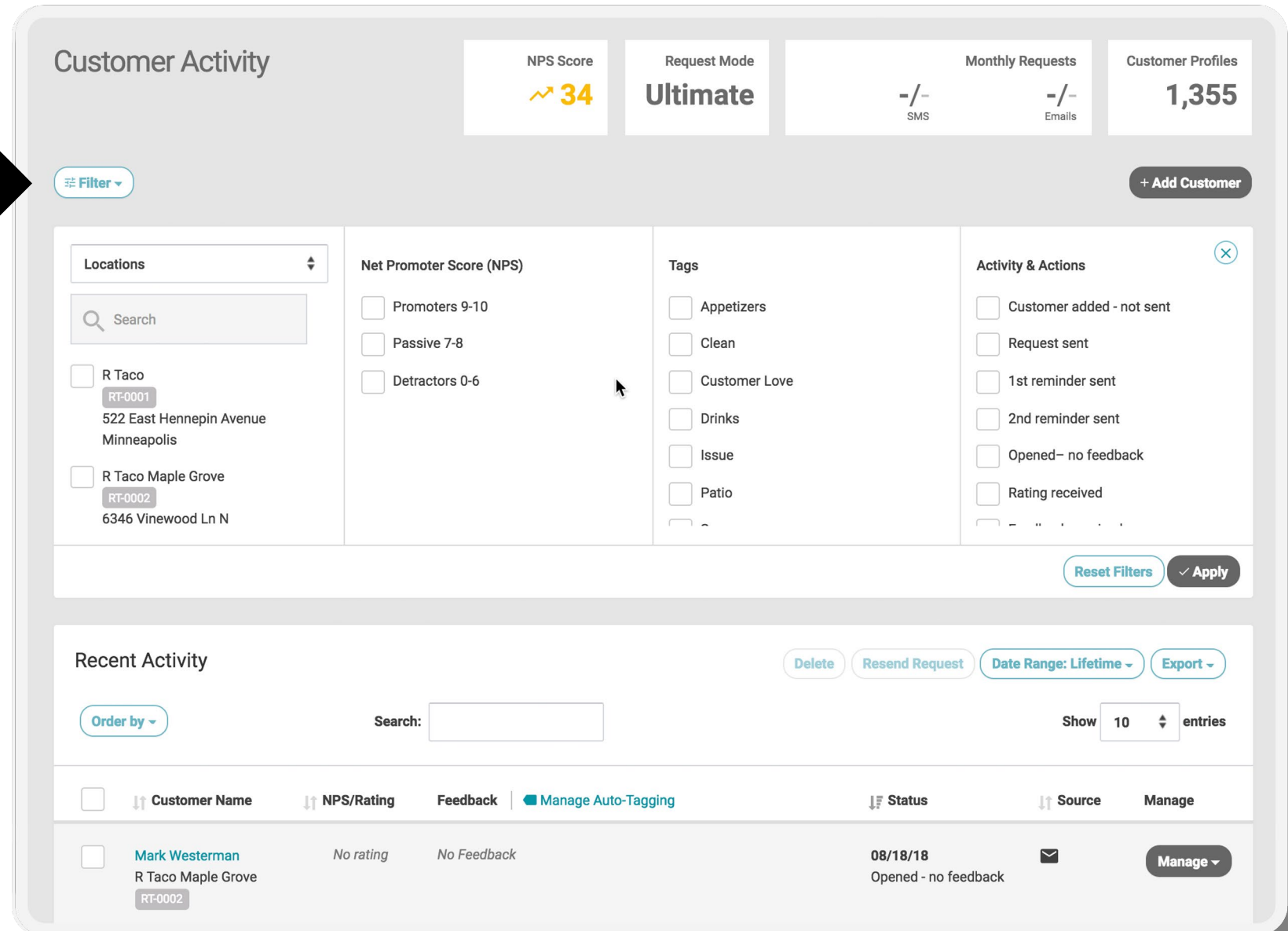
Resend a Request

Respond



# MANAGE

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



# **MANAGE**

Receive email notifications when new interactions happen

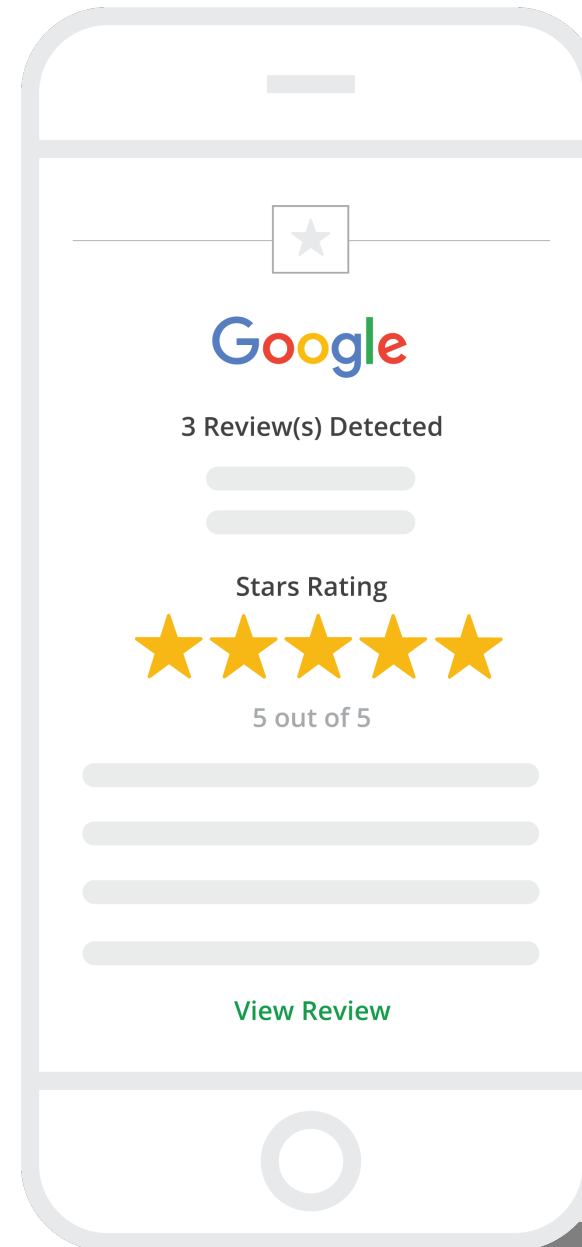
Our service not only captures customer data for your account, we send email notifications for specific actions including:

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.

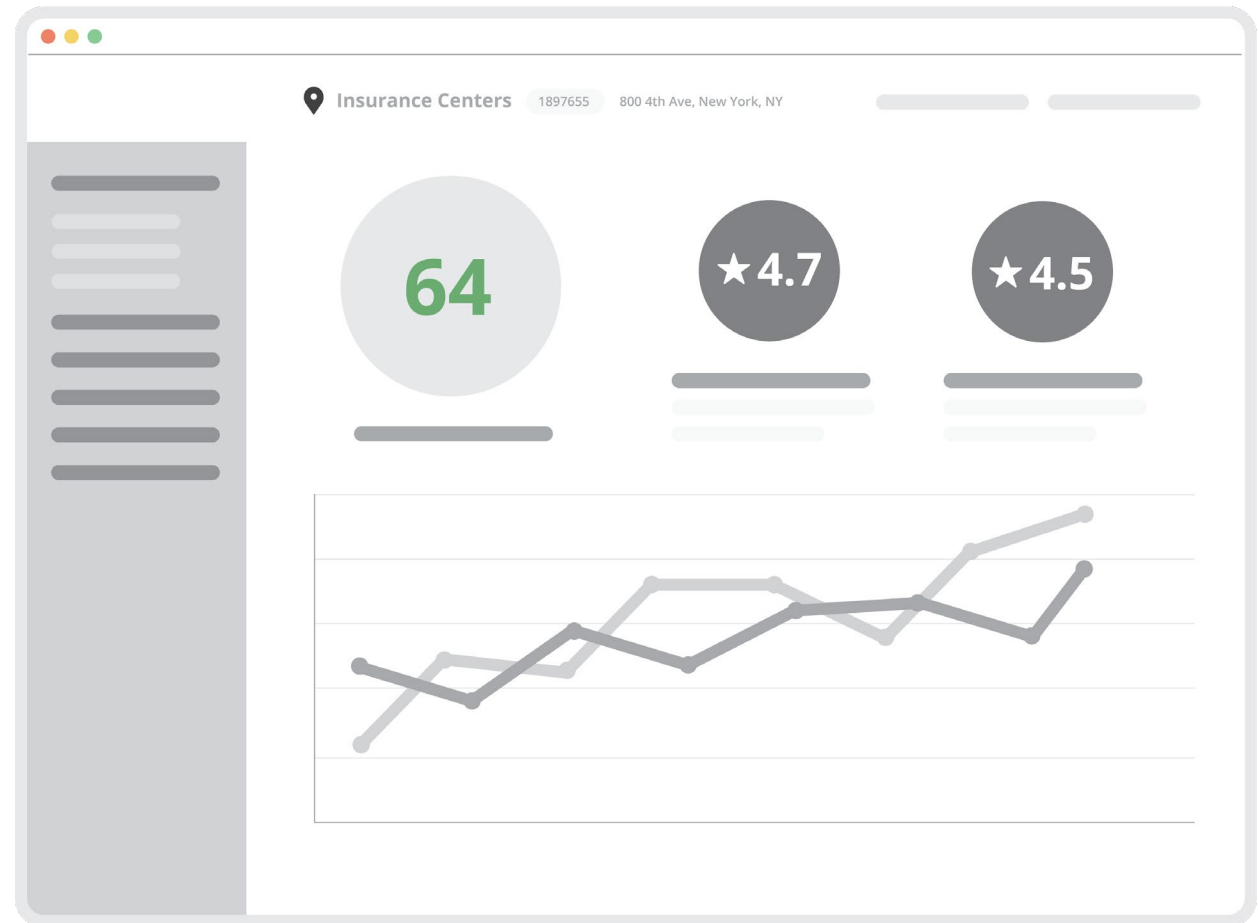
  5-Stars	<p>Our favorite taco joint BY FAR – unique and delicious! The fried fish tacos are worth driving for. We live over 30 minutes away, but will gladly go out of our way to go get tacos. I always get extra limes with the fried fish tacos! The staff are all wonderful that I've interacted with over 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.</p> <p>Customer Love Service Tacos</p>
  2-Stars	<p>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.</p> <p>Service Tacos Issue</p>

# **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.

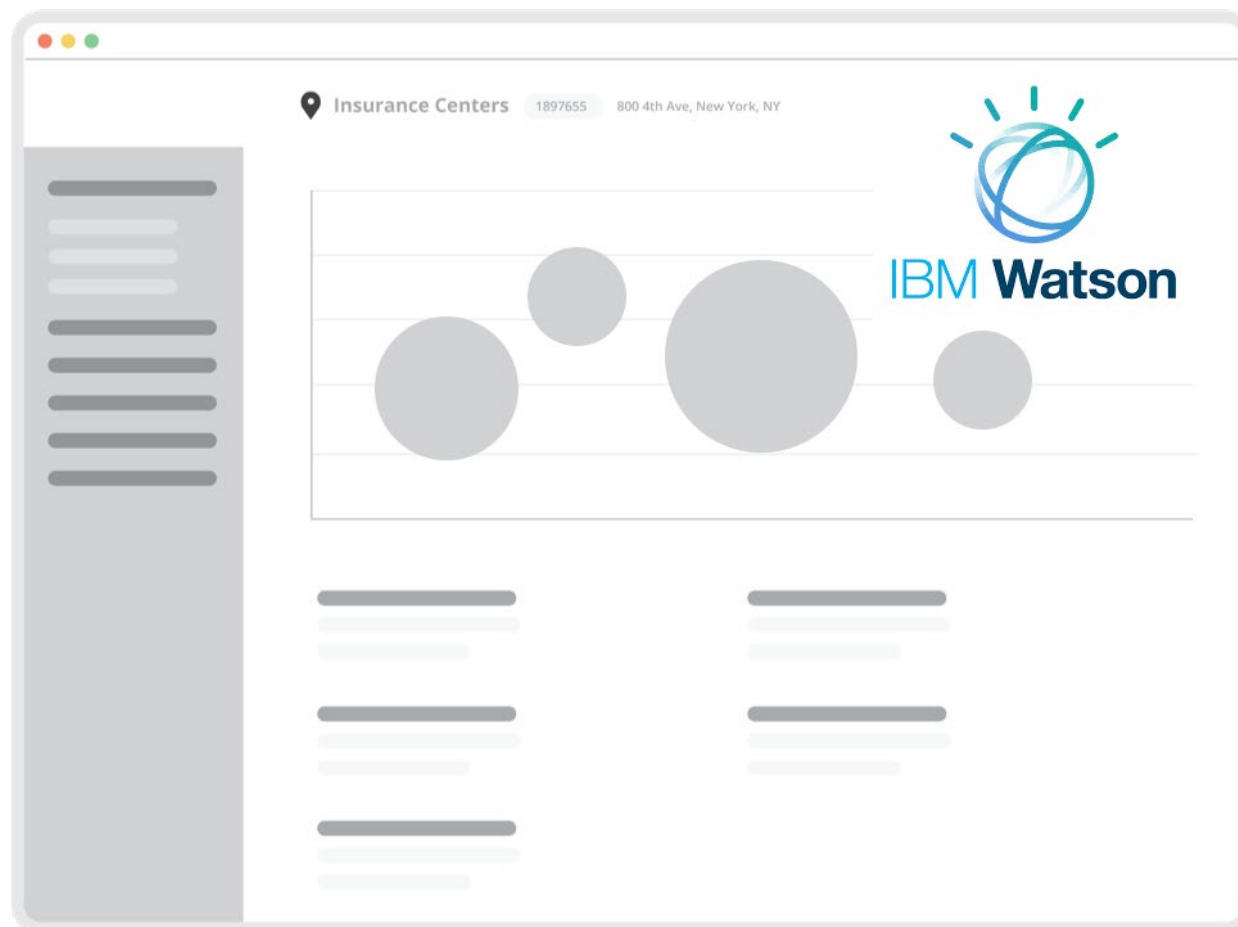
Benefit from the control of date ranges, actions, review sites, rating types, tags and more to understand your business better every day.



# **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.





# MARKET

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

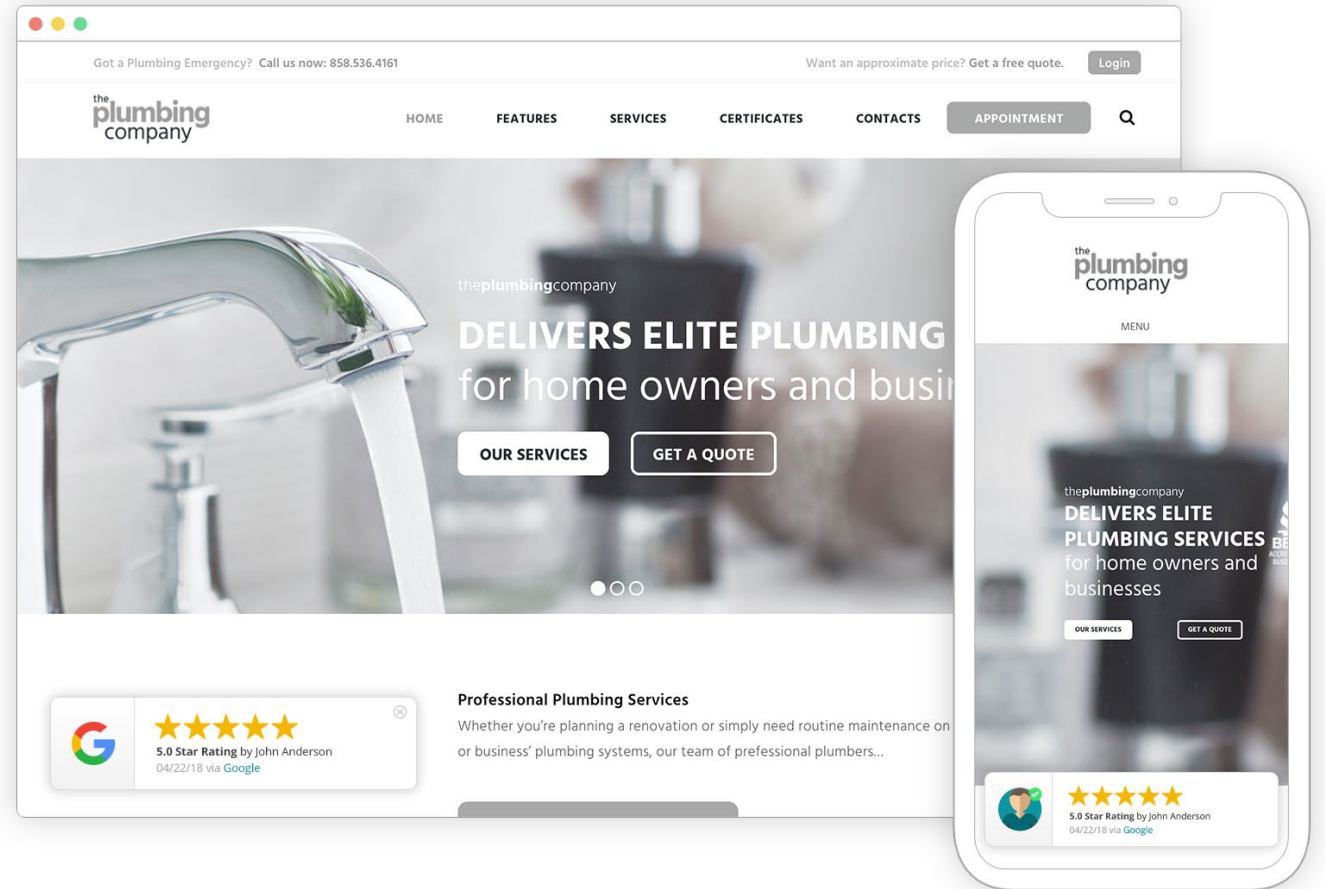


# ★ MARKET

## 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.





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.

REVIEWS & FEEDBACK

Overall Rating / 3 Total 1st-Party Reviews

4.8

Out of 5 Stars

★

★

★

★

★

Evelyn's Wine Bar

LEAVE US FEEDBACK

Filter By: View All

★

★

★

★

★

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 Google

James Hilgart - February 15, 2018

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

Share

★

★

★

★

★

5.0 out of 5 stars

review from facebook

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

Your partner in reputation.

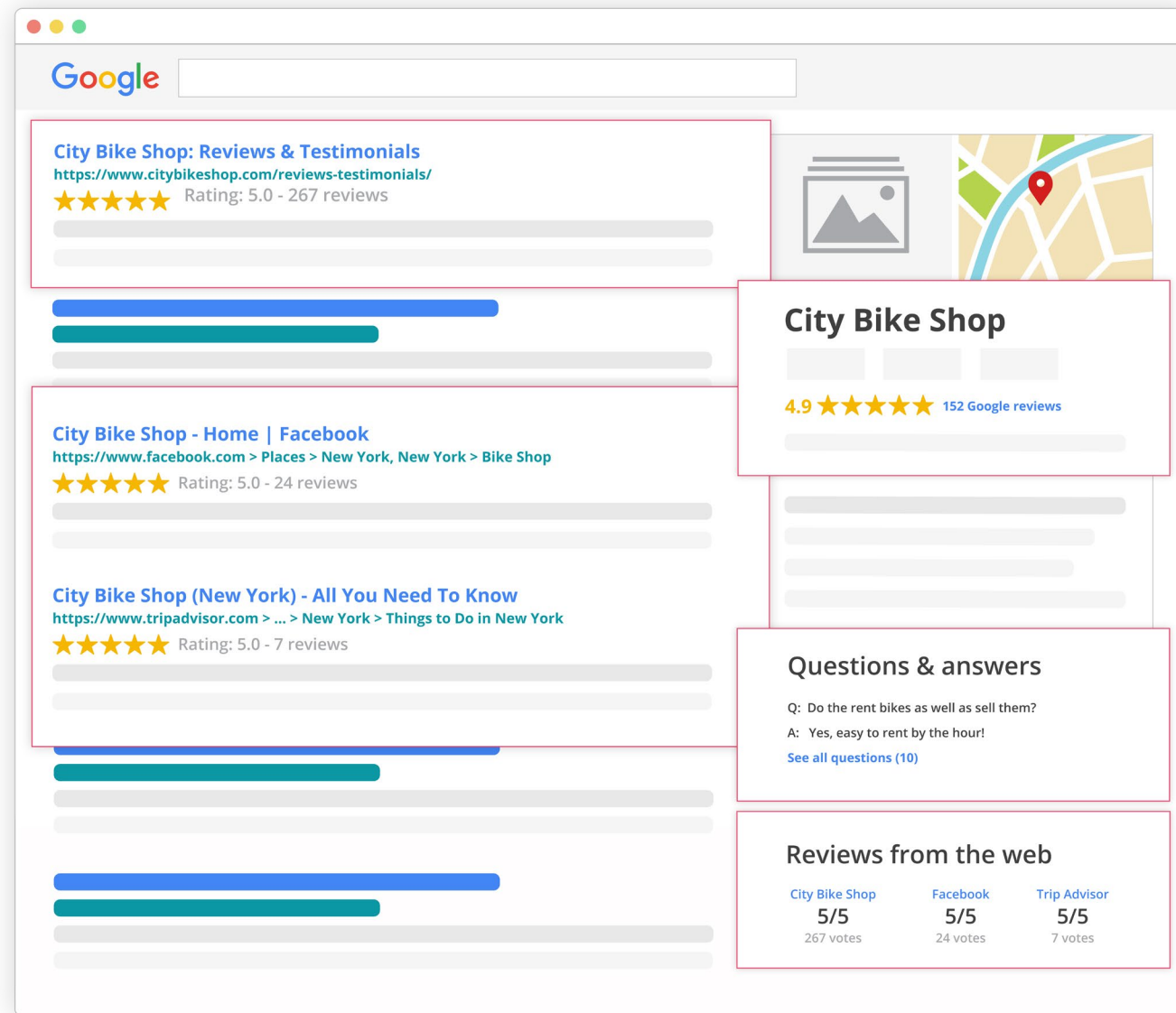
# ★ MARKET

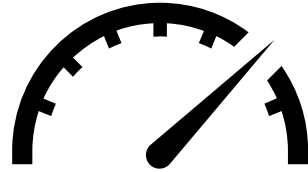
## Manage your reputation in search results

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.





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?