

How Duncan and Todd Elevated Customer Service and Maximised ROI

A British optician brand’s success story



Key Stats

4.7/5 star rating for the group, up from 4.5 in 2022.

+79% increase in review volume.

94% of feedback is positive.

93% response rate to inbound reviews (up from 80% in 2022).

+1300% increase in ‘Clicks-to-Website’ from Google listings.

Duncan and Todd Group, facing the challenge of managing multiple feedback sources and enhancing their online presence, partnered with Reputation in 2023 to achieve these key objectives:

Centralised Feedback Management:

Duncan and Todd sought to consolidate various feedback channels, including Google, Trustpilot, and Glassdoor, into a single, manageable platform.

Increased Customer Engagement:

Essential to their business was the ability to leverage feedback to drive more patients to their branches, necessitating a solution that could effectively manage and enhance their online reputation.

Scalability:

With an eye on future growth, Duncan and Todd required a solution that could adapt and grow with their evolving business needs.

Focused Online Presence:

The group aimed to improve their online listings and utilise innovative strategies to maximise their digital footprint and patient acquisition.

Through their partnership with Reputation, Duncan and Todd successfully addressed these challenges, leading to a more robust and efficient management of their online reputation. This collaboration has resulted in a significant increase in patient engagement and a stronger, more unified online presence.

The Duncan and Todd-Reputation partnership has solidified Duncan and Todd’s position as a leader in their industry, showcasing the impact of targeted online reputation management in driving business growth and customer engagement.

With Reputation, Duncan and Todd has achieved a 79% increase in review volume.

Reviews

Since partnering with Reputation in 2023, Duncan and Todd Group has achieved remarkable results in managing their online reputation and customer feedback:

93%

review response rate in 2023, up from 80% in 2022.

94%

of all inbound feedback is positive with positive feedback increasing by 4%.

Listings

Through the effective use of Reputation’s Listings module, Duncan and Todd saw a substantial rise in their online visibility, with increased listing views and key metrics within 4 months of implementation.

As a result of using Reputation’s Business Listings module, Duncan and Todd has achieved:

+800%

increase in views of Google listings.

+1300%

increase in Listing ‘Clicks-to-Website’

Reputation Score

Duncan and Todd Group’s proactive approach to managing online reviews and listings led to a significant increase in their Reputation Score, which rose by **193 points to 588**. The substantial rise in their Reputation Score places Duncan and Todd well above the industry average, indicating their strong commitment to customer satisfaction and engagement.

“ We were impressed with the results from Reputation immediately, we were surprised at how our reviews increased overnight! The Reputation model is very flexible which allowed us to select the appropriate solutions to our business needs which increases the ROI.

The onboarding process was first-class and the ongoing support has remained exceptional ever since. In addition to the evident improvements in our business KPIs, we’ve noticed a significant enhancement in our teams’ customer service focus, resulting in higher scores. ”

Cheryl Smith, Group Marketing Manager, Duncan and Todd Group

To learn more, contact us at reputation.com