

# Reputation

## Your Reviews + Surveys = The Complete Customer Experience Picture

*Turn customer feedback into  
actionable insights.*

If your customer experience program relies solely on review feedback, you're making important business decisions based on incomplete data. Go beyond the one-sided view of reviews by utilizing surveys to complete the picture and improve your customer programs.

Read on to find out more:

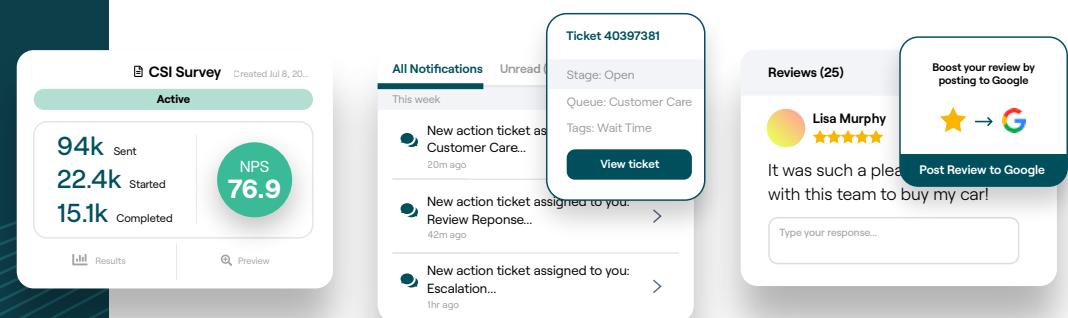
## Four Ways Customer Surveys Enhance Review Data

### 1 Get a complete view of your Customer Experience (CX).

Reviews alone tell only half the story. Surveys complete that story by giving you detailed and direct feedback on additional topics your business needs. Combining these data sets helps you capture all sides of the customer experience, ensuring you don't miss essential comment themes.

### 2 Organize all of your feedback into one platform.

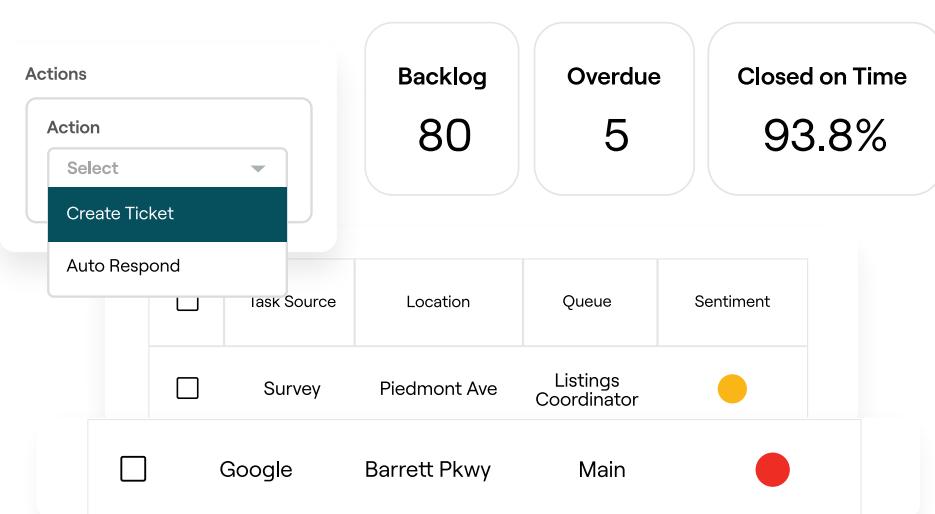
Are you overwhelmed by the massive amounts of feedback from public and private sources? Start by leveraging a comprehensive CX solution to house all of your feedback in one place to reduce data management efforts, ensure nothing is slipping through the cracks, and easily identify trends.



### 3 Close the feedback loop in real-time.

Utilizing a CX platform allows you to track feedback coming in from surveys, social media, and online review sites like G2, Glassdoor, and Foursquare in real-time.

Customer expectations are always increasing, but you can stay ahead of the game by ensuring all support tickets are closed out and feedback is addressed in a timely manner. Leverage the Reputation platform to respond to individual survey responses and address issues quickly.

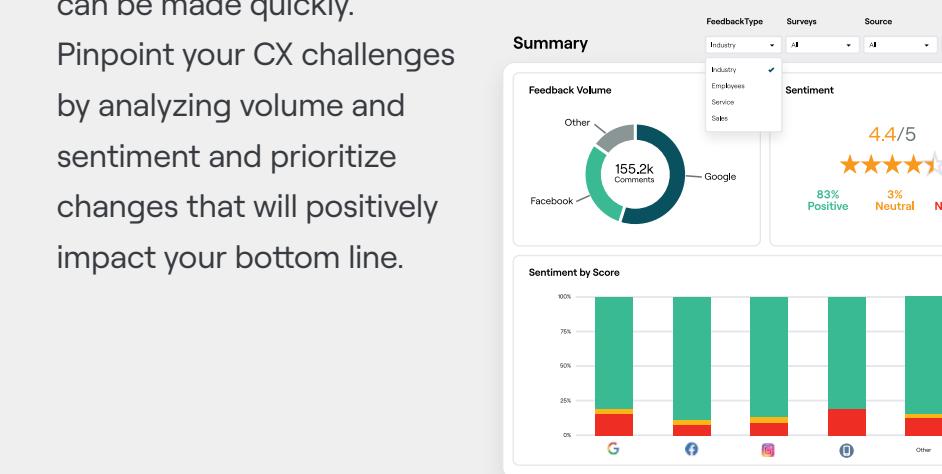


### 4 Analyze and act on the trends.

With all of your feedback data in one platform, you will be able to uncover your strengths and weaknesses and easily identify trends.

Using these trends, you can make data-driven decisions and funnel those insights to all customer-facing employees so improvements can be made quickly.

Pinpoint your CX challenges by analyzing volume and sentiment and prioritize changes that will positively impact your bottom line.



We can help you manage every step of the customer experience journey, analyze feedback and take action on it.

[Check out our CX Trends Guide →](#)