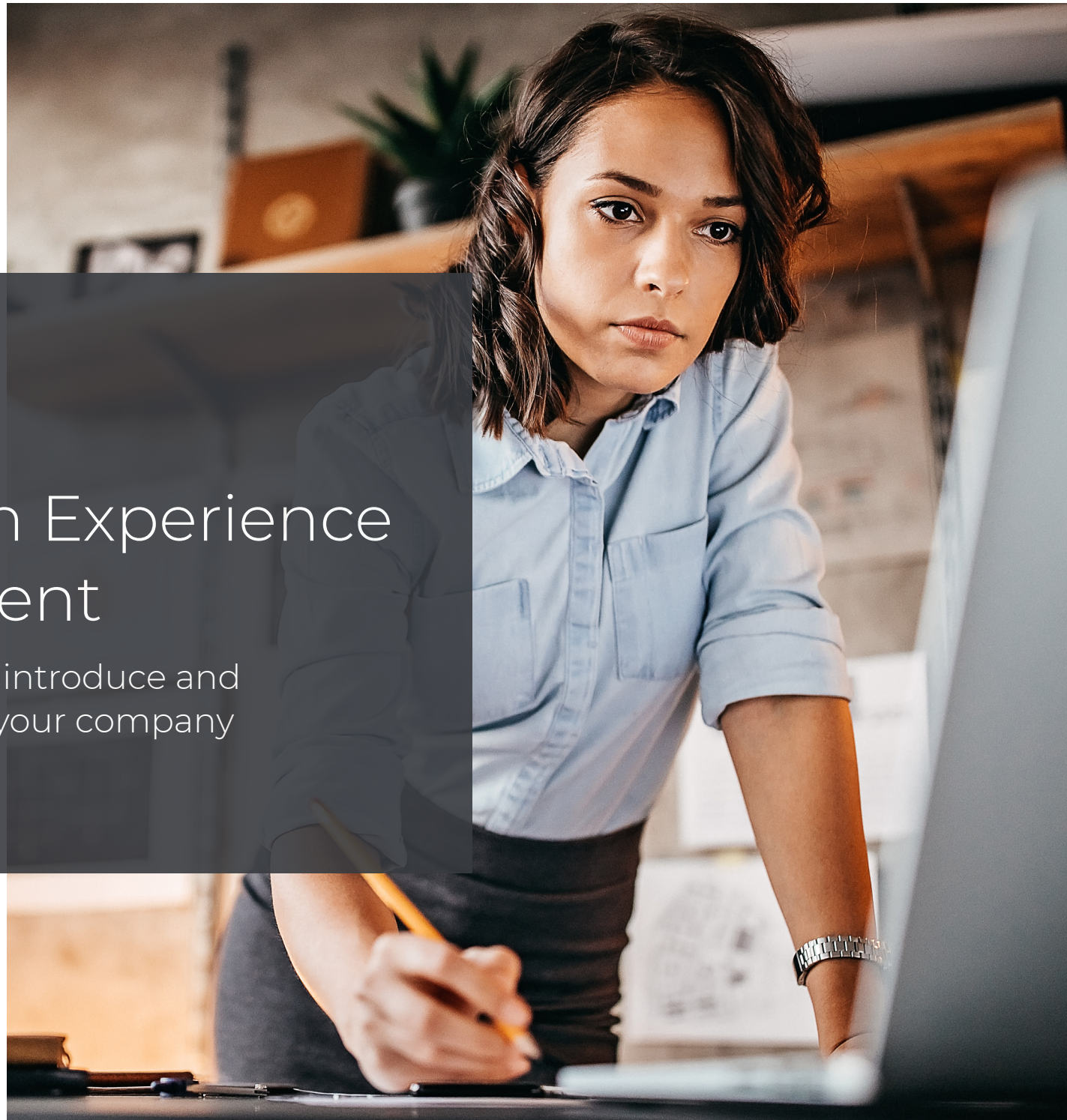# Reputation

GUIDE

# Reputation Experience Management

How to successfully introduce and implement RXM in your company

# From Online Reputation to a better Customer Experience

**Online Reputation drives a company's success.** At a time when the Internet influences almost every purchasing decision, what your customers say about you influences every aspect of your business, ranging from your reputation to your revenue growth. If you do not convince people to choose you online, your potential customers will buy from the competition.

**Increasingly, brands need to manage all customer touchpoints to fully optimize customer experiences.** Only those brands that can delight their customers everywhere and at all times will be successful in the long term. Think of satisfied customers as magnets who attract new customers!
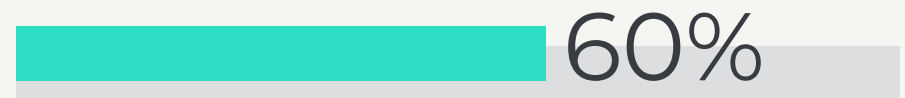
**Reputation Experience Management (RXM) ensures that brands build a positive reputation consistently.** The combination of managing Online Reputation and Customer Experience strengthens businesses for growth. Businesses can attract new customers and build lasting relationships with them.

**This guide offers:**

- Practical assistance for the Reputation experience management

- A checklist for the introduction of an RXM into your company

- Figures, data, facts from current studies and

- Illustrative examples

- Links to learn more

## 76%
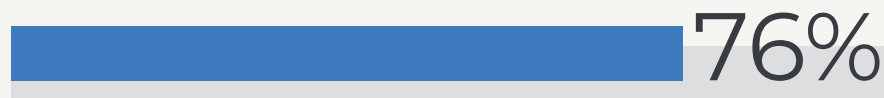
76% of consumers are influenced by ratings and reviews when deciding on a purchase.

## 60%

60% are less likely to react to a negative review, if the company has responded to it.

— Statistical data: nV=1,000 consumers or nU=503 companies A survey by London Research and reputation

# Contents

# A Closer Look at Reputation Experience Management (RXM)

**Companies face the challenge of offering customers and prospects the best possible experience at every single contact moment** — via personalized marketing messages, individual offers and tailor-made services.

One bad experience can ruin a customer's relationship with the service provider and the brand forever.

**This is exactly where Reputation Experience Management (RXM) comes in. It combines the optimization of Customer Experience with the management of a company's Online Reputation.**

Reputation Experience Management means obtaining customer feedback, responding to it, and acting on that feedback to improve the company's services, optimize the Customer Experience and thus enhance the reputation of the brand. It includes not only the evaluation of self-gathered, structured data (e.g., from customer surveys), but also the unstructured "data in the wild" that people leave on the internet about your company — and is much more difficult to find and capture.

**Only if you are able to listen, understand and act, can you set yourself apart from your competitors and be truly successful.**

## The Impact of a positive Online Reputation

# +59%
Increased sales

# +57%
Conversion rates

# +46%
Increased ROI for marketing

The majority of companies are most likely to measure the impact of a positive Online Reputation in terms of customer relationships - specifically increased sales (59%), higher conversion rates (57%) and better marketing ROI (46%).

— Status Report Online Reputation Management 2020

## Step 1: Get found

Step 2: Get Chosen

Step 3: Get Better

To attract customers, you should be able to be found on the Internet. The basis for findability is a consistent online presence of your company. That's because search engines such as Google compare all available data sources and display those results at the top of Search Engine Results Pages (SERPs).

As a result, you need to keep data up to date across all digital touchpoints — from your own website to business directories, social media and Google. Make sure that customers and prospects can find reliable information wherever they are.

**Make Google My Business Your Business!**

Many consumers begin their search on Google. Therefore, it is a good idea for you – or each of your locations – to appear directly in the Local Pack — the three most relevant search results in the geographical vicinity of the searcher. To do this, you need to claim and carefully maintain the Google My Business page associated with your location. This page is your digital business card on Google, where customers can leave feedback and learn more about you, including your location information.

Of course, you should not neglect your website. In addition to following SEO best practices, we recommend including an FAQ page with the most important information about your location. If you have many locations, it is also important that they all have their own sub-pages and are easy to find. A location finder on your parent brand site is also a good solution to help customers find the nearest stores or contacts.

## 33%

Almost 33% of Google Local Pack Rankings factors are influenced by Google My Business. (2020 Local Search Ranking Factors)

# The Local 3 Pack

John and Lucy walk through the Liverpool City Center. Lucy is looking for an outfit for her job interview. John is rather hungry and needs something to eat. The couple see a variety of suppliers in the vicinity. But where should they start - especially since both obviously have time-critical problems to deal with? "Hey, Google," John says into his smartphone, "Where can I get a burger near me?" Meanwhile, Lucy searches online for a clothing shop specializing in business and office wear.

If a company doesn't appear here in the Local Pack, they will most likely not make any sales with John and Lucy - and will not be able to reach many other potential customers either.

4.9 ★★★★★ (213) · 0.3 mi

4.2 ★★★★☆ (81) · 0.2 mi

4.0 ★★★★☆ (34) · 0.8 mi

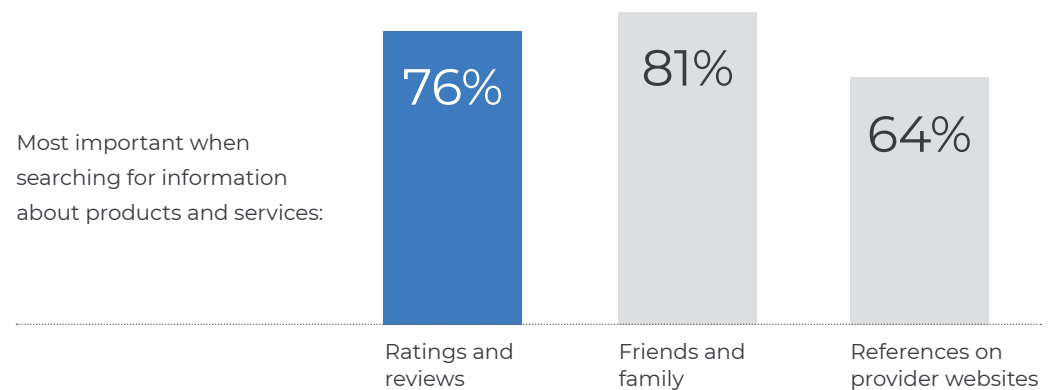Business wear near me

## Step 1: Get found

## Step 2: Get Chosen

## Step 3: Get Better

Reviews and ratings on Google, your website, and third-party sites influence your search ranking. **It is therefore important to actively and continuously ask customers for feedback.**

This is the only way to increase visibility and thus gain the interest of potential customers. What's more, the feedback from your customers and prospects is valuable to you in three ways: In addition to visibility, you have the opportunity **to positively influence the Customer Experience from the very beginning,** for example by responding to queries via social media or Google reviews.

On the other hand, you learn how your company is positioned, what customers find particularly good or where there is **still room for improvement.** In addition to the content and length of the reviews, **the number and topicality of ratings also influence the Google ranking.** Learn from all your reviews, both negative and positive!

### What is the impact of online ratings on purchase decisions?

Most important when searching for information about products and services:

| 76% | 81% | 64% |
|-----|-----|-----|
| Ratings and reviews | Friends and family | References on provider websites |

— Statistical data: nV=1,000 consumers or nU=503 companies A survey by London Research and reputation

To benefit from the feedback of your (potential) customers, you need to do two things:

## 1. Encourage feedback

Ask all customers for feedback. You can ask for a rating on Google, social media or various industry portals and encourage participation in a survey. It is important to find the right channel for your customers, and it is essential that you ask for feedback, realizing that you will receive both negative and positive reviews. Oftentimes, unhappy customers are the ones who express themselves publicly on the Internet, which can distort sentiment about your company. Asking for reviews is more likely to activate the "happy majority" who just need some nudging to speak up for you. But do not try to ask only satisfied customers for feedback. If Google believes that you are trying to manipulate reviews by encouraging only positive ones, Google will have the rating stars deleted. In addition, more well-rounded ratings are more credible, and every bit of feedback gives the chance for a dialogue with the customer.
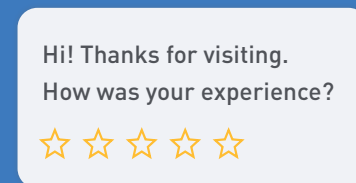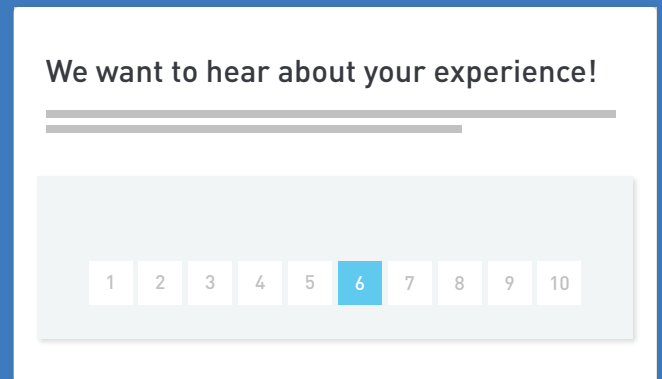
**Response rate to feedback requests across channels**

Consumers are more likely to respond to feedback requests via e-mail than via social media

— Status Report Online Reputation
  Management 2020

**39%**

Response to
e-mail requests

**12%**

Response to
social media
requests
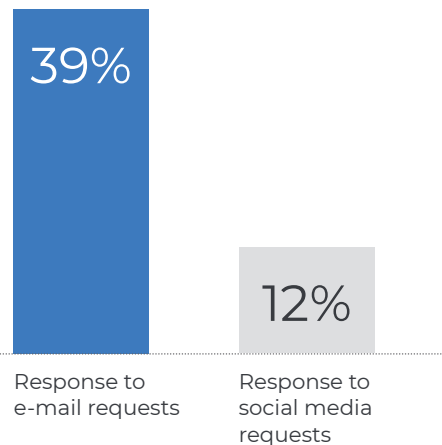
## Channels for requesting feedback:

- Feedback requests via PC, tablet, smartphone on site

- SMS / Messenger (please note opt-in)

- E-mail / Newsletter (please note opt-in)

- Social media

- Website

**We want to hear about your experience!**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Hi! Thanks for visiting.
How was your experience?

☆ ☆ ☆ ☆ ☆

## 2. Deal with feedback appropriately

Online reviews can have a negative effect if you do not react to them at all or react improperly. Consequently, it is important to register and categorize customer opinions across all channels:

- **Is the feedback positive, neutral or negative?**

- **Has a product, delivery or service been evaluated?**

- **Which location is involved?**

The more systematically you do this, the easier it is to evaluate and answer the feedback and gain insights from it.

### Managing feedback company-wide

The use of an RXM software solution is recommended when many locations need to be managed. This allows you to collect and categorize feedback from Google, business directories, social media, and other channels by region or branch, by company or service area and by value. Ready-made text modules and personalization functions facilitate prompt responses – either centrally, (e.g., by your customer service team) or by an employee of the respective location.

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**Responding to customer feedback has a positive effect on consumers:**

**41%**
On the evaluation of the satisfaction

**37%**
On the probability of a new purchase

**36%**
On the brand perception

## Tips for dealing with feedback

- Monitor and process feedback from all channels.

- Answer 100% of negative and at least 20% of positive evaluations.

- Answer in a friendly, understanding and solution-oriented manner.

- Always say thank you for the feedback.

- Never try to justify yourself online! Offer a separate conversation instead.

- Be specific about the request instead of answering with run-of-the-mill phrases.

- Respond to feedback within 24 hours.

○ Step 1: Get found

○ Step 2: Get Chosen

● Step 3: Get Better

The information contained in reviews and comments from social networks is worth its weight in gold. Unfortunately, this data is also unstructured, which often makes it difficult to analyze and gain useful insights. However, if you want to optimize your Online Reputation in the long term and unerringly approach the ideal Customer Experience, it is not enough just to initiate and react to feedback. You have to look at the big picture to really learn from your customers' experiences and opinions.

## The three "C's" for the optimal Customer Experience

- **Control:** With an appropriate categorization and structuring of reviews from the various sources, you can find out areas of your company that need improvement and the strengths/weaknesses of each of your locations.

- **Competitive comparison:** In the battle for customers, it is not enough to have a good Reputation Score and to have positive ratings on the Internet. Above all, you have to do better than the competition. Therefore, also look at how your competitors present themselves online and deal with customer feedback.

- **Consequences:** If you know what your customers complain about and what they are happy about down to the location level, you will be given initial starting points for improvement. You can use particular locations as best practices from which the others can learn. Assign the respective (especially time-critical crisis management) tasks to the right people within your team. Initiate appropriate measures and check whether these really lead to improvements.

# The Power of an RXM Platform

With a powerful RXM platform, you can efficiently analyze feedback and data from ratings, surveys and social media. Such a platform offers a clearly arranged dashboard that bundles and visualizes all data. In this way, you can see company-wide and site-specific or regional **operational areas where there is room for improvement.** Such insights can be used for comprehensive optimization measures – from supply chain management to employee training.
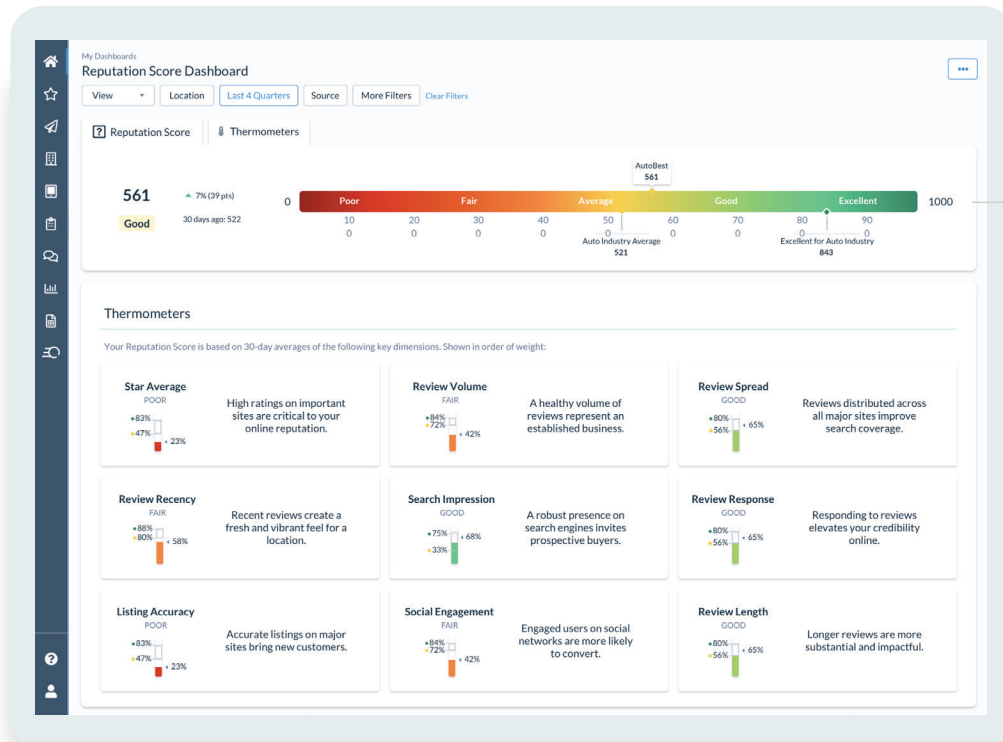


## What's Your Reputation Score?

Measured on a scale of 0 to 1,000, Reputation Score is a comprehensive index of the digital presence of business locations in over 70 industries.

A Reputation Score is calculated based on nine factors that reflect and impact a consumer's buying experience, online and onsite.

The 5 must-haves for successful RXM in your company

**You can improve the Customer Experience at any time using the numerous insights from your analyses.** In this way, you perpetuate a virtuous cycle: better customer experiences lead to positive reviews, which improve the reputation of all your locations – resulting in new and more satisfied customers.

Companies that implement Reputation Experience Management have a strong competitive advantage over competitors that do not. They benefit from greater trust in the brand and thus form new and stronger customer relationships. The good news is you can manage RXM with a holistic software platform.

## Ask $\longrightarrow$ Listen $\longrightarrow$ Improve $\longrightarrow$ Convert

| Ask | Listen | Improve | Convert |
|---|---|---|---|
| Solicit feedback from customers | Collect and analyze feedback data | Apply organizational improvements based on feedback | Acquire more customers by improving experience |

**The following five points will show you what is required for successful Reputation Experience Management.**

## 1. Your Reputation Score

The Reputation Score takes into account all factors that influence your reputation. It integrates Google ratings, business directory entries, social media and survey results in one platform. This provides you with a 360-degree view of your brand's performance, enabling you to compare it with local competitors and key industry benchmarks.
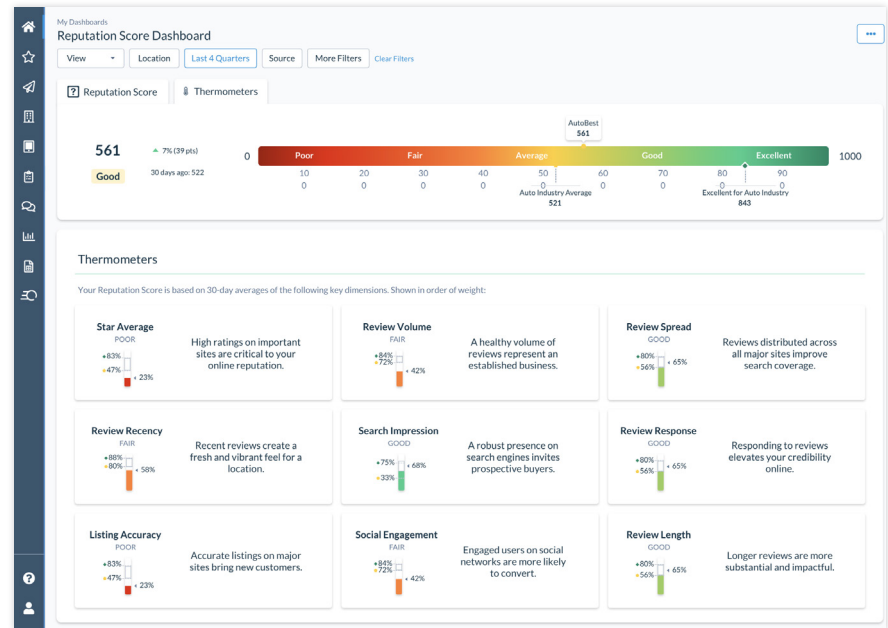


## 2. Sentiment and competitive analysis

Intelligent analysis tools help you understand your competitors. How do they deal with their customer feedback? An AI-based sentiment analysis of online reviews also gathers and reports customer feedback from disparate channels in a location-specific keyword cloud. The larger the keyword cloud, the more often it appears in the comments. The color also indicates if the sentiment is positive or negative.

## 3. Performance measurement

Analysis and reports are equally important to substantiate the results of your RXM. Management needs to know the metrics and understand their relevance to different aspects. Clearly laid out KPIs provide information on how the company is perceived online, how it positions itself against the competition and how individual locations perform. An RXM platform can combine data from all touchpoints into a single database, conduct detailed quantitative and qualitative analysis, and present the results in a central dashboard in an easy-to-understand way, as well as generate reports.
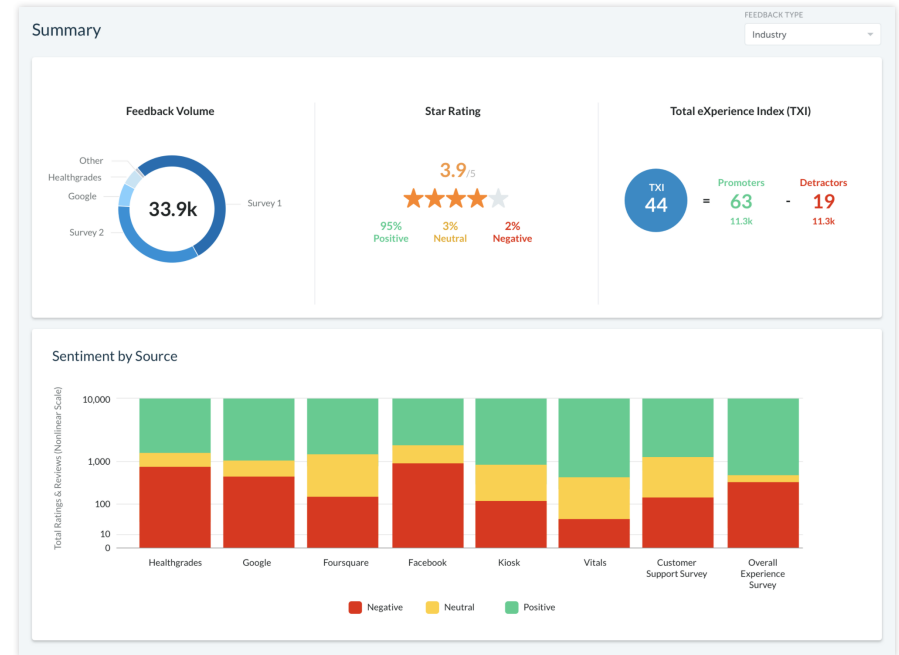
## 4. Centralized feedback

With centralized ticket management for all channels, you always have an eye on incoming feedback from all sources. Via defined and automated workflows, feedback requiring action is sent directly to relevant employees. At the same time, every ticket-related activity can be tracked centrally. In this way, you ensure professional handling of feedback and increase customer satisfaction.

## 5. Holistic approach instead of partial solutions

An integrated platform combines all relevant functions and guarantees their smooth interaction. This reduces the risk of data loss and minimizes complexity and costs compared to several partial solutions. If additional functions can be added in modules, you have a technology that can grow with your requirements. With this, you are also optimally positioned for the future.
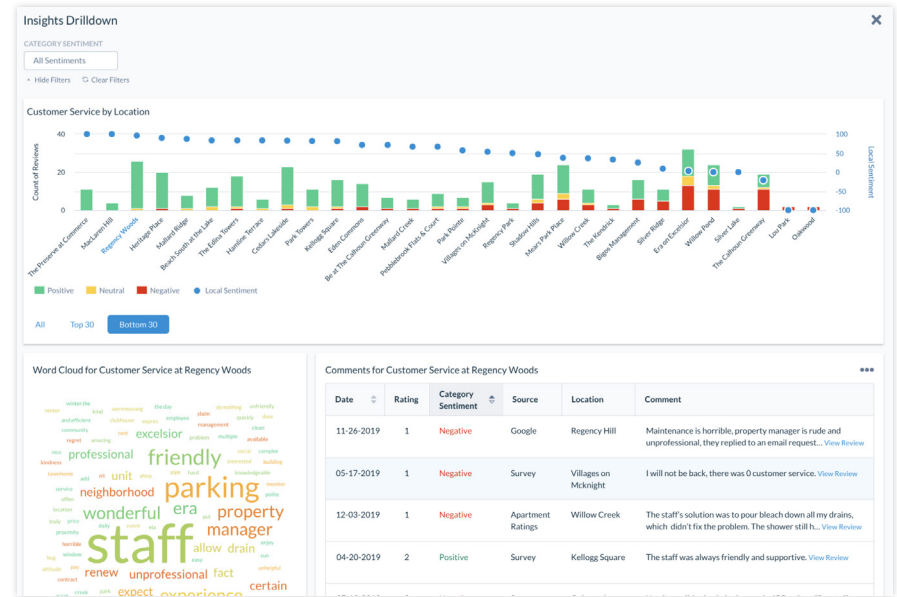
# Checklist: Successful introduction of RXM

**1** **Bring the right departments together.**

RXM does not only require the commitment of the Marketing or CX department. Therefore, it is essential to convince all affected business units – from Operational Customer Service to the Compliance Team and Management – of the benefits of integrated Reputation and Customer Experience Management.

- Who does the action of an RXM affect?

- Who decides on the introduction of an RXM?

- Who in the company should be responsible for the program?

- What and how many resources do you plan to devote to this?

**2** **Understand your current Online Reputation.**

First of all, assess the status of your current online presence. If you are already working on your digital image in some areas, evaluate or check the effectiveness of the tools you use and also whether there are any gaps existing.

- Do you have the Google My Business pages for all your sites under your administration?

- Are you listed in all relevant listing sites?

- Are your Social Media channels up to date and being managed?

### 3   Define the objectives for your RXM program.

Depending on how you are already set up, you need to define appropriate goals and objectives for your Reputation Experience Management. Think about which goals you want to achieve in the short term and which you need to achieve in the long term, such as

·   Higher star average on Google

·   More reviews on Google

·   Improved reputation compared to the industry

·   Higher conversion rates

·   New customers

·   More turnover

·   Higher customer satisfaction

·   Higher employee satisfaction

### 4   Develop a scoping document.

Record all objectives and responsibilities in a concept and add a roadmap for implementation. Define specific milestones with corresponding deadlines. In this way, management and the departments  and people concerned know exactly what is to be done in which phase of the introduction

### 5   Choose the appropriate software support.

Of course, not all technological solutions are the same. Use the scoping document to determine which platform best meets your business needs. Consider engaging an experienced RXM partner to help you achieve your goals. The following criteria should be met.

·   Seamless integration of all RXM components

·   Reliable, automated online monitoring for multiple locations and websites (if applicable)

·   Intuitive, easy to understand and clear dashboards that provide quick insight

·   Powerful analysis and reporting tools

### 6   Set up your tool appropriately.

Think carefully whether you need an integrated software solution or just individual tools. Pay attention to which functions are important for your goals. It is helpful if your software partner offers modular solutions that can be adapted and extended as required – because even if you cannot or do not want to implement everything now, your needs may grow in the future.

### 7   Start your RXM in the three steps above.

When all the signs are pointing to "Go!", Start your Reputation and Customer Experience Management with the three steps you have learned: Get found, chosen and better. Then check regularly whether your processes are working, and the measures are having the desired effect. Here, the reporting options within an RXM platform are suitable for achieving a rapid gain in knowledge.

# For further information

Would you like to learn more? Reputation has a lot of useful content for you:

▶ **Our videos give you a practical overview** of topics such as Social Media management, customer reviews & star ratings and the Reputation Score in just a few minutes. There are also informative webinars on-demand.
[View Videos.](#)

☑ **Numerous studies offer data-based insights into Reputation Experience Management.** [Read our reports.](#)

💡 **Best practices and success stories around RXM** can be found in our case studies from different industries, for example automotive, hospitality and retail.
[Learn more.](#)

☆ **You will also find other exciting content such as e-books, white papers and checklists** to help you get started with Reputation Experience Management in your company on our website at [Explore now.](#)

## About Reputation

Reputation pioneered the online reputation management (ORM) category. We continue to lead the charge with the only proven, unified CX and online reputation management platform, and innovative, customer-driven solutions. Our SaaS-based Reputation platform manages tens of millions of consumer reviews and consumer interactions across hundreds of thousands of touchpoints. The patented algorithms behind Reputation Score are based on more than a decade of deep machine-learning and data science expertise, providing businesses with a reliable index of brand performance that they can use to make targeted CX improvements —  and increase their ability to get found, get chosen and get better.

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