

GUIDE

The 5 Pillars

of Reputation Management

Improving Your Business Performance through the 5 Pillars of Reputation Management

The consumer journey is more complex than ever.

From digital to in-person, your potential customers navigate a vast sea of touchpoints, or micro-experiences, with your brand. With each micro-experience, they leave feedback — about you and their own wants, needs, and preferences. And they learn from each other's feedback. So can you.

Our guide will show you how to **harness the value of feedback to improve all aspects of your business**, starting with your reputation.

WHO IS THIS GUIDE FOR?

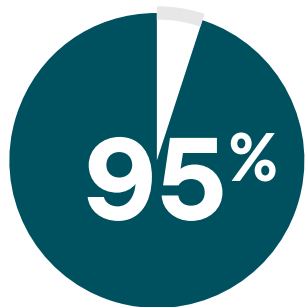
We created this guide for marketers who are on the front lines of building your company's reputation.

This guide demonstrates how tapping into the power of customer feedback improves your reputation down to the location level. This, in turn, makes your company more customer-centric and profitable.

Nearly half of all internet users post online reviews every month. And nearly 95% of people consult reviews before buying anything. Learning from that feedback means using a common platform and a systematic approach to collect insights that customers leave like bread crumbs along the entire journey to purchase. In addition, we believe that a systematic approach and platform can unify your company – from marketing to operations – by giving you data that strengthens your brand, customer experience, and operations, too.

This guide empowers marketers like you with the knowledge and tools needed to build a reputation management program that goes beyond building your brand. It delves deep into the essence of customer-centricity and reveals how you can foster a collaborative culture within your organization to consistently deliver exceptional customer experiences and improve your business.

Our guide also gives you a roadmap to collect customer feedback and improve your entire business through a unified approach. We call this roadmap the five pillars of effective reputation management. Are you ready to embark on this journey of reputation management and customer-centric excellence?



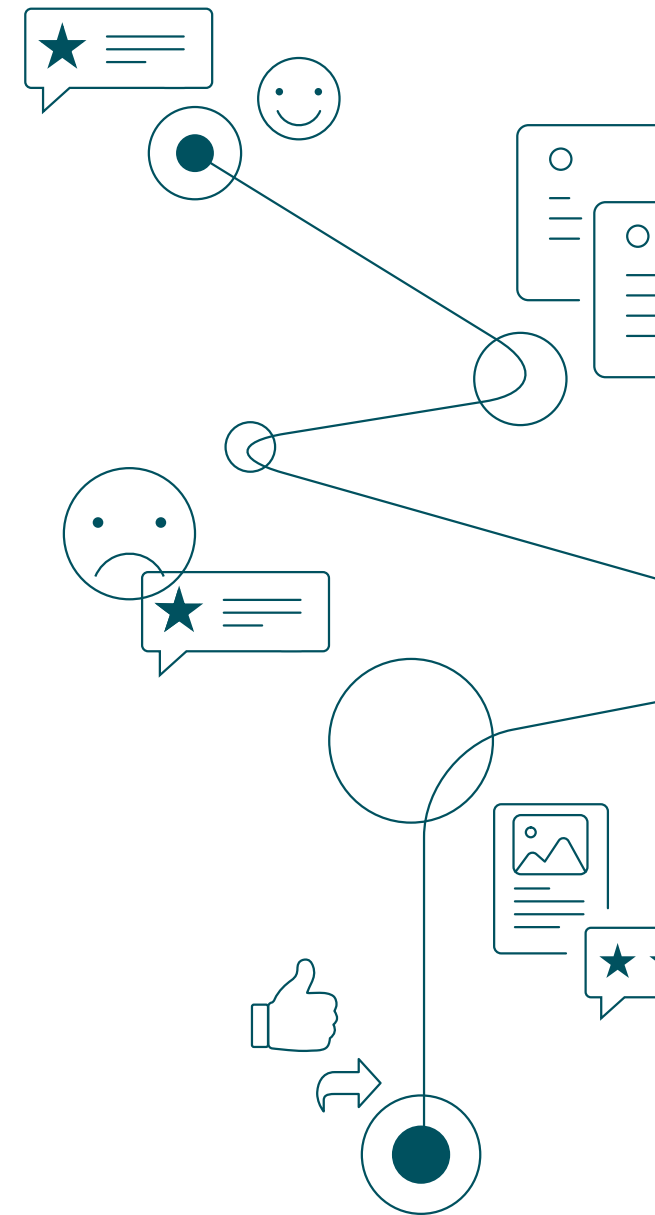
Nearly 95% of people consult reviews before buying anything.

The Customer Journey Is a Feedback Gold Mine

Your consumer comfortably toggles from one touchpoint to the next as they learn about your brand on their path to purchase, from social media to your website. **Each one of those touchpoints is a micro-experience – for the consumer to learn about you by digging into each other’s ratings/reviews, for you to deliver an experience to the consumer, and for the consumer to leave feedback about you.** These interactions can be as small as a social media post, a customer service call, or even an email communication. The growing number of digital feedback channels makes it possible to share experiences in real-time, giving consumers (and you) more access to consumer-sourced information than ever before.

The proliferation of micro-experiences

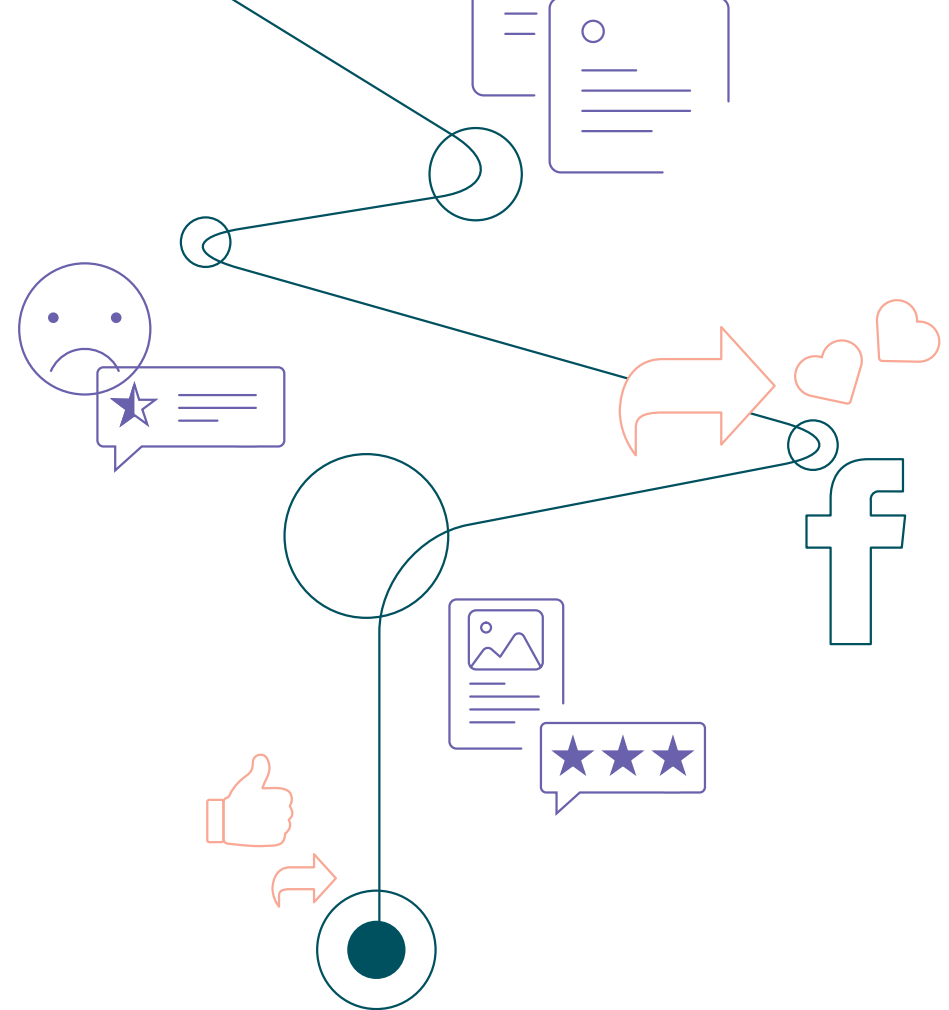
The customer journey is getting more complicated every day due to the proliferation of micro-experiences. TikTok didn't even exist until the dawn of the 2020s, and the app has 1.6 billion users (and counting), each of them having scores of micro-experiences daily. Threads, the new app from Meta, was launched in July 2023, generating 100 million users in five days. Google Generative Search was launched in 2023 to give consumers an incredible new AI-powered tool to have rich, in-depth conversations about brands with AI.



These micro-experiences create both a challenge and an opportunity

THE OPPORTUNITY is to tap into each micro-experience to collect all the feedback consumers leave, whether they're reviewing you on your site or chatting with you on your Google Business Profile listing. And, of course, brands have a tremendous opportunity to respond to consumers during those micro-experiences – and create better experiences.

THE CHALLENGE is to figure out how to collect and use all that feedback along the customer journey. Many organizations continue to struggle with their customer feedback data – whether it is siloed, incomplete, or overwhelming. This makes it difficult to gain a comprehensive perspective of the customer experience. On top of that, businesses are hampered by disconnected MarTech stacks and no unified approach across marketing, customer experience, sales, and operations.



Despite these obstacles, businesses can gain valuable insights into customer needs and expectations and improve their operations.

How? By implementing effective feedback management strategies. Let's take a closer look at how to do that by applying the five pillars of effective reputation management.

5 Pillars of Reputation Management

We have created the five pillars of reputation management to give marketers a coherent framework for managing myriad strands of customer feedback to improve their businesses. These five pillars serve as a roadmap for unifying your company around feedback data and applying that data to drive positive outcomes across all locations:

- 1 Drive Engagement:** Listen and respond to your customers in real time to build trust.
- 2 Analyze Perception:** Understand end-to-end feedback, trends, and sentiment to drive growth.
- 3 Enhance Experiences:** Engage and act on customer feedback to enhance loyalty and advocacy.
- 4 Measure Success:** Score and optimize your performance to improve your strategy.
- 5 Expand Reach:** Work cross-functionally to ensure that feedback helps the entire organization

01 Drive Engagement:

Listen and respond to your customers in real time to build trust on multiple digital channels, private and public.

- **Private:** internal first-party feedback, such as surveys.
- **Public:** external third-party feedback, such as online reviews and social media comments, which are provided by a larger population.
- **By actively responding and engaging in real time**, you can address concerns quickly (before they escalate into bigger problems), celebrate wins, and build stronger customer relationships that foster trust and loyalty.

CUSTOMER SUCCESS STORIES

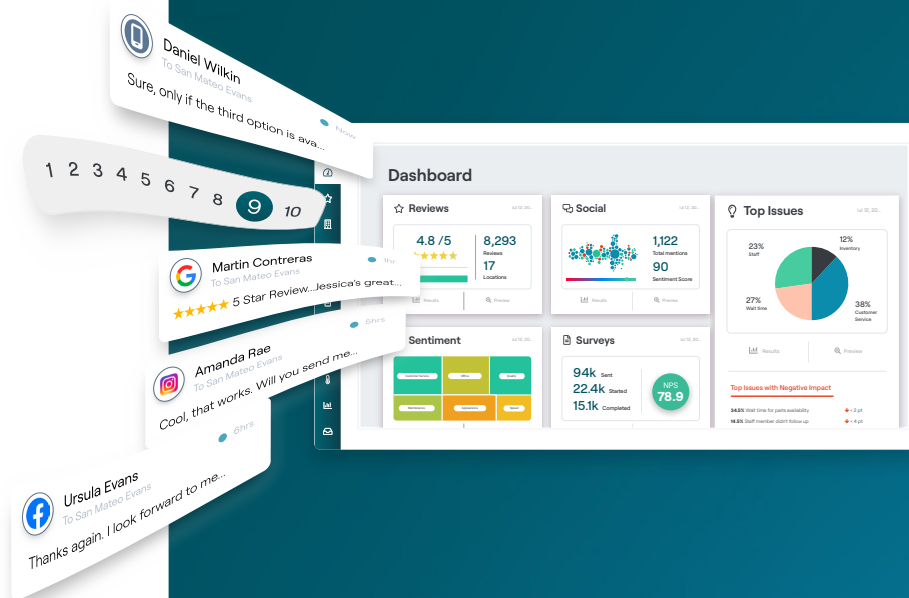


Reputation helped **Intermountain Health** see a **156% increase in review volume** year over year and a 3.7 to 4.5 star rating increase in the first month.



Repli has seen a **96% Review Response Rate** since utilizing Reputation

The Reputation Edge:



With Reputation, you maintain a constant, real-time connection and build trust with your customers through our comprehensive reputation management platform.

Businesses can track and respond to all customer feedback across all major review sites, social media platforms, and other online channels.

Businesses can receive notifications and automate workflows whenever new feedback is posted.

02 Analyze Perception:

Understand end-to-end feedback, trends, and sentiment to drive growth.

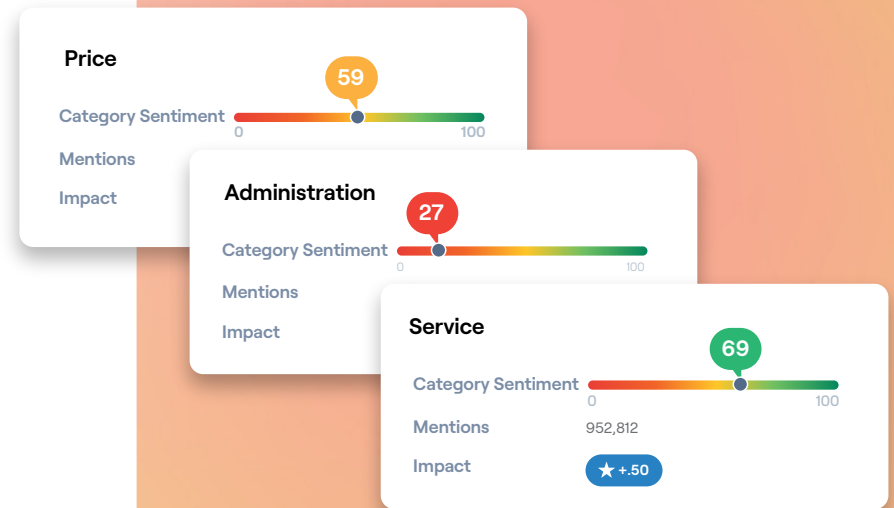
- **Customers provide feedback** through many micro-moments experienced across all channels, geographies, and touchpoints. In the fast-moving digital age, businesses drive growth and identify areas for improvement by understanding these seemingly disconnected (but highly relevant) touchpoints.
- **By analyzing perception** through customer sentiment analysis and competitor benchmarking, you can prioritize and make data-driven decisions that improve the customer experience and drive business outcomes across all customer journeys.

CUSTOMER SUCCESS STORIES



Reputation helped [LaFontaine Automotive Group](#) be more responsive by involving a GM in all negative reviews (1-3 stars) for prompt customer outreach. Our insights also led to the brand adjusting their review requesting strategy from email to SMS which has helped them gain **100 new monthly reviews across Google and Facebook.**

The Reputation Edge:



Reputation's advanced AI-powered sentiment analysis and natural language processing capabilities provide a deeper understanding of customer sentiment and identifies trends that can inform marketing and customer experience strategies, product development, and overall business growth.

These capabilities give businesses a real-time insight into every piece of **feedback everywhere.**

03

Enhance Experiences:

We have established the importance of responding to feedback. How do you do this at scale, from one location to the next, in a systematic way that improves the customer experience?

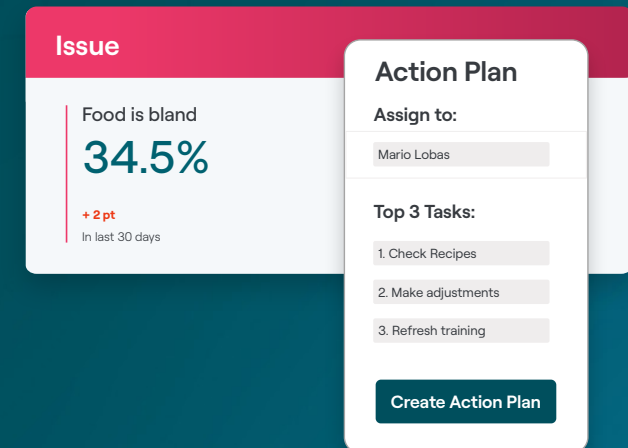
- **To effectively manage experiences**, businesses must establish a clear process for collecting and analyzing feedback, assigning responsibility for follow-up actions, and integrating feedback into decision-making processes. This requires a culture of customer-centricity across the organization and a willingness to continuously improve based on positive and negative customer feedback.
- **By understanding customers' needs and expectations**, businesses can enhance customer loyalty and advocacy – increasing revenue, better customer retention, and improving brand reputation.

CUSTOMER SUCCESS STORIES



Since partnering with Reputation, [Kia Motors UK](#) has achieved a **75% review response rate** and **2,500+ increase in sales leads** since implementing Reputation's inbox and messaging solutions.

The Reputation Edge:



Reputation automatically assigns negative reviews to relevant resolution teams, streamlining the process and facilitating prompt response times, enabling businesses to effectively implement customer feedback and close the loop on one-off needs.

The platform leverages organization-wide feedback to provide the tools to strategically create and execute foundational workflow improvements across multiple locations and teams at scale.

Through these solutions, Reputation fuels a culture of accountability and promotes proactive approaches that prevent experience challenges and enhance the overall customer experience.

04 Measure Success:

Score and optimize your performance to improve your strategy.

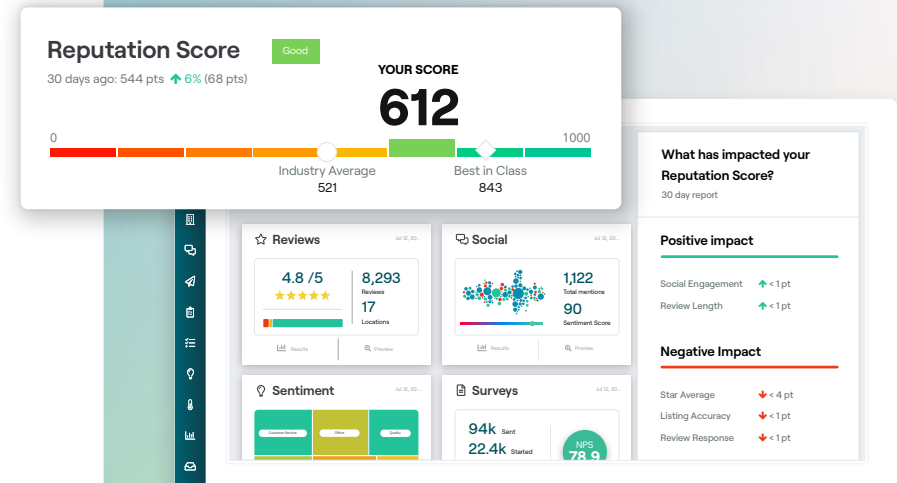
- **Measurement is where a business really learns how to improve** by having a benchmark for what success looks like. Businesses can gain valuable insights into the effectiveness of their reputation management efforts by setting clear goals and regularly tracking and analyzing key performance indicators, such as customer satisfaction, online reviews, social media engagement, search engine rankings, and brand sentiment.
- **In addition to monitoring these metrics**, businesses should use the insights gained to adjust their reputation management strategies and tactics, continually refining and improving their approach. Measuring success is not just about tracking metrics. It's also about using the data to drive informed decision-making and ultimately to enhance the overall reputation of the business.

CUSTOMER SUCCESS STORIES



The Arbor Company, which operates senior living communities across the U.S., **increased their Reputation Score 191 points** since adding Surveys and Social Listening solutions.

The Reputation Edge:



Reputation delivers comprehensive and customizable reports that include key performance indicators, such as Reputation Score – our AI-powered metric that measures a brand's overall online reputation based on various factors such as sentiment analysis, review ratings, and customer engagement.

Reputation Score provides a clear understanding of how your brand is performing and where improvements can be made. We also make it possible for you to compare your performance with competitors and even other industries down to the location level.

05 Expand Reach:

Work cross-functionally to ensure that feedback helps the entire organization.

- **Customer feedback is most impactful** when it helps every department, not just the one collecting it. By integrating feedback into different systems, such as customer relationship management and marketing automation, businesses can create a more holistic view of their customers and improve their overall customer experience.
- **By dismantling silos** and providing all teams access to a unified customer insights platform, you can enhance your capacity to provide a seamless and customer-centric experience, ultimately bolstering your online reputation.

CUSTOMER SUCCESS STORIES

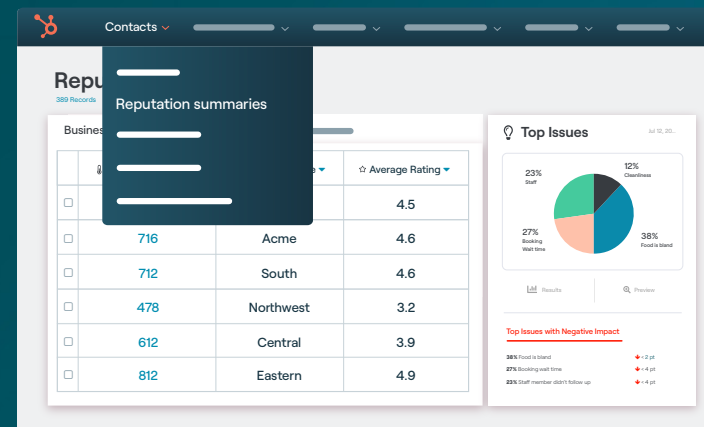


Wilmington Health maximized Reputation's Reviews and Review Booster to elevate its online presence and local market visibility. Through RepConnect integrations, Wilmington Health seamlessly integrated tailored messaging at various touchpoints in the patient journey, resulting in significant success.

AutoNation

With the help of the Reputation platform, in 2023 AutoNation achieved **1 Million 5 Star Reviews**.

The Reputation Edge:



Reputation offers hundreds of integration capabilities with various systems, such as customer data platforms, customer relationship management, and marketing automation. This makes it possible for businesses to connect their customer feedback with their existing data and systems.

Empowered with a holistic view of the customer journey through unified systems, a business can more effectively build its reputation by acting on customer feedback in a unified and streamlined way.

Conclusion: Succeed Across the Customer Journey

Businesses in every industry are affected by the power of customer feedback. Data consistently shows that reviews in particular drive consumer decision making.

But businesses have a say in that decision-making process. You are an active participant in the customer journey. How? By staying connected with customers, analyzing feedback, managing experiences, measuring success, and embedding feedback into all aspects of your operations. These five key pillars provide you with a framework for success in online reputation management, enabling you to deliver exceptional customer micro-experiences and drive sustainable growth.

Reputation has helped thousands of businesses around the globe to prioritize online reputation management by embracing these five core pillars, **ensuring organizations are better equipped to meet the evolving needs of their customers, build a strong brand, and drive long-term growth.**

Have questions? [Contact us](#), and we'll guide you through applying our five key pillars. Together, we'll enhance customer satisfaction, drive growth, and establish your brand as a trusted industry leader.

About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Backed by Marlin Equity Partners, Bessemer Ventures, and Kleiner Perkins, Reputation turns consumer feedback into fuel to grow businesses around the world. Visit reputation.com to learn more.



Reputation