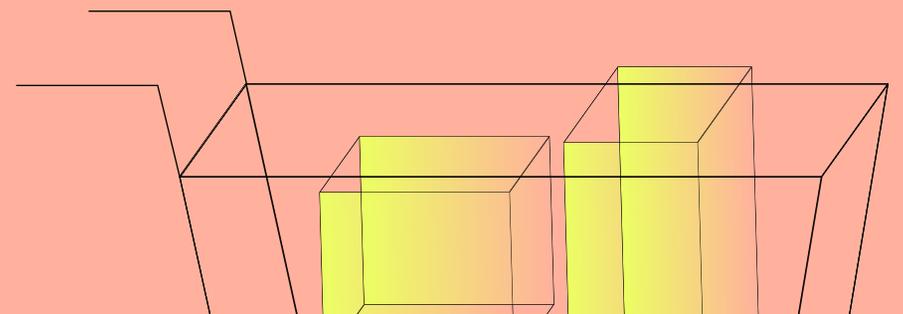
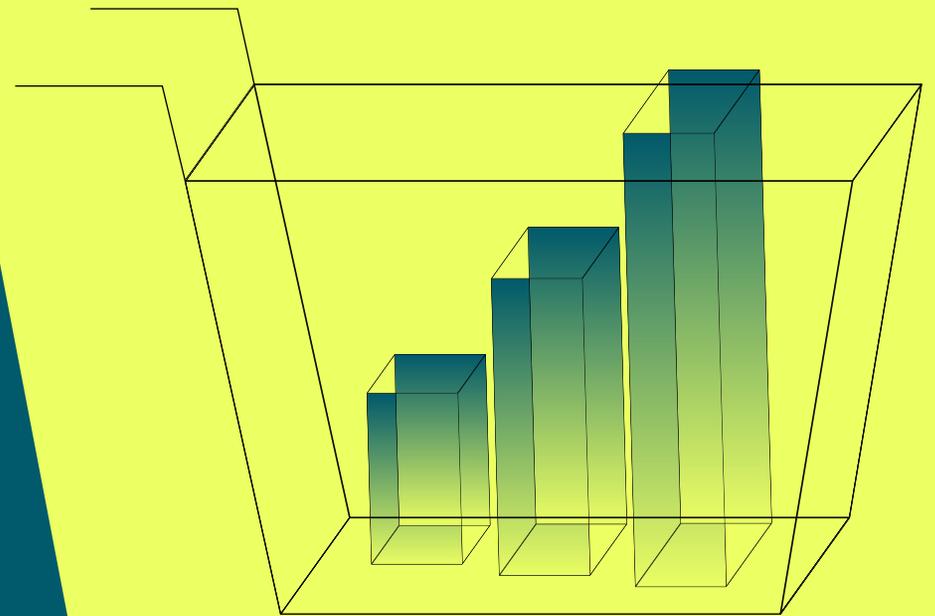
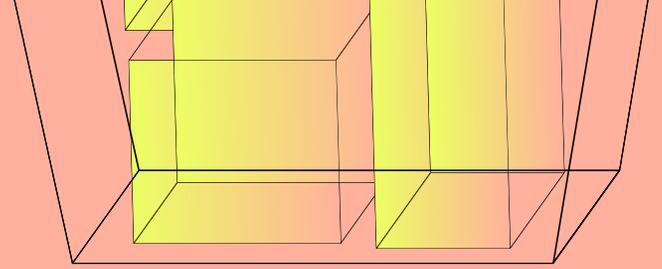


Reputation

Reputation Report **2021 Retail Industry**



What Does It Take to Be a Top Retailer?

What do consumers think of retailers as the industry comes roaring back from the COVID-19 pandemic? At Reputation, we decided to find out.

We examined **3.7 million shopper reviews** of retailers to understand consumer sentiment today compared to before the pandemic.

Then we **ranked the U.S. and U.K. leaders** based on our proprietary Reputation Score.

Contents

- 8 Introduction: Reinventing Retail
- 15 What Consumers Think of Retailers
- 21 Considering the Voice of the Employee
- 24 **Rankings: U.S.**
- 28 **Rankings: U.K.**
- 31 What Retailers Should Do
- 33 About Reputation Score and Reputation Reports

KEY FINDINGS

Review volume is up 12% from 2020.

Review volume up from last year but still down 22% from pre-pandemic days. This is important because

90%

of consumers read reviews before making a purchase.

72%

of consumers read multiple reviews.

★★★★★ April 27, 2021

Super Helpful

Friendly and knowledgeable staff!. Joe and Ron were super helpful today.



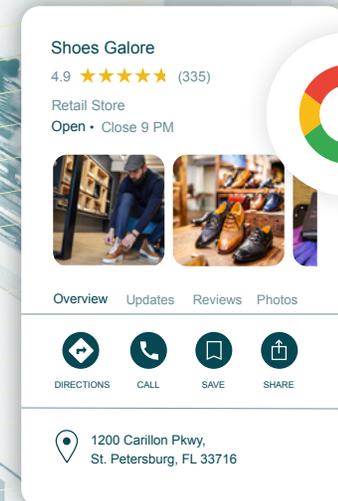
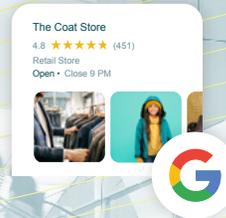
KEY FINDINGS

Google Business Profile views are up 17% in 2021.

This data is good news for brick-and-mortar retailers because it signals that people are more interested in visiting physical stores.

↑15%

Clicks to directions are up 15%



KEY FINDINGS

Consumer sentiment about retailers has been **dropping throughout 2021.**

- **Product availability** showed the biggest drop in sentiment, which reflects a growing concern about the supply chain crisis.
- **Product affordability** was also a major factor hurting consumer sentiment; inflation and higher prices stemming from limited inventory took their toll.

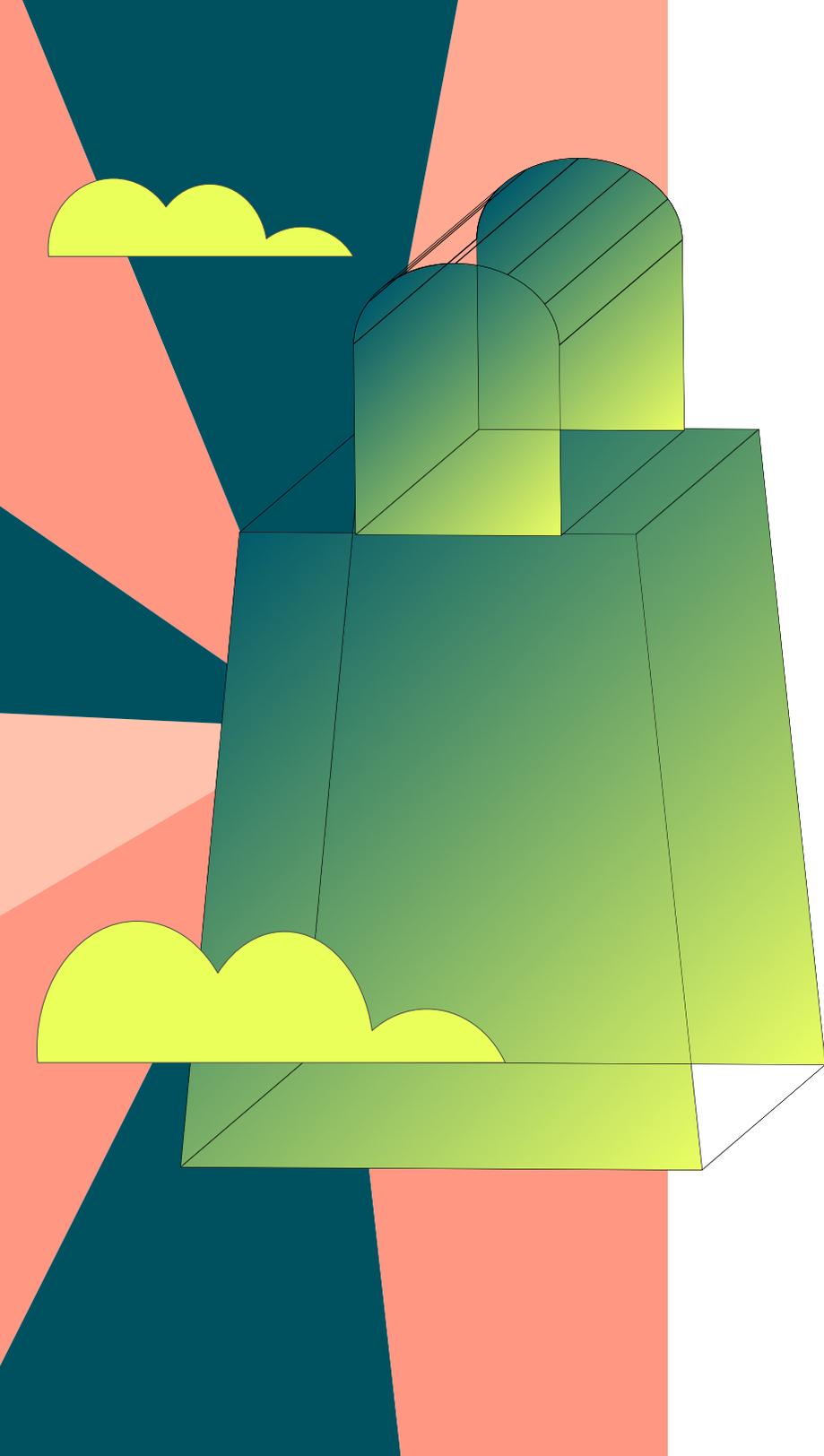


KEY FINDINGS

Sentiment is dropping, especially in categories related to service, courtesy and staff.

- The ongoing labor shortage is taking a toll on customer service.
- But when specific store associates are named in reviews, sentiment shows an increase compared to before the pandemic.
- The personal human connection is crucial to bringing shoppers back to stores and improving sentiment.





Introduction: Reinventing Retail



Introduction

The retail industry has drawn upon resilience and innovation to pull off a stunning comeback from the darkest days of the global pandemic. That's the good news.

The bad news: our analysis reveals that consumer sentiment about retailers is dropping, and review volumes have declined since pre-pandemic days.

As retailers emerge from the pandemic by reinventing the shopping experience, they need to address declining sentiment in areas such as product selection and price. Doing so means responding to reviews and learning from them to improve. To increase review volume, retailers need to ask for reviews as part of a comprehensive reputation experience management program that encompasses structured and unstructured feedback.

Retailers Improve and Innovate

Retailers responded to the COVID-19 outbreak by quickly making shopping safer and more convenient with services such as curbside pickup and delivery. Those innovations helped them rebound from a historic downturn caused by global lockdowns.

By July 2021, the e-commerce sales growth rate [had fallen below the in-store sales growth rate](#) for the first time since pandemic restrictions became widespread in 2020. By October 2021, retail sales in the United Kingdom had [rebounded](#) to the point where they were 5.8% above the level of February 2020, before the COVID-19 pandemic.

Many retailers also [improved their operations](#) by slashing costs, streamlining their product selection, and abandoning the longstanding practice of deep discounting. U.S. retailer Macy's [reported](#) 2021 profits that exceeded 2019 levels, and U.K. retailer [WH Smith said](#) it was well positioned to return to "meaningful profit" in 2022.



Shoppers have continued to return to stores this holiday season in the [United States](#) and the [United Kingdom](#). [Forrester reports](#) that:

72% 

of U.S. retail sales will still occur in brick-and-mortar stores over the next three years.

↑25% 

In the United Kingdom, online spending is expected to [rise](#) to 20% by 2024 meaning 80% of shopping will happen in stores.





Many shoppers are making buying decisions before they ever enter a store.

Shoppers are using digital channels to complete product research and read customer reviews.



This underscores the importance of retailers providing a multichannel experience. According to new research from e-commerce company ChannelAdvisor:

47% 

of consumers are researching products on Google.

90% 

read some reviews before making a purchase.

72% 

read multiple reviews.

Source: ChannelAdvisor webinar, "[Navigating Online Consumer Behavior: 2021 E-Commerce Trends and Forecasts](#)," October 13, 2021.

The Importance of Google

Shoppers are using a retailer's **Google Business Profile** (formerly known as Google My Business) to learn more before doing business with them. In fact, research shows that a Google Business Profile has more impact on a location's findability than any other factor. So, we examined the aggregate volume of Google Business Profile views and actions for retailers in 2021.

We define an action as someone clicking on a Google Business Profile to visit the retailer's website, call them, or look for directions. Views are important because they reflect a retailer's visibility.



Actions are important because they signal someone's purchase intent. We found:

↑17% 

Views are up 17% in 2021.

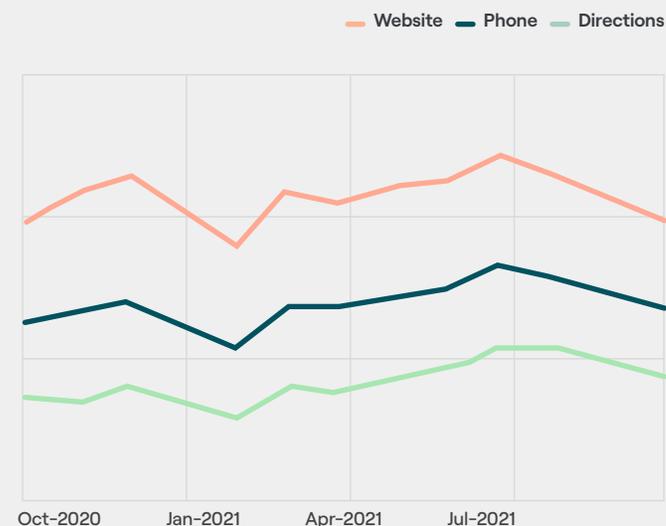
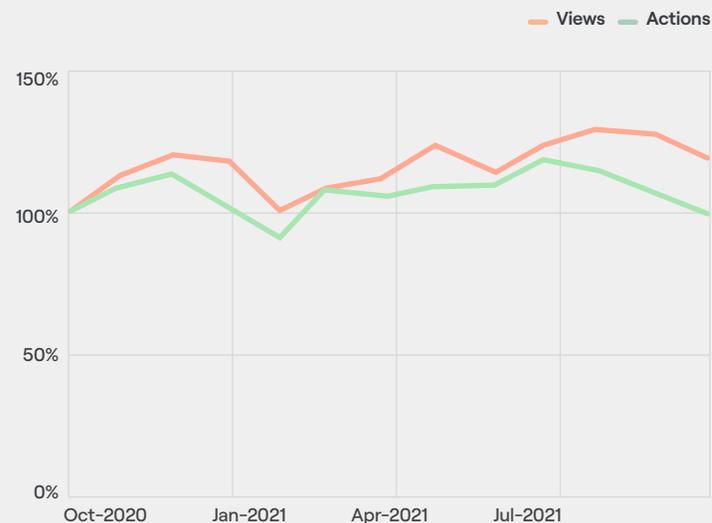
↑15% 

Clicks to directions are up 15%

↓12% 

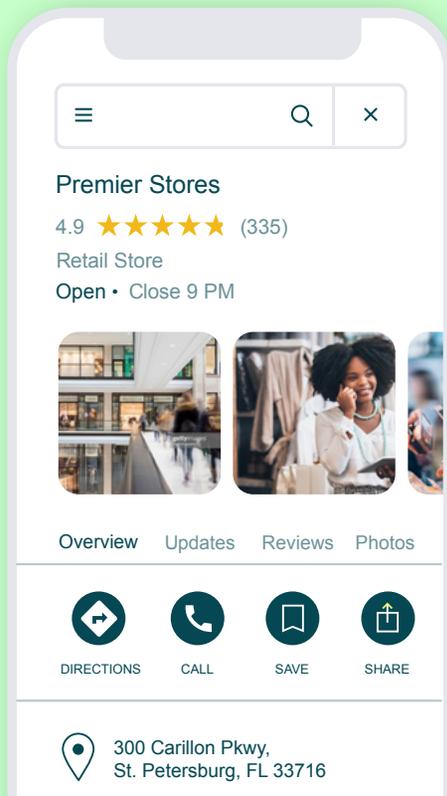
Clicks to websites are down 12%.

Views and Actions



So how can a retailer accumulate more views and actions?

This question looms large because most searches on Google do not result in a click to a website. Instead, most of those searches end on Google sites such as Google Search and Google Business Profiles. (This phenomenon is known as [zero-click searches](#).)



To make a Google Business Profile more visible and useful, retailers need to:

- **Turn them into mini websites.** Retailers should make sure they include accurate and detailed information to help shoppers learn about that location, along with a stockpile of customer reviews to encourage people to visit. Retailers that operate multiple departments at a single location should consider publishing Google Business Profile listings [for each department](#).
- **Deploy conversational commerce tools such as messaging to be more responsive.** In 2020, [chatbots responded to 85% of customer service interactions](#). 87% of Americans [use social media apps to message with brands](#) and it's driving their purchasing decisions.



Reputation subject matter experts have published several points of view on this topic, including:

- [How to Level Up from a Google My Business Apprentice to a GMB Master](#)
- [Three Ways to Make Your Google My Business Listings Ready for the Holidays](#)
- [How Retailers Can Improve their Google My Business Listings.](#)

How Retailers Are Tackling New Challenges and Opportunities

Retailers in both the U.S. and U.K are faced with new challenges, including a global supply chain crisis and a labor shortage. In the United Kingdom, department stores experienced [sharp sales declines](#) amid merchandise shortages. U.S. retailers were being hit differently— many were affected, but a handful of larger retailers had cushioned themselves against shortages by [stocking ahead](#). As they did with the pandemic, retailers are making short-term and long-term changes amid challenges.

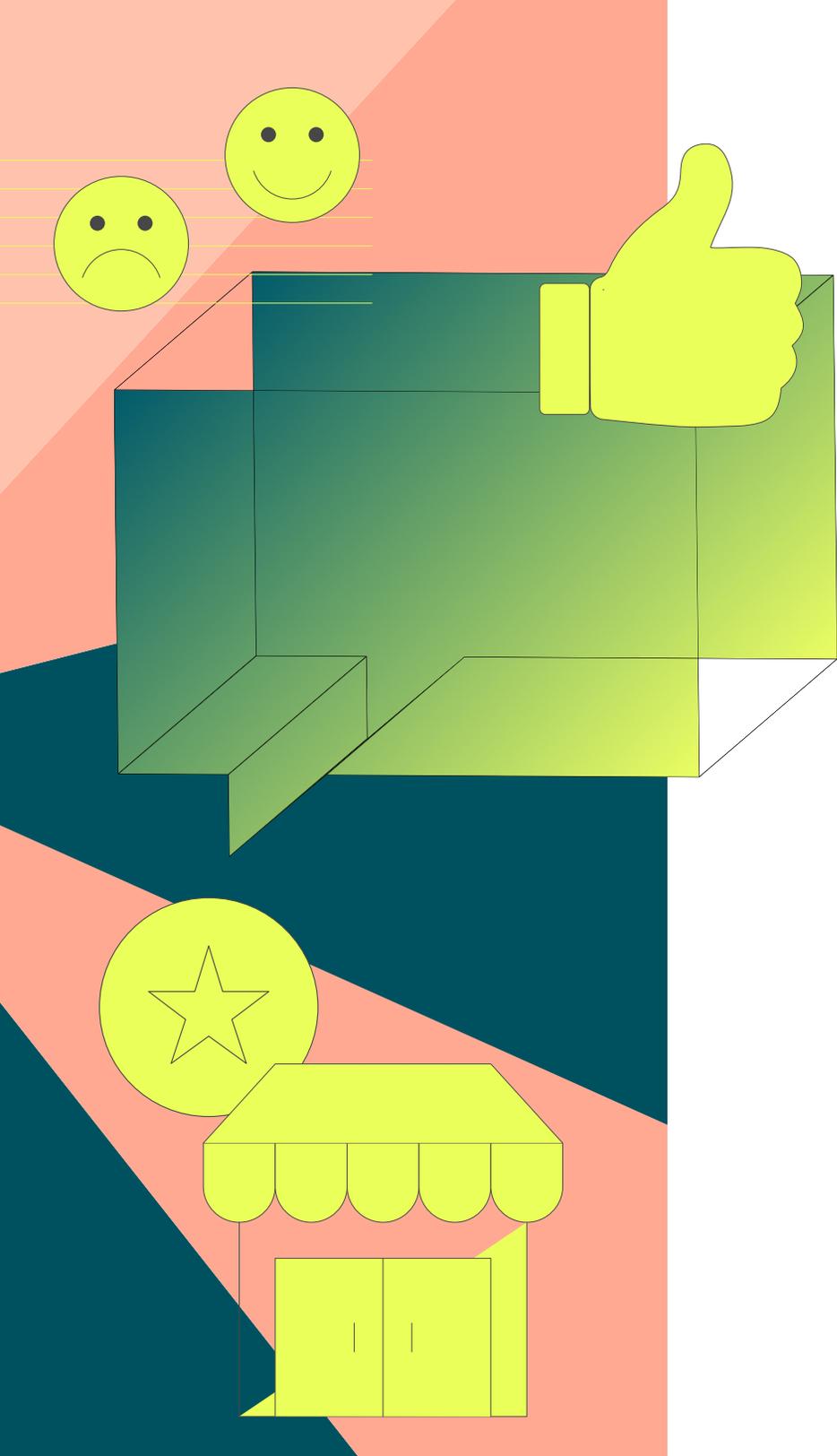
In the short run, retailers are trying to get out in front of these challenges. In early fall 2021, most retailers had already ramped up their holiday campaigns to encourage people to shop earlier. In fact, [31% of U.S. shoppers started their holiday shopping in June](#). Some retailers are boldly re-assuring shoppers that their supply chains are going to be fine this holiday season. Still, others have been devising supply chain workarounds, including chartering their own ships to get the goods they need. To combat the labor shortage, they've boosted pay, recruited more aggressively, and have been using technology to maximize the productivity of store associates.



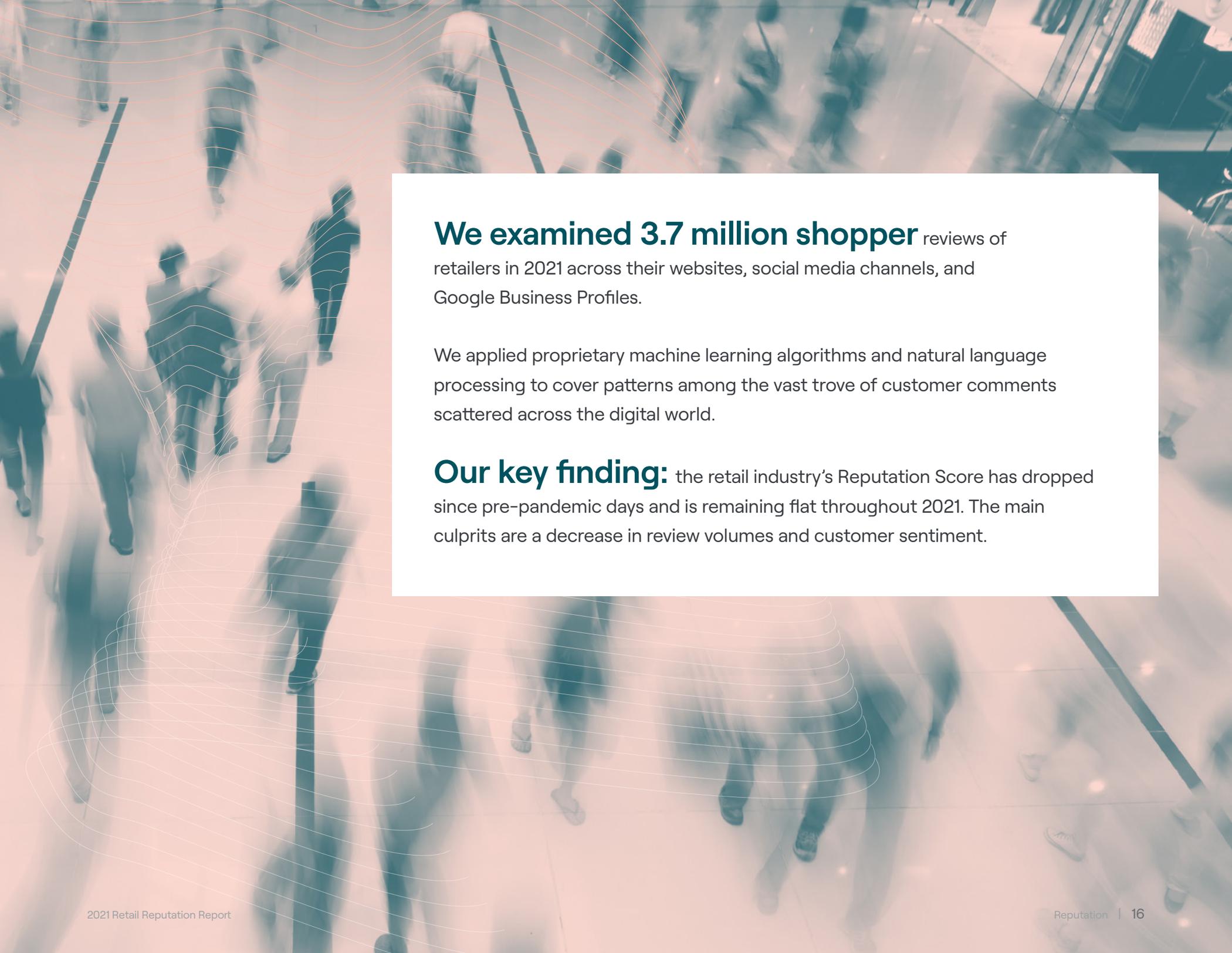
Savvy retailers are playing the long game by changing the shopping experience. Target continues to roll out its store-within-a-store concept by opening up Apple and Ulta storefronts inside select locations, and Kohl's recently [launched](#) Sephora in-store shops. Walmart recently unveiled newly designed stores that make it easier for shoppers to browse, buy, and check out using their Walmart apps. Walmart also leaned into livestreaming on TikTok and Twitter ([becoming the first retailer to host a livestream shopping event on Twitter](#)). Levi's is opening hundreds of new stores designed to blend online/offline shopping. Nike is launching a new "Rise" store that delivers a more personal, immersive experience.

As retail reinvents itself and people continue returning to stores, what do shoppers think of the experience they're getting? Let's take a closer look at the key themes driving positive and negative sentiment through the lens of actual shopper reviews.





What Consumers Think of Retailers



We examined 3.7 million shopper reviews of retailers in 2021 across their websites, social media channels, and Google Business Profiles.

We applied proprietary machine learning algorithms and natural language processing to cover patterns among the vast trove of customer comments scattered across the digital world.

Our key finding: the retail industry's Reputation Score has dropped since pre-pandemic days and is remaining flat throughout 2021. The main culprits are a decrease in review volumes and customer sentiment.

Reviews Are Up from 2020, but Down from Pre-Pandemic Days

Shoppers are leaving more reviews than they did in 2020. That's important because:

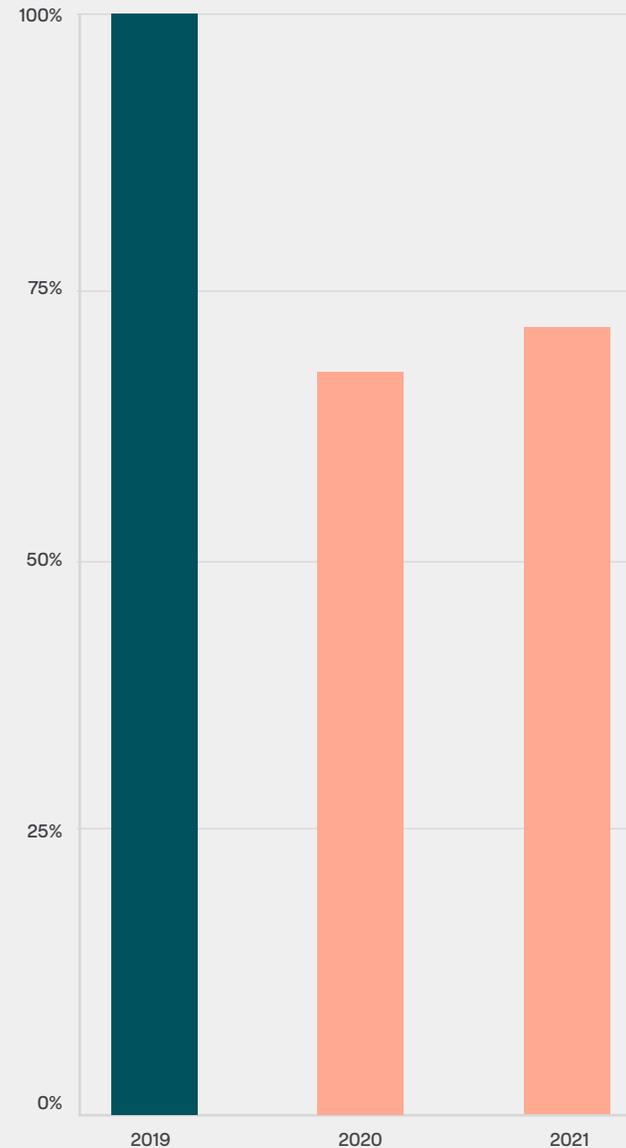
- Reviews influence shoppers' perceptions of retailers.
- Reviews are essential to visibility. According to Google, high-quality reviews boost a location's visibility in Google Search.
- Reviews have a big impact on a retailer's Reputation Score. As noted later in this report, Reputation Score counts, among other factors, review volume, spread, recency, and a retailer's responsiveness to reviews.

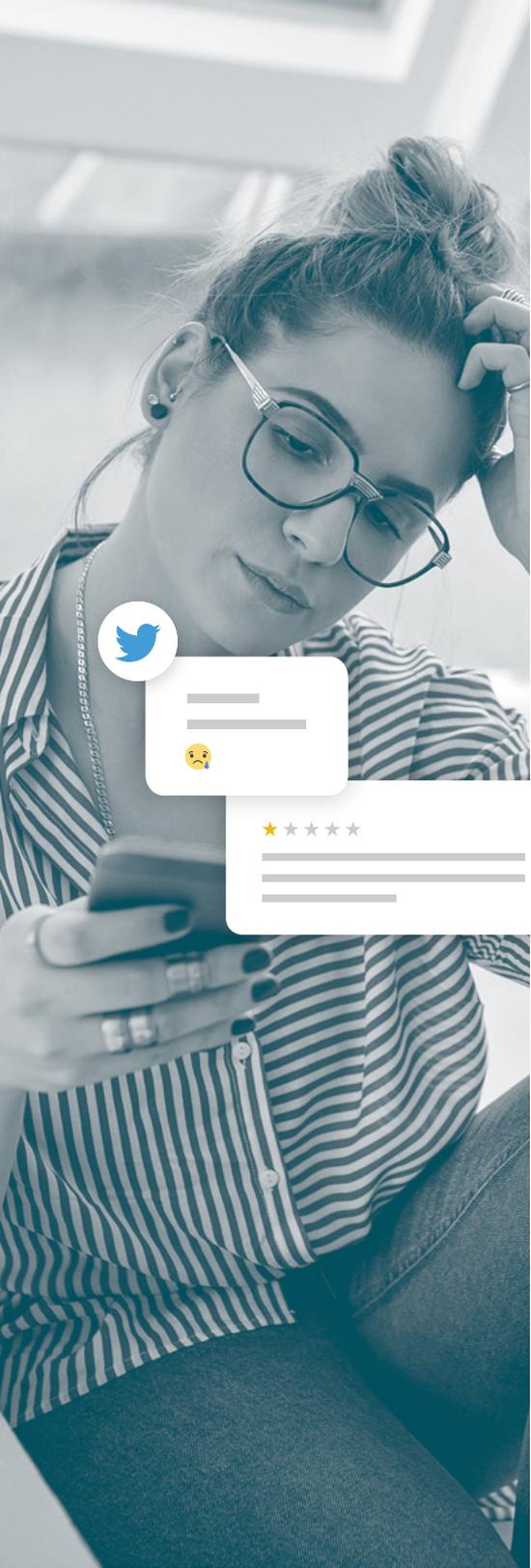


On the downside, the volume of reviews has not rebounded to their pre-pandemic levels. It's important that retailers help themselves by asking for reviews as part of a [comprehensive reputation experience management program](#) that encompasses [structured and unstructured](#) customer feedback.

More reviews means more visibility, more positive customer feedback going online for others to see, and an improvement in retailers' Reputation Scores.

Average review volume by year





Sentiment Is Down

Our analysis also reveals that consumer sentiment has been dropping throughout 2021. Consumer sentiment dropped significantly in the middle of 2020 and has not rebounded to pre-pandemic levels. Why? When we dug into this feedback, a few factors stood out:

- **Sentiment about affordability** has dropped significantly, making it the number one factor driving negative sentiment.
- **As noted above, sentiment for product availability/selection** has dropped considerably. Sentiment in this area used to be a strength before the pandemic.
- **Sentiment for customer service** related categories, such as courtesy and staff, are also dropping.

These drops in sentiment for affordability and availability reflect a growing concern about inflation and the supply chain crisis that has worsened in 2021. The drop in sentiment for courtesy and staff suggest that the labor shortage in retail is taking its toll.



Retailers need to monitor reviews more closely and respond to them in order to:

- Demonstrate that they are listening.
- Explain what steps they are taking to make the shopping experience better in the areas over which they have more control.

Retailers Should Focus on Customer Feedback

Retailers should expand the customer feedback channels they're relying on for social listening and monitoring customer feedback.

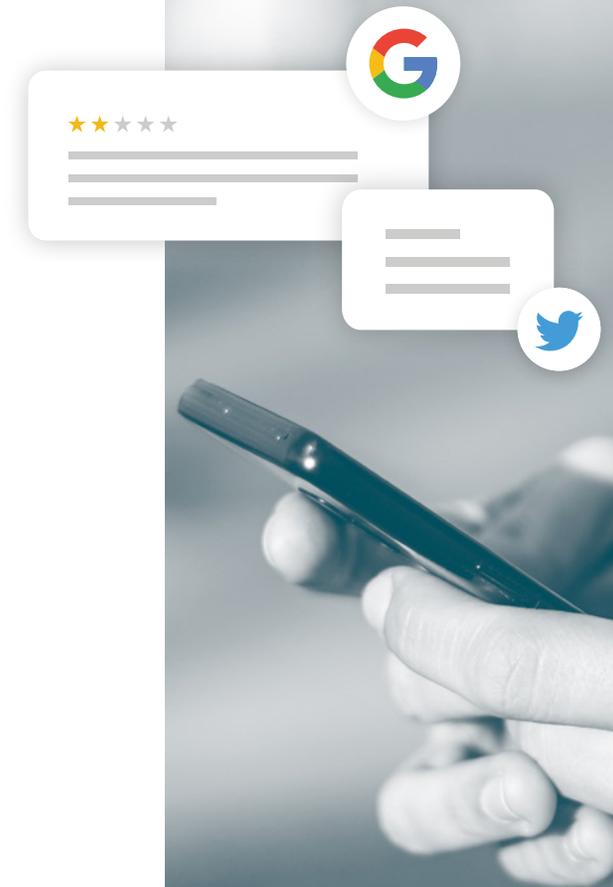
- **“Review spread” — or the number of sites where customers leave reviews — has an impact on a retailer’s Reputation Score.** The more places a customer leaves reviews, the higher a retailer’s Reputation Score will be. That’s because more reviews spread out across digital means more visibility.
- **Facebook and Google exert an inordinate amount of influence.** But they are not the only review platforms.
- **Consumers leave a vast amount of unsolicited feedback in real time on sites running from Instagram and Twitter to Reddit.** All these touchpoints present opportunities to listen, learn, and respond.



Our rankings show that retailers can be a lot more responsive to customers than they are already.

We found that even the leading retailers scored very poorly in the category of customer engagement, which means they are not responding to reviews.

Let’s dig deeper into the numbers.



What are shoppers most concerned about?



Shoppers are Concerned about Product Availability

Reviews mentioning product availability/selection have increased throughout 2021, rising from 8.5% of all mentions in November 2020 to 9.5% in October 2021. But of all the categories we assessed, product availability showed the biggest drop in sentiment — 7 points — compared to pre-pandemic days. The rise in negative sentiment reflects the impact of the worsening supply chain shortage.

Shoppers are Concerned about Affordability

The share of reviews mentioning affordability has been stable. The sentiment has declined 2.7 points between November 2020 and October 2021. The rise in negative sentiment likely reflects growing concerns about inflation, which is at a 31-year high in the United States. Bellwether retailers such as Target have warned that cost pressures are increasing, leading to concerns that inflation will worsen. But retailers can staunch these concerns somewhat by discussing what they are doing to combat inflation. For instance, Target said that it is absorbing rising costs for now. That resulted in its stock price taking a hit, which also signaled that Target is willing to sacrifice profits to make its products as affordable as possible.

Curbside Pick-up is Just Table Stakes Now

The share of reviews mentioning “pickup” has declined since December 2020 (although that share is still 126% higher than before the pandemic). Sentiment, which has increased 1.8% compared to before the pandemic, is trending downward in 2021. We believe that the drop in sentiment reflects

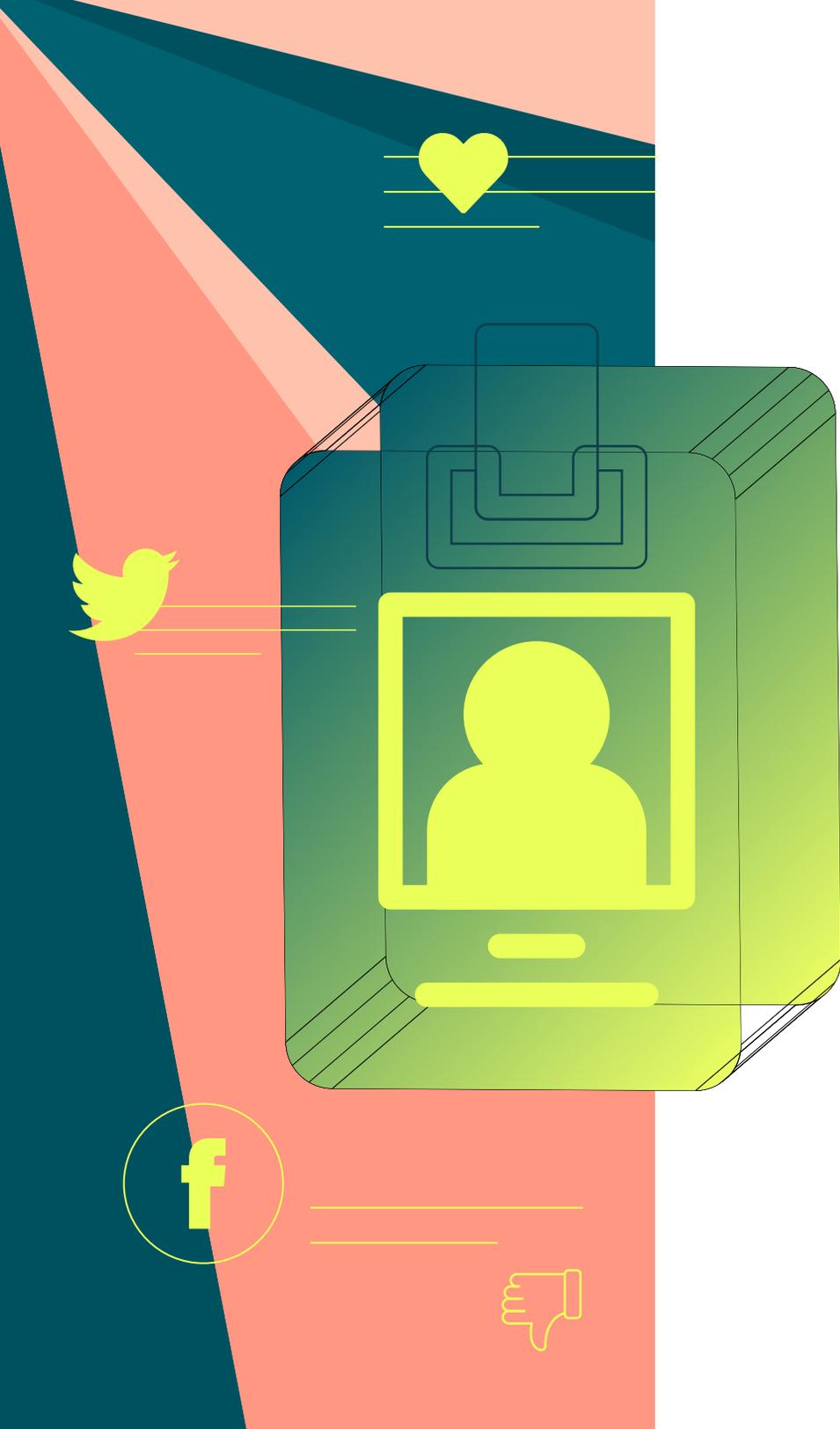
the reality that curbside pickup is just table stakes now. Consumers expect more from curbside — faster, more efficient service, and a better experience.

Shoppers Want Faster Service

The share of mentions for speed of service has dropped 13% since November 2020, which indicates that shoppers are not talking about the topic as much in 2021. However, sentiment is almost 2 points lower than it was at the beginning of the year. Retailers need to offer faster service, ranging from delivery to check-out in the store.

A Retailer’s People Make a Difference

Our analysis uncovered a paradox. On the one hand, sentiment about store associates and service showed a decline in 2021 compared to pre-pandemic days. But sentiment for reviews that mention specific store associates by name showed an increase in sentiment. This is the only category where sentiment increased in 2021 (by 1.2 percentage points). This finding tells us that when store associates provide personal service, shoppers respond positively. In 2020, we analyzed hundreds of retailers and more than 32,000 locations to uncover the reasons why shoppers might choose to visit a brick-and-mortar store during the pandemic. Our analysis showed then that shoppers [wanted to interact with retailers’ store associates](#), and they reviewed the experience positively. This feedback also underlines the importance of retailers addressing the labor shortage by staffing their stores adequately and empowering employees to deliver great service. Build up your store associates to be brand ambassadors, and shoppers will respond.



Considering the Voice of the Employee

The labor shortage has put the voice of the employee in the spotlight

Store associates may have more power than ever as retailers respond to the shortage by improving wages and offering more benefits. The cost of not responding is to risk damaging their reputations, losing employees to competitors, and hurting their customer service.

At Reputation, we leveraged our social listening tools to study specific examples of this across various social media platforms. Walmart stood out as a retailer that has faced particularly negative feedback from its employees on the issue of minimum wages. At a time of heightened public transparency, Walmart is facing challenges and risks to its reputation as evidenced by the [tweet about Walmart's founder](#).

Walmart employees around the world aren't shy about [sharing their thoughts on this major pay disparity](#) — especially given the fact that the company's founder has only [continued to gain more wealth](#).

The first tweet points out that, due to relatively low pay, Walmart employees tend to have a far shorter tenure than those at organizations like Costco. But if Walmart continues to pay its people far lower than competitors do, the company should expect that length of tenure to continue to drop.

Digging deeper into social listening data around the topic shows that could already be beginning to happen. As we'll show next.



[View on Twitter](#)



[View on Twitter](#)

Social Listening Reveals:

At the time of writing this report, we created dashboards listening to social chatter surrounding Walmart’s treatment of employees for the previous 30 days. **We found 39 mentions of the word “quit.”**

We also found that the **term “minimum wage” is discussed frequently** in relation to Walmart. People also occasionally mention terms such as “labor shortage,” “long lines,” and “working conditions.”

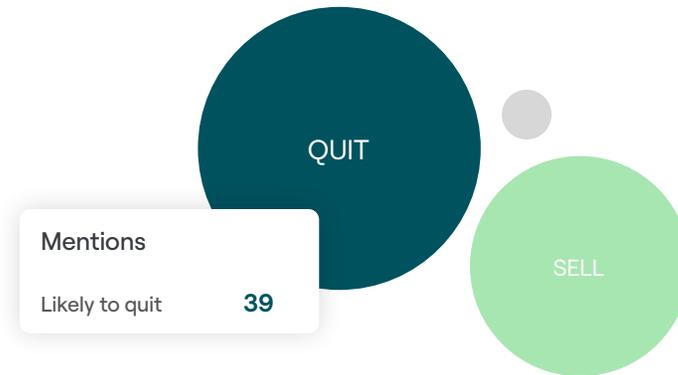


As the Walmart example shows, social listening is a powerful tool for staying abreast of issues that affect a retailer’s reputation.

Social media is a wellspring of unsolicited feedback from everyone who has a stake in the company’s reputation, such as customers, job seekers, employees, and investors. Social media gives these stakeholders a voice, and the channels for making themselves heard are proliferating. Especially with the labor shortage showing no sign of abating anytime soon, retailers can and should use social listening to hear the voice of the customer — and respond.

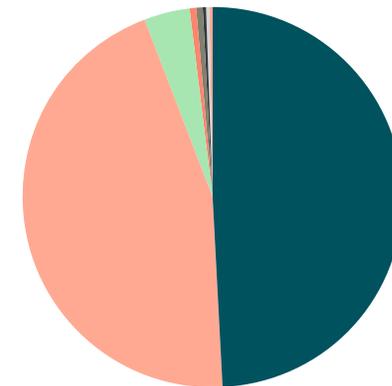
Intent (Last 30 days)

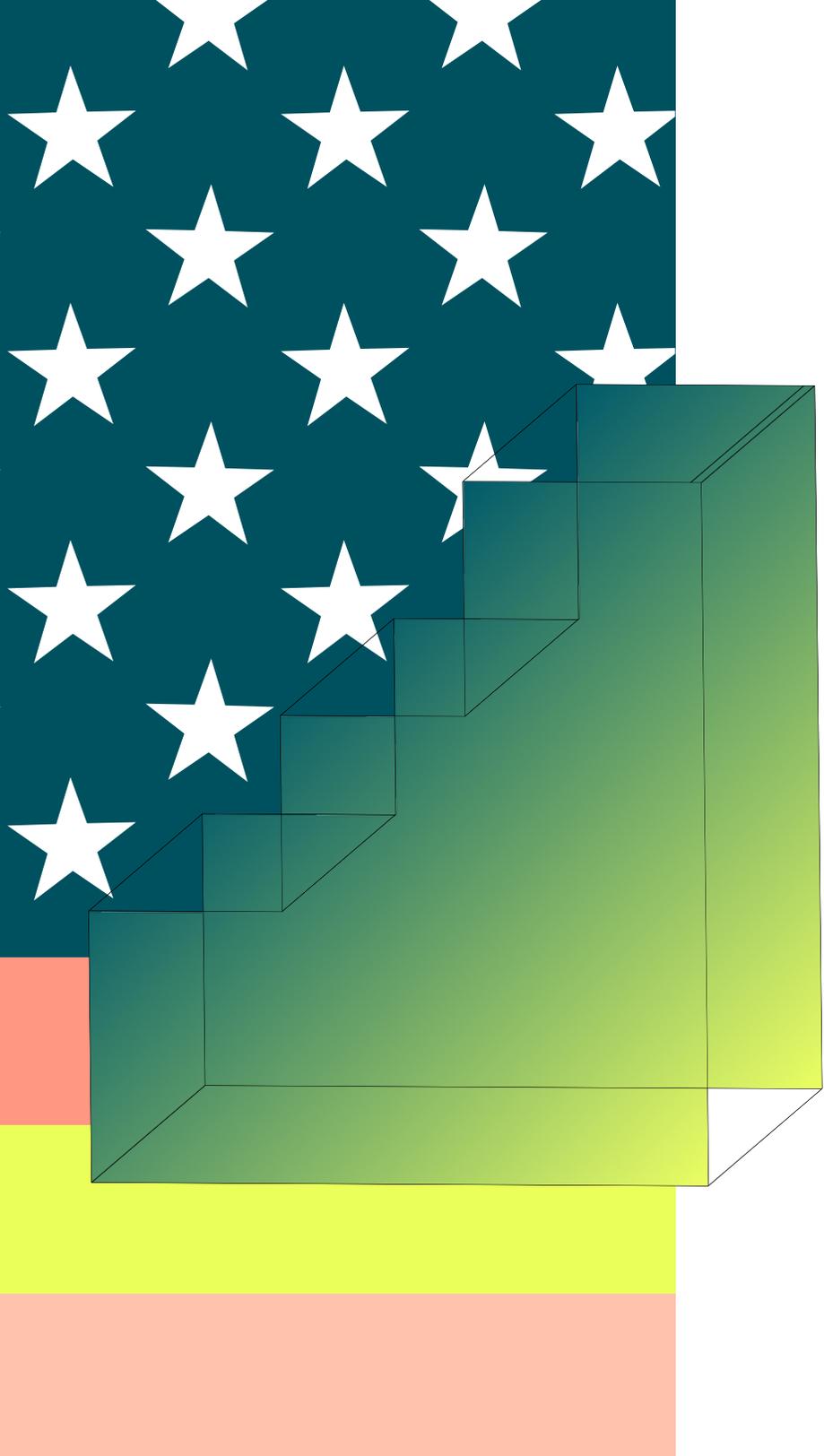
Walmart Voice of Employee



Walmart Voice of Employee Mentions (Last 30 days)

Walmart	18,193
Minimum wage	16,573
Cashier	1,451
Labor shortage	272
@walmart	209
wal-mart	125
long lines	37
working conditions	33
@walmarthelp	4





Rankings: U.S.

Customer service makes or breaks the experience.

Our ranking of U.S. retailers reveals a wide range of brands all of which have something in common – strong sentiment. At the same time, they’re facing a major challenge – responding to customer reviews. Here’s more detail on what we found:

- **Bath & Body Works, our highest ranking retailer, has famously built a loyal fan base.** Its customers love talking about its products on social. It’s no wonder that the brand enjoyed the highest sentiment score of every retailer we looked at. Imagine how much higher its Reputation Score would be if Bath & Body Works engaged more with its fans, too.
- **A number of the elite brands clustered around the top 20 showed how consumer tastes shifted during the pandemic.** The popularity of Bass Pro Shops, Hobby Lobby, Guitar Center, and Michaels all reflected a widespread consumer attraction to delving into personal hobbies and learning. Ace Hardware certainly got more attention from consumers repairing and maintaining their homes, while PetSmart and brands like it benefited from a spike in pet ownership during the pandemic. All those retailers deserve credit for being visible and providing great service, as reflected by their sentiment scores. By contrast, none of the pet brands cracked the rankings in our 2020 report. Most of the brands that became more popular during the pandemic climbed to higher positions – with Ace Hardware jumping from the ninth to the second spot.
- **Across the board, retailers have a huge opportunity to engage with customers far more than they are doing.** We were surprised at how low the engagement scores were for retailers we evaluated. The exceptions: Nordstrom, AT&T Wireless, and Verizon. Those three easily bested all other retailers by responding to reviews and otherwise engaging with customers. Yet retailers are not doing that, including, surprisingly, Target, which got a zero score.



US Rankings: Top 30 Retailers

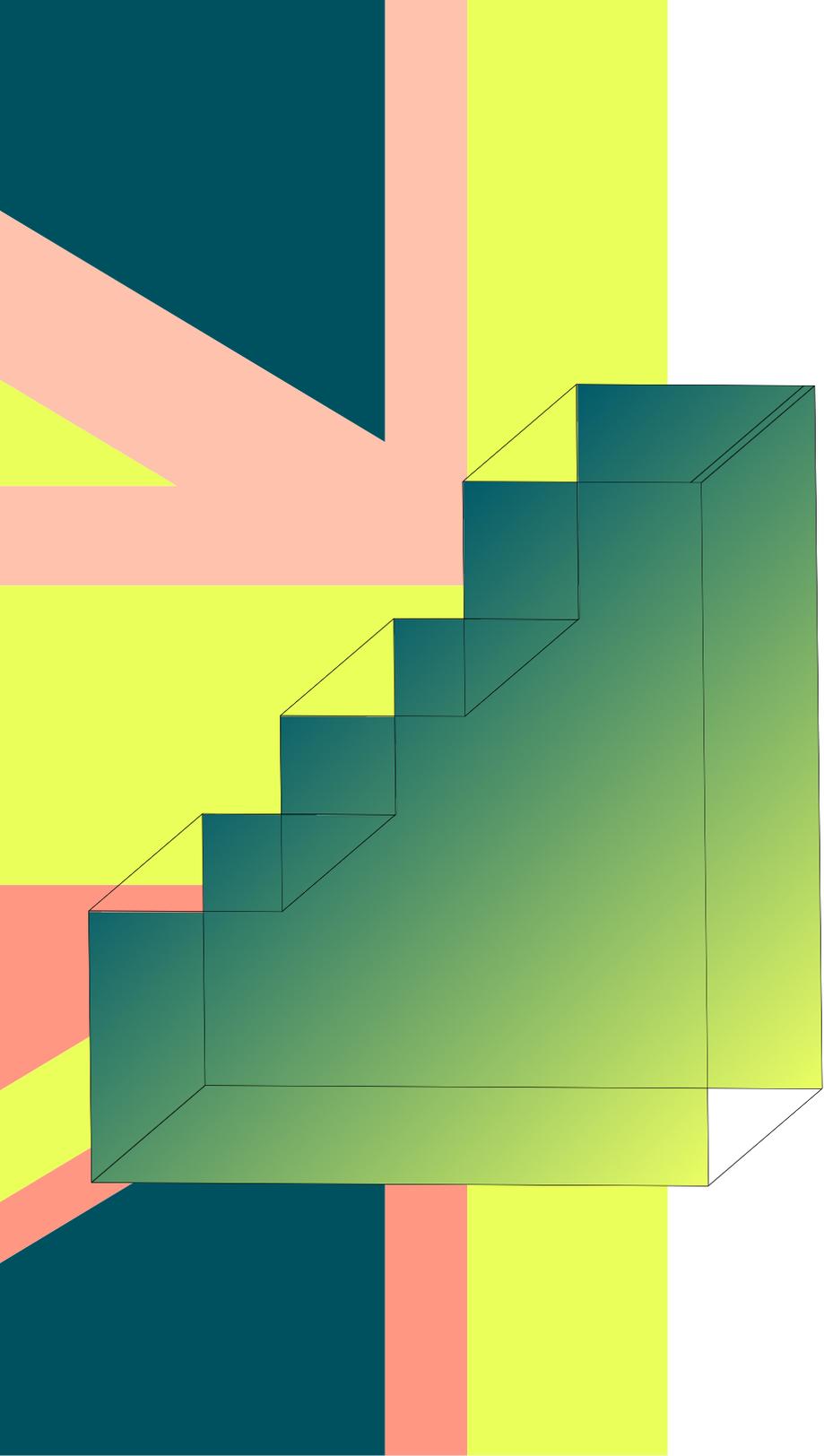
Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Bath & Body Works	629	85%	56%	8%
2	Ace Hardware	627	81%	56%	34%
3	Nordstrom	618	73%	57%	85%
4	Verizon	615	70%	58%	81%
5	Costco	607	76%	66%	3%
6	Bass Pro Shops	606	72%	62%	42%
7	Hobby Lobby	603	77%	61%	3%
8	Guitar Center	598	73%	57%	53%
9	Michaels	596	78%	59%	1%
10	Petco	590	71%	66%	0%
11	Ulta	583	68%	57%	72%
12	TJ Maxx	582	76%	59%	0%
13	AT&T Wireless	582	69%	53%	81%
14	True Value Hardware	579	75%	55%	37%
15	Victoria's Secret	579	77%	56%	3%

Benchmark- National Retail Federation Top 100 minus Grocery, Gas, Auto Shops

US Rankings: Top 30 Retailers

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
16	Dillard's	571	74%	58%	7%
17	PetSmart	571	67%	68%	6%
18	JCPenney	565	64%	59%	65%
19	Kohl's	555	67%	57%	41%
20	Ross Dress for Less	543	69%	59%	0%
21	Bed Bath & Beyond	543	70%	58%	1%
22	Target	536	68%	58%	0%
23	Ikea	533	63%	63%	6%
24	Macy's	521	65%	59%	4%
25	Williams-Sonoma	516	68%	52%	6%
26	Belk	516	66%	58%	3%
27	Best Buy	513	64%	59%	1%
28	American Eagle Outfitters	510	70%	47%	22%
29	Dick's Sporting Goods	508	64%	58%	0%
30	Gap	503	71%	46%	21%

Benchmark- National Retail Federation Top 100 minus Grocery, Gas, Auto Shops



Rankings: U.K.



Retailers need to capitalize on customer engagement

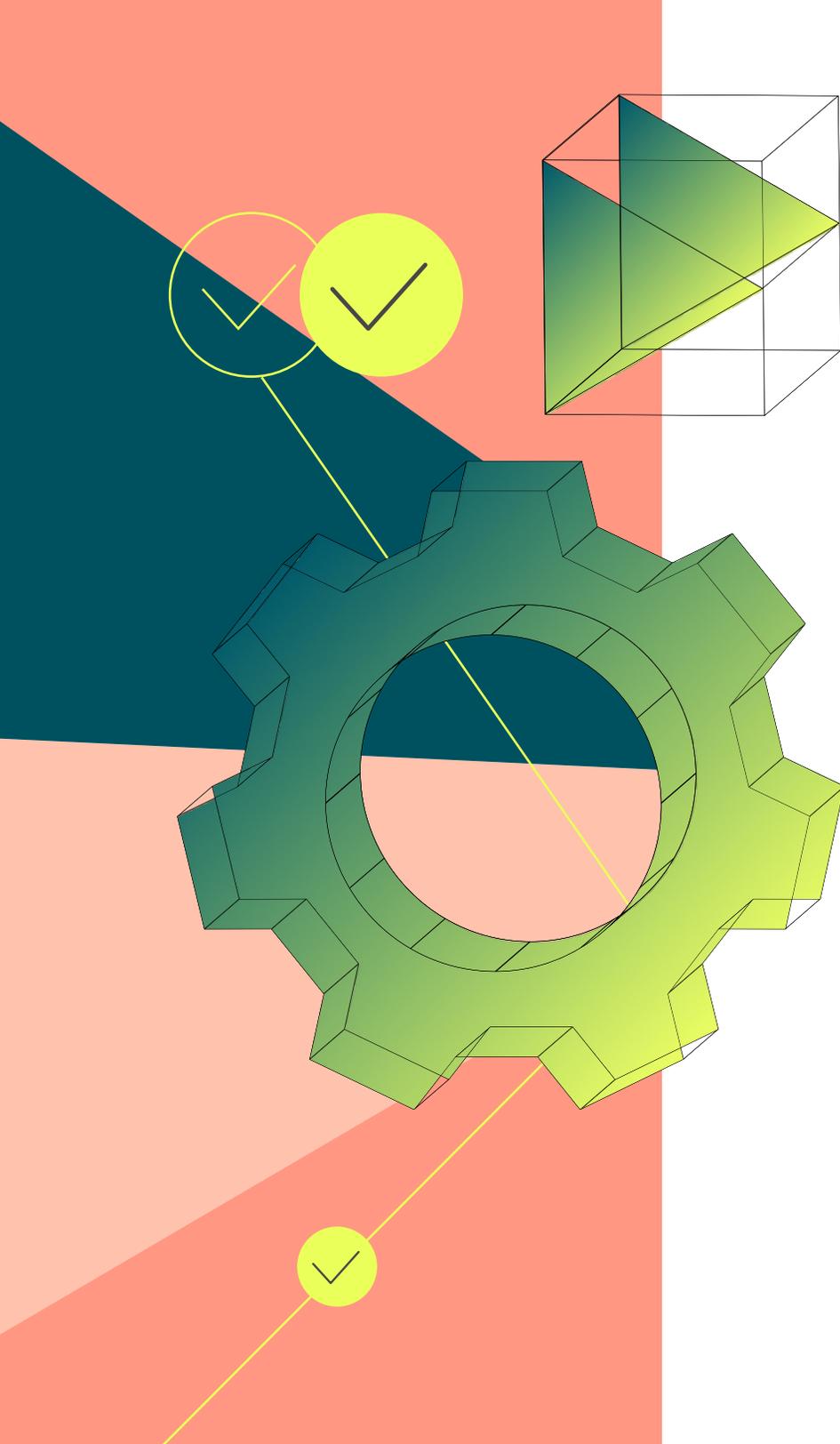
Our ranking of U.K. retailers shows how well retailers bounced back from the height of the pandemic. U.K. retailers have an opportunity to continue to improve customer experience by responding to customer reviews. Here's more detail on what we found:

- **The top-ranked UK retailer, Benson for Beds, is a remarkable comeback story.** The bed, mattress, and furniture retailer went into bankruptcy in 2020 as the pandemic upended retail. The company remodeled its stores and reinvented itself during lockdown. It invested in product innovation, such as a vegan-friendly mattress collection. The company also invested in a new e-commerce platform to become a stronger multichannel retailer. Today, Benson for Beds [says](#) it is strongly bouncing back as it experiences pent-up consumer demand online and offline. Benson for Beds ranked very well for customer sentiment and visibility. Unlike many other U.K. and U.S. retailers, Benson for Beds achieved a relatively strong engagement score. Here is a brand that is all about today and leading tomorrow.
- **U.K. brands that reflected changing consumer tastes during the pandemic performed well as they did with the U.S. rankings.** For instance, Pets at Home ranked number three, scoring well in the categories of sentiment and visibility. According to the Pet Food Manufacturers' Association, a total of [3.2 million U.K. households have acquired a pet](#) since the start of the pandemic. Meanwhile, the strong showing for Travis Perkins, one of the largest building materials suppliers in the U.K., reflects a [heightened interest in home improvement](#). It's no coincidence that these brands are bouncing back financially. Consumers are responding to their products and the experience they provide.
- **As with U.S. retailers, the U.K. leaders need to improve their engagement scores.** Four out of our top 10 retailers scored in the single digits, with two receiving scores of zero. Retailers need to respond to reviews and social media comments to improve their Reputation Scores. Social engagement is a great way to keep customers abreast of issues such as product availability and affordability as the supply chain crisis remains. Unfortunately, the lingering effects of the supply chain bottleneck are [affecting product availability among U.K. retailers](#). Retailers have a golden opportunity to use the crisis as an opportunity to respond to consumers' concerns about availability.

UK Rankings: Top 20 Retailers

Ranking	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Bensons For Beds	602	67%	64%	68%
2	Travis Perkins	596	76%	52%	76%
3	Pets at Home	595	77%	60%	2%
4	Lidl	578	74%	60%	0%
5	John Lewis & Partners	561	71%	60%	0%
6	H&M	530	69%	56%	9%
7	New Look	504	68%	52%	27%
8	Furniture Village	503	51%	65%	54%
9	Boots	502	64%	59%	10%
10	Morrisons	499	64%	52%	56%
11	ASDA	494	53%	66%	4%
12	Zara	485	58%	58%	2%
13	Marks & Spencer	469	64%	50%	12%
14	Tesco	461	56%	56%	8%
15	Matalan	427	55%	56%	12%
16	Debenhams	426	60%	46%	21%
17	The Co-operative Group	407	64%	45%	27%
18	Mango	381	61%	44%	28%
19	Next	348	60%	43%	25%
20	Holland & Barrett	302	67%	39%	32%

Benchmark- Brick and mortar high street brands from the most trusted UK retailers as of October 2021 Retail Week and Okta report.



What Retailers Should Do

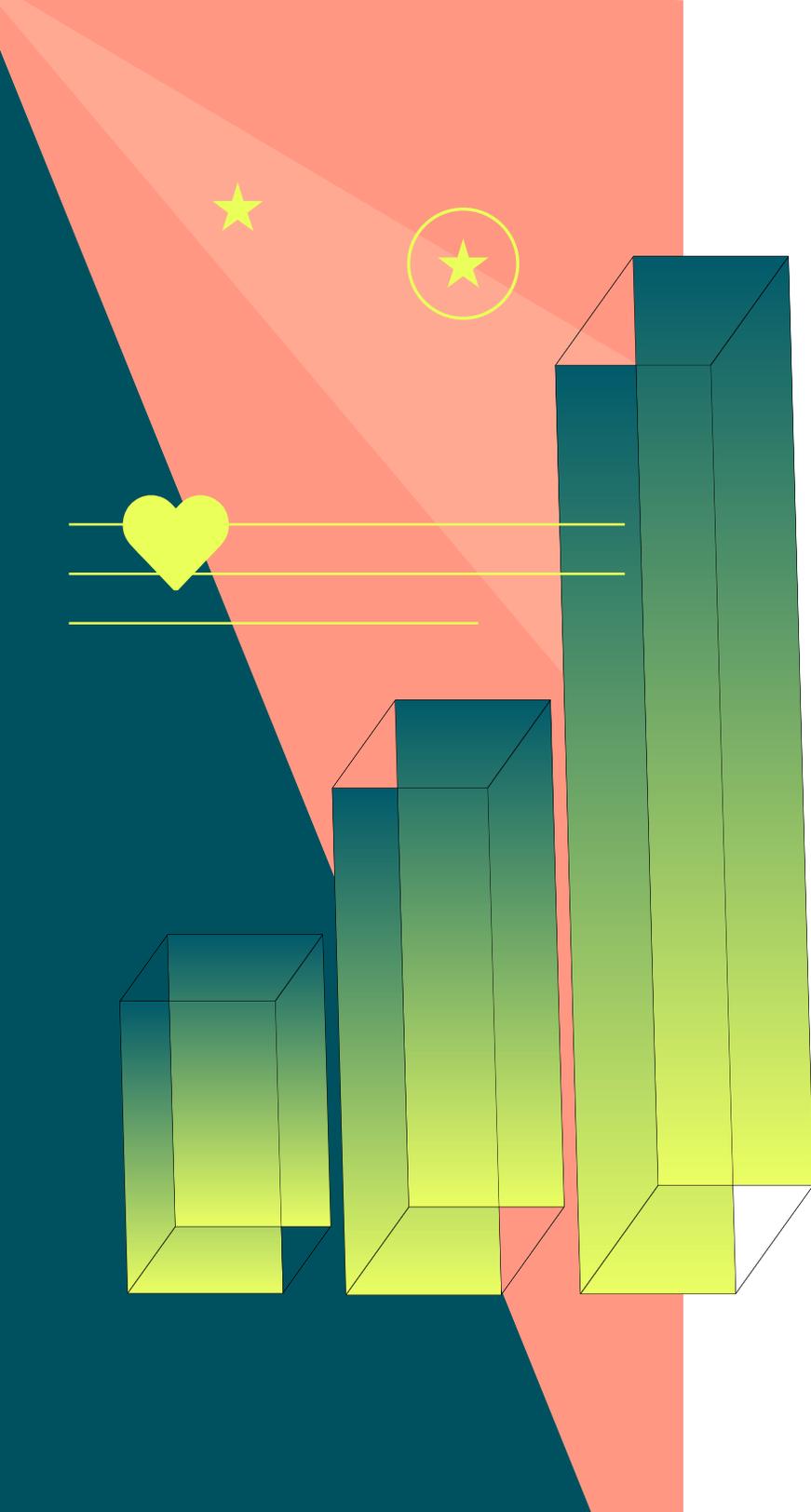
6 Key Actions Retailers Should Implement



- 1. Ask for reviews.** 72% of shoppers read multiple reviews before visiting a retailer. But customers may not review your location unless you ask them. Review volume has a significant impact on locations' search rankings and Reputation Score.
- 2. Accumulate positive reviews.** Per Google, "High-quality, positive reviews from your customers can improve your business visibility and increase the likelihood that a shopper will visit your location." Accumulating positive reviews means learning from your feedback and improving the customer experience in underperforming stores.
- 3. Be responsive.** Responding to reviews demonstrates a commitment to customer experience and helps influence conversations about a brand. Replying to customers' queries via rapid-response tools such as text and chat improves engagement and service. Consider the fact that text message open rates are 4X that of email. But even the leading retailers with the highest Reputation Scores are not responding to reviews, as evidenced by the low engagement scores that our rankings uncovered.
- 4. Be social.** Engaged users on social networks are more likely to convert to being customers. Keep your profiles on social media sites such as Facebook, Instagram and Twitter up to date. Respond to customer comments on socials. Use [social listening](#) to capture real-time, often unsolicited feedback about your brand, competitors, and trends such as the supply chain crisis and inflation. Social monitoring is the "what" that people are saying and social listening is the context around the "why." It comes from a rapidly expanding social universe that encompasses blogs

and social media apps like Facebook, Instagram, Reddit, and Twitter. Retailers that monitor trends and discuss them enhance their customer experience by addressing issues that their customers care about.

- 5. Lean into Google Business Profiles.** Customers need to find you online to learn about you. Accurate listings on sites attract more customers. A Google Business Profile has more influence on a business's local visibility than any other factor.
- 6. Learn from feedback.** Flag potential vulnerabilities at the store level. Retailers can address potential issues before they become big problems amid a spike in customer traffic. It's important for retailers to address the labor shortage by staffing their stores adequately and empowering employees to deliver great service. Build up your store associates to be brand ambassadors, and shoppers will respond.



About Reputation Score and Reputation Reports

About Reputation Score

Measured on a scale of 0 to 1,000, our Reputation Score is an index of the digital presence of business locations spanning more than 70 industries. Reputation Score looks at a location's sentiment, visibility, and engagement across nine elements:

Star average. A strong star rating demonstrates a commitment to customer service and can influence customers' decisions to choose a location.

Review volume. This represents the total quantity of reviews — both positive and negative — that have been written about a business. Review volume has a significant impact on locations' search rankings and Reputation Score.

Review recency. Recently published reviews convey that the business is requesting feedback from their customers and that their customers are active and engaged. Newer reviews also help increase search rankings for locations.

Review spread. The spread refers to the total number of sites on which reviews are being posted — from Google and Facebook to dozens of industry-specific review sites. The broader the spread, the better.

Search impressions. This plays a role in how businesses look when customers search for locations on Google or other search engines. The higher a business or location appears in the search results, the easier it is for consumers to find it.

Social engagement. Engaged users on social networks are more likely to convert customers.

Listing accuracy. Accurate listings on sites attract more customers.

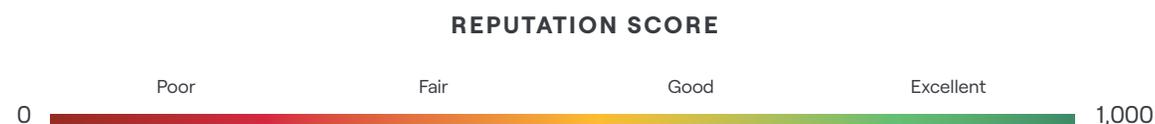
Review response. Responding to reviews demonstrates a commitment to customer experience and helps influence conversations about a brand.

Review length. The length of your reviews indicates how invested customers are in a business. It is a measure of how much time they were willing to spend giving feedback.

Unlike other industry report cards, Reputation Score delivers actionable insights that help retailers improve their operations and drive revenue.

We start by using artificial intelligence to take a snapshot of everything your customers say about you. We examine customer surveys.

But we also look at the unstructured data that other tools overlook, such as Facebook posts, data within your business listings, and comments on your social channels.



About Reputation Reports

This report is part of our series of Reputation Reports, analyzing key data and rankings in the most significant industries that matter most to consumers. Reputation (formerly Reputation.com), creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that companies use to learn from and grow. Thousands of global organizations rely on the patented algorithms behind Reputation Score X™ to provide a reliable index of brand performance in order to make targeted business improvements. Backed by Bessemer Ventures and Kleiner Perkins, and trusted by over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon and Web.com, Reputation turns feedback into the fuel to grow businesses around the world.

Visit reputation.com to learn more and reach out to sales@reputation.com for a deep-dive diagnostic.

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