



The 5 Must-Haves for Successful Reputation Experience Management

Companies face the challenge of offering customers and prospects the best possible experience at every point of contact. 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.

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.

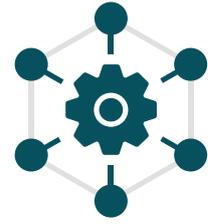
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Did you know:

More than two-thirds of consumers lose trust in a business when its listings are inaccurate and there isn't an effective strategy for brand reputation management.

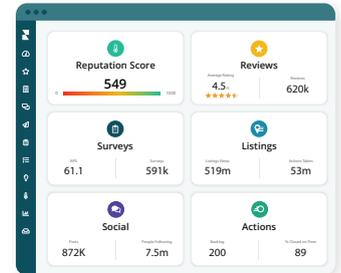
1 Holistic approach instead of partial solutions

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.



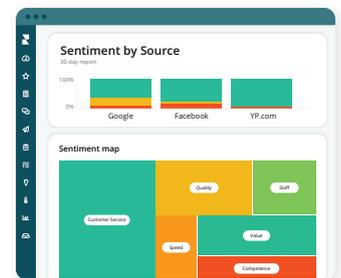
2 Performance measurement

An RXM platform can combine data from all touchpoints into a single database, conduct a detailed quantitative and qualitative analysis, and present the results in a central dashboard in an easy-to-understand way, as well as generate reports.



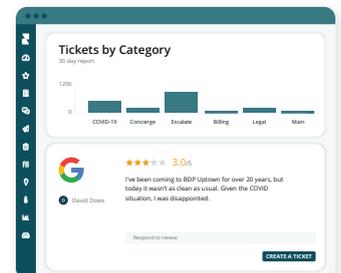
3 Sentiment and competitive analysis

Intelligent analysis tools help you understand your competitors. AI-based sentiment analysis of online reviews 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.



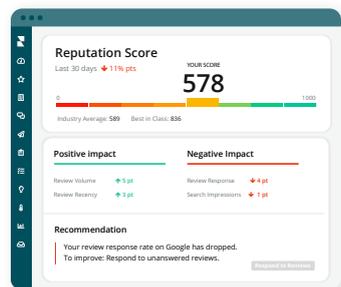
4 Centralized feedback

With centralized management for all channels, you always have an eye on incoming feedback from all sources. With defined and automated workflows, feedback requiring action is sent directly to relevant employees. This ensures professional handling of feedback and increases customer satisfaction.



5 Your Reputation Score

The Reputation Score takes into account all factors that influence your reputation. It integrates everything from reviews and ratings to social media comments and survey results into one single metric. This provides you with a 360-degree view of your brand's performance, enabling you to compare it with competitors and key industry benchmarks.



About Reputation

Reputation's award-winning platform consistently delivers innovative solutions to help companies manage tens of millions of ratings, reviews and customer feedback interactions across thousands of touchpoints. The patented algorithms behind Reputation Score are based on a decade of deep machine learning and provide businesses of all sizes with a reliable index of brand performance that they can use to turn feedback into the fuel to grow their businesses. Visit [reputation.com](https://www.reputation.com) to learn more.