

Reputation Starter Kit



Welcome!

Learn about educational tools to help you meet your online reputation goals with Reputation.

Here are a few resources to get you started.

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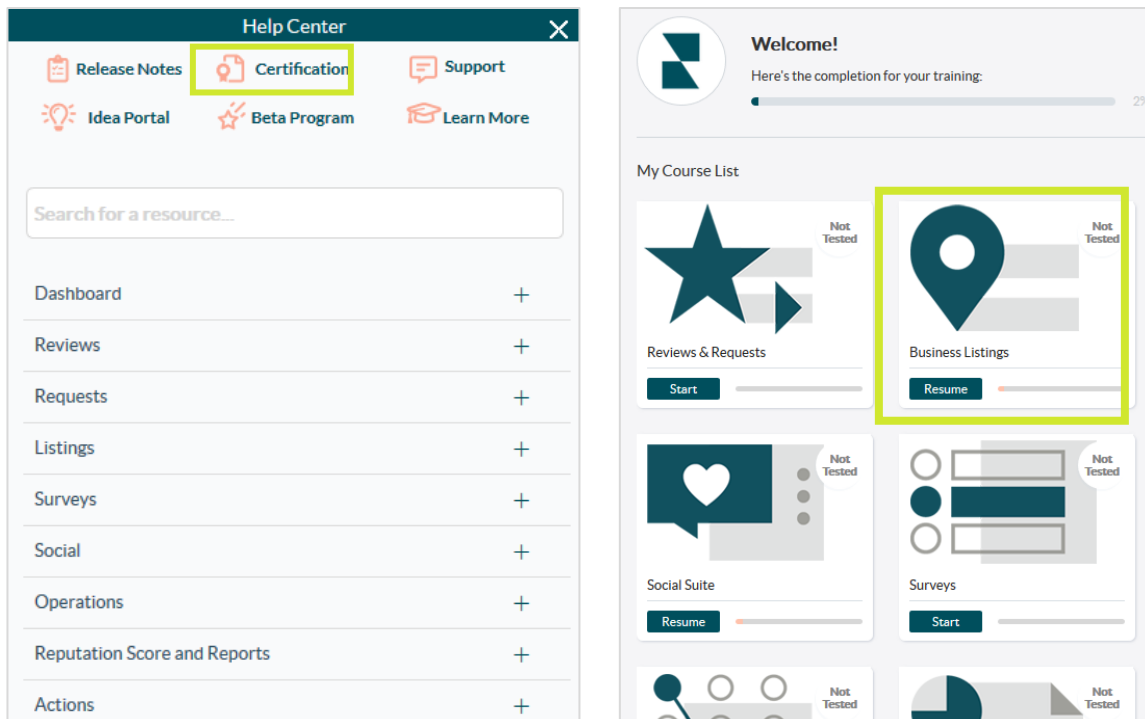
Training Resources

Visit our [Help Center](#) for best practices and more.

Get certified on Reputation Solutions!

Solution Courses are available with an annual training subscription. Once the related solution(s) are enabled for your account, find the certification courses within the Help Center on the [Reputation platform](#).

1. After logging into the platform, click the prompt or the  in the upper right corner to open the Help Center.
2. Within the Help Center, click **Certification**, and click **Start** begin a course.



What courses are available?

To help keep things simple, you'll only see the courses that relate to the modules you use. View the Customer Training page for a complete list of courses and descriptions:

<https://help.reputation.com/customers/>

Note: System Administrators require an Admin Training package for deeper dives into specific topics. Access to a sandbox environment and a downloadable workbook is included in this package.

How do the courses work?

Inside each course, watch short videos, read best practices, and interact with the platform features using onscreen walk-thrus.

The screenshot shows a course completion interface. At the top, it says 'Welcome!' and 'Here's the completion for this course:' with a progress bar at 11%. Below this are several course modules: 'Getting Started (3 min)', 'Managing Listings Data (18 min)', 'Enhancing Listings (15 min)', 'Measuring Impact (3 min)', and 'Additional Resources'. The 'Managing Listings Data' module is expanded, showing sub-items like 'Auditing Listings Summary (Video)', 'Prove it! Listing Accuracy Practice', 'Auditing Listings Locations (Video)', 'Editing Profiles (Video)', and 'Prove it! Profiles Practice'. A yellow arrow points from the 'Prove it! Profiles Practice' item to a 'Pop Quiz!' dialog box on the right. At the bottom, a red warning icon indicates 'Business Listings - Quiz' is required for completion.

The 'Pop Quiz!' dialog box is overlaid on a data table. The dialog text reads: 'Pop Quiz! Show me listings in the Pending fulfillment category.' with a 'Start' button. The background table has columns for 'SOCIALCALENDARGROUP', 'SELLING-SOURCE-CODE', and 'DATE RA'. Below the dialog, a summary bar shows 'Missing 10,938' and '38.3k 98%'.

After completing each certification course, you can obtain a Certification URL to print or showcase your new skills online, such as on your LinkedIn profile. Have fun and good luck!

The screenshot shows a 'Listings Solution Certification' badge from Reputation.com. It includes the Reputation logo and the text 'See credential'.

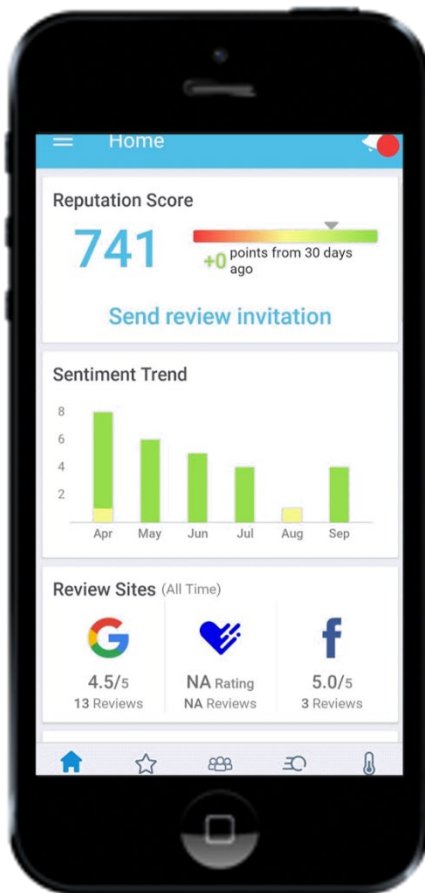
The certificate is titled 'BUSINESS LISTINGS Reputation Certification'. It states: 'I successfully completed certification requirements for these platform skills:'. The skills listed are: 'Listings Overview', 'Auditing Listings Summary', 'Auditing Listings Locations', 'Editing Profiles', 'Using Publisher Suggestions', 'Managing Dashboard Listings', 'Managing Google GSA', 'Managing Google Posts', and 'Managing Listings Performance'. The Reputation logo is at the bottom left.

Helpful Downloads

Your CSM can help you find our [downloads page](#) within the platform. It contains templates and links that will assist you during the onboarding process. Consider starting with our role-based Reputation mobile app ([iOS](#) | [Android](#))!

Managers

Monitor and respond to reviews and surveys, create social posts, close tickets, and more. Reputation Manager keeps your reputation at your fingertips.



Frontline Requesters

For users who do not need full access, customize their role for review requesting functionality only—simply enter customer's name and number, right on the spot!

The screenshot shows the 'BDP - Uptown' screen in the Reputation Manager app. It displays the address: '4520 North 2nd Ave #200, Phoenix, AZ 85013'. Below this, there are two input fields: 'Customer's full name (e.g. "Jane Smith")' with the value 'Jake Waters' and a green checkmark, and 'Customer's phone number' with the value '+1 555-636-2145' and a dropdown menu showing the US flag. A blue 'Send Request' button is at the bottom.

Best Practice: Review Requesting

The most effective way to improve your online review presence is by actively requesting reviews. Without active solicitation, the customers who typically leave reviews do so because they are very *dissatisfied*. When you actively ask for feedback, not only do you get a truer sense of your customers' sentiment, you also increase your chances of winning the *next* customer.

Consumers read an average of **10** online reviews before feeling able to trust a local business. (BrightLocal, 2019)

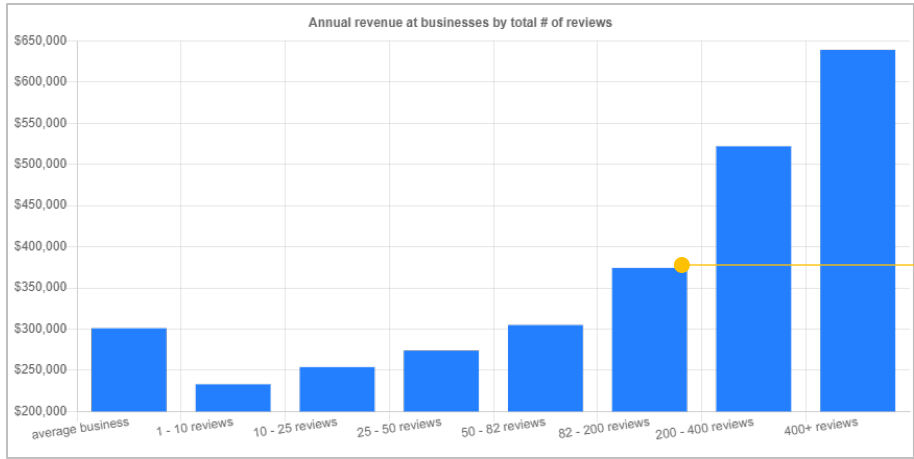
Consistently asking for reviews also ensures that prospective customers always see *recent* feedback. As with sentiment and volume, review recency is a top influencer of Reputation Score.

84% of consumers believe reviews older than **3 months** are not relevant. (BrightLocal, 2019)

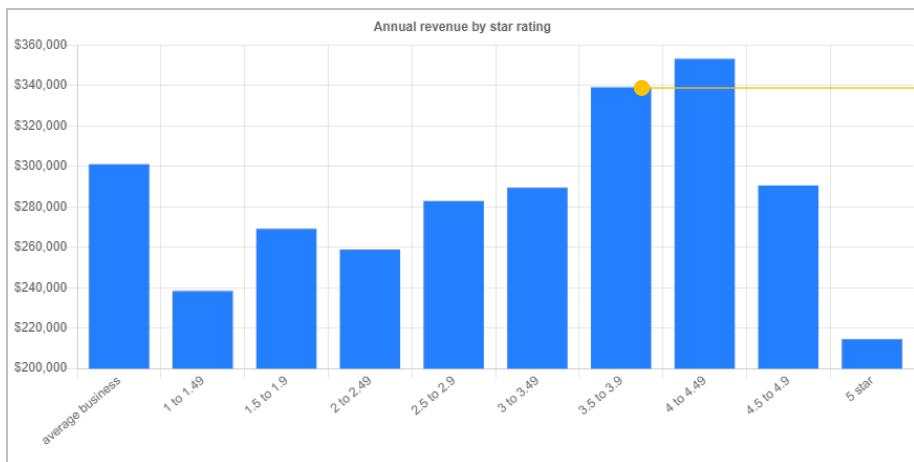
There are several ways to request reviews:

- **Quick Request** – Send an email or SMS text message from the platform.
- **Custom Integration** – Talk to your CSM about setting up an automated integration with your CRM or other systems, which uses real-time data via API or transactional data via CSV.
- **Mobile App** – Rely on your frontline employees to personally invite customers to review your business using an SMS text message sent from the Reputation Live app ([iOS](#) | [Android](#)). Give your frontline employees guidelines for recommended protocol:
 1. Deliver a great experience. If the service is average, people are unlikely to write reviews. You must earn a positive review!
 2. Tell customers what to expect. Verbally invite them to click the link and write a review.
 3. Show gratitude and make it personal. Thank customers preemptively for taking the time to share their feedback with you.
 4. Be particular about timing. Sending the request within a short time-frame increases the likelihood they will complete it.
 5. Play by the rules. Never offer monetary incentives or gifts to motivate the recipients to write reviews.

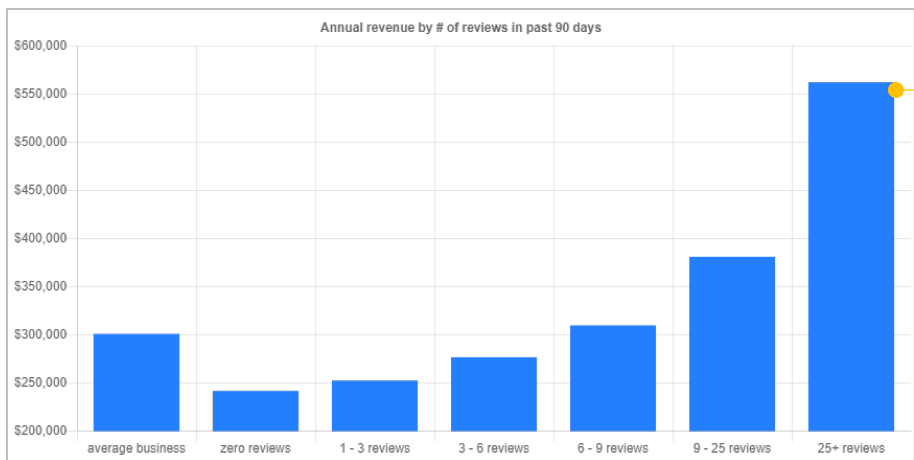
Total number of reviews (volume) has a larger impact on revenue than average star rating. (Womply, 2019)¹



Businesses with **200** reviews or more earn nearly twice as much in revenue than



Businesses with a rating between **3.5** and **4.5** stars earn more revenue than any other rating.



Businesses with more than **25** fresh reviews earn **108%** more than average.

¹ <https://www.womply.com/impact-of-online-reviews-on-small-business-revenue/>

Best Practice: Review Responding

Responding to reviews is extremely important for maintaining your relationship with your customer. Almost half of consumers expect a response within **7 days** of leaving a review (ReviewTrackers, 2018).

How it feels when your review is left unresponded:



Kristin Lisson

★★★★☆ 5 months ago

⋮

When we had reached a wait time of over an hour after our scheduled appointment, I had made up my mind about this place. I thought there was no way the actual appointment was going to redeem my rapidly diminishing opinion--but I was wrong. They were wonderful! The front desk staff was so friendly, and everyone who was patient-facing seemed to genuinely enjoy their work. The office was clean and had state of the art equipment. The technician was simply fabulous with my kiddos. Despite what must've been a long day for her (I gathered she was covering for being short-staffed), she didn't miss a beat. She tried her best to make up the time for us. The doctor was also top notch! Incredibly friendly and knowledgeable. She wasn't rushed and made us feel like special guests,

How it feels when you get a response:



Katrina

★★★★★ 3 months ago

I like fast & efficient, & good customer service. I received all of this here. They got me in & out & answered all my questions. I would recommend this office to anyone that loves great customer service, but don't mind feeling like they are being rushed through your appointment. Because they do a great job but they do kind of rush you through your appointment process. Its a great place for busy people.

👍 1
🔗 Share

Response from the owner 3 months ago

Katrina, what an amazing review! Thank you so much - the team will be so happy that you had such a great experience.

In addition to the customer, your response also helps win over **NEW** customers!

- **97%** of consumers read businesses' responses to reviews, up from **89%** in 2018 (BrightLocal, 2019).
- Shoppers who read a negative review and see the brand response are **116%** more likely to purchase than those who see no response from the business (Bazaarvoice, 2015).

How a new customer sees you:



<p>J Janel <small>2 months ago</small></p> <p>★ ★ ★ ★ 2 months ago</p> <p>My major complaint about this place is the wait times. There was a ridiculous wait time for the free consultation. But the day after appointment was FAR worse my appointment was scheduled for 815 am and I want called in until 840. Just to wait another 20 minutes for the doctor to come in. Had I known how inconsiderate this company is of their patients time I definitely would have looked elsewhere</p>	<p>Response from the owner 2 months ago</p> <p>Janel, we totally understand wait times can be really frustrating especially in 2018. This is something we are constantly trying to improve and as you would expect with anything has proven to be more complicated than just raising awareness. That being said we want to reach out and let you know we take our reviews very seriously and would welcome any opportunity you might offer us to make this right for you. Please don't hesitate to reach out to me directly and if it's ok with you, we would be honored if we could have someone from our team reach out to you directly! - [Redacted]</p>
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You can't always turn a negative review into a positive one, but you can always control how you respond. Consider setting the following response rate goals:

Goal: Respond to **100%²** of negative and **20%+** of positive reviews.

² Respond to 100% of the negative reviews that you can, not including the small percentage that may be flagged for legal or privacy purposes or review sites that don't allow a response.

General Best Practices

No matter the rating, there are several best practices for [responding to reviews](#).



1. Respond promptly but not hastily.

Set a goal to respond to reviews within a designated time frame (e.g., 48 hours). Responding thoughtfully shows that you are listening and that you care.

2. Be polite and courteous.

Remember that you are not responding to one person. Your other customers or potential customers will be able to see your responses. Always be respectful, even if the customer review was unfavorable or unfair.

3. Decide who responds to reviews.

You may need to designate a person at your business to respond to reviews, or split up the task equally among your employees. Ideally anyone responding should have excellent writing skills.

Take advantage of the approval workflow, which empowers more employees to craft responses, while relying on a gatekeeper to spot-check reviews before publishing.

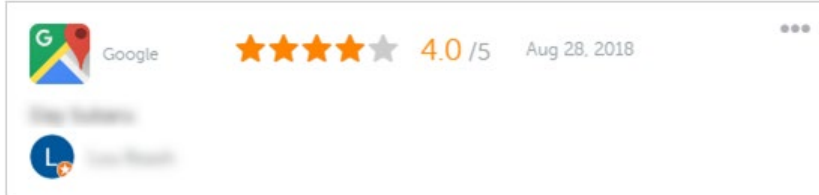
4. Check for typos.

Some review sites do not allow changes to be made once a review or response is posted. Take the time to double-check spelling and grammar.

Response Examples

1. For reviewers who don't leave comments (or comments are minimal), ask them what you can do better.

Find out what will make their next experience with you truly exceptional or consider asking them what it will take to earn those missing star(s).



“Thanks for the positive **review**! Please let us know what we can do to earn a 5-star **rating** from you.”

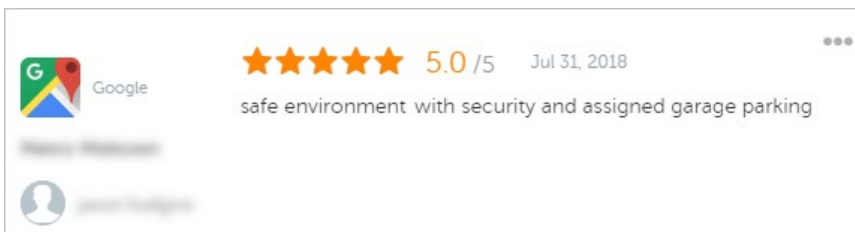
Star rating only does not equal **feedback**. Avoid that word if responding to star rating reviews. Instead, thank the reviewer for the **rating** or **review** when there are no comments. Mention that you're glad/sorry to **see** they had a positive/negative experience, as opposed to **hear**.



Note. Facebook recommendations now require a comment.

2. Reiterate or mirror what the reviewer chose to comment on. Personalize whenever possible.

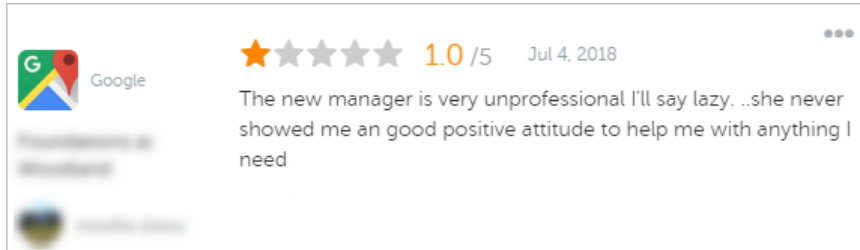
Including detail shows them (and future customers) that you are actually reading the reviews:



“Thank you for your kind words. Your **safety** is very important to us. Hope to see you when you visit us again!”

3. Don't take negative reviews personally!

For most negative reviews, invite the customer to contact you (or if you know who the person is, contact him/her directly). This technique shows that you are committed to resolving the issue while keeping details private:

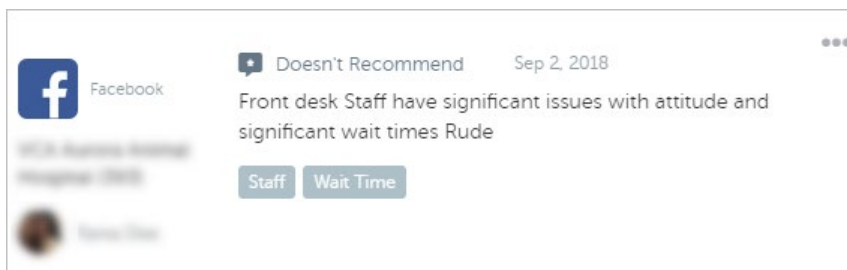


“We would like to get more details about your experience with us to work toward a resolution. If you are willing, please reach use directly at [phone] or [email].”

After you reach the customer offline and have agreed upon a resolution, ask the customer to modify or remove the review. However, never provide incentives in exchange for writing or altering their reviews. Simply explain how valuable the feedback is to you personally.

4. Research facts before responding to a review and speak to the theme.

Determine if there are reasonable steps that can be taken to resolve the situation without having to apologize, blame, or reward a customer. A customer will typically tolerate a problem not being fully fixed as long as the underlying process is seen as fair or that their voice is heard.



“Thank you for alerting us to an important training issue. We assure you the behavior you describe is not in line with our standards and hope you will give us another chance.”

5. Don't get caught up in negative reviews.

If a particular review was mistakenly attributed (i.e., meant for another company) or contains slander/inappropriate language, you can work within the review site directly to request that the review be removed. However, request a review removal ONLY if the review meets the site's terms of service and violation policies. Do not request a review removal just because you don't like what was said.

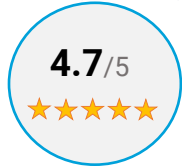
In the end, if you can't resolve a customer's issue and turn a negative review into a positive one, let it go. Attempting to remove a negative review can aggravate the situation and lead to additional comments. **Instead, focus on building a wealth of positive reviews.**

Find more tips like these from the [Reputation Help Center](#).

Best Practice: Reputation Score

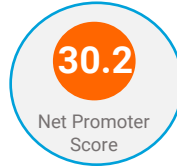
The platform supports several metrics to help you measure customer experience:

Average Rating



Sentiment
(Transactional)

NPS



Loyalty
(Relational)

CSAT



Satisfaction
(Transactional)

What do all of the above metrics have in common? **Your customers!**



But, where's the other half of the picture?

You also need to know how they *become* your customers.



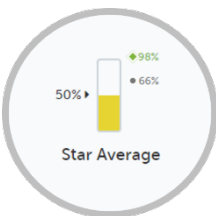
Reputation Score measures how you look online—through the eyes of your potential *and* existing customers—in all aspects of online reputation.

How Does Reputation Score Work?

The Reputation Score is calculated on a 0 - 1,000-point scale. At a glance, you can determine the level of success of your locations' online visibility, customer engagement, and sentiment. The higher your Reputation Score is, the greater the likelihood you stand out and are doing the right things.

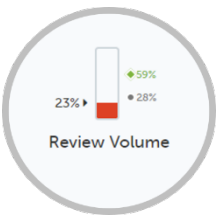
Score Influencers

The Reputation Score is based on 30-day averages of the following key dimensions. Shown in order of weight for how the algorithm is calculated. (The level of impact each dimension has on your own score varies based on activity and performance.)



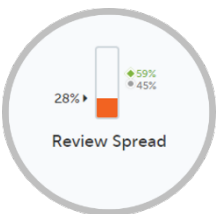
1. What's the first thing you see when you search for a local business online? Star average! This metric measures overall star rating, with weights assigned to the popularity of the review site (Google and Facebook) and the position of the review. Surveys are not included.

How to impact? *Deliver a great experience! People who write reviews are generally very dissatisfied or very satisfied. If the service is average, people are unlikely to write reviews.*



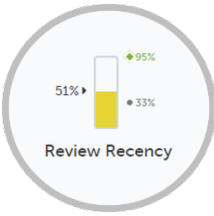
2. The next thing you might look for after searching for a business is the number of reviews that went into that star average. You'll trust a star average with 1,000 reviews over 5 reviews.

How to impact? *A location needs to have a minimum quantity of reviews on each relevant review site to score highly on volume. Actively request reviews from customers using tools like Reputation Manager or survey (with our Google private API). Explain that you are striving to deliver the best service and that you feel motivated when you hear feedback.*



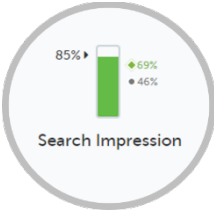
3. Google and Facebook are most important, but you must also have review presence on a variety of sites.

How to impact? *Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites. Our request templates consider review spread, which is why we recommend using Reputation inserted links with your review requests so that other review sites are covered.*



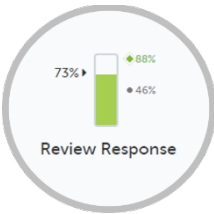
4. Next, look to see the date of the reviews. If no reviews were left in the last few months, you might wonder if the business is no longer open or relevant (best practice is to have reviews newer than 3 months).

How to impact? Request reviews regularly. Using an integration, you can even automate review requests after each customer transaction. Reviews posted most recently are weighted more heavily in calculating Star Average.



5. When you search for a local business (name and zip or city/state), what are the first few search results? If your location's web page is near the top of the search results (top 10 blue links on page 1) and the GMB Knowledge Panel appears, you'll get a high score here. Additionally, when you search for the category/near me, if your location shows up in the top 10 search results or Local Pack, the score increases.

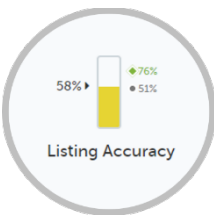
How to impact? Using a widget to generate your own star rating on your website can lift your page higher in search results. Additionally, ensure that your GMB profile is complete and that your business category is correct in your location profile.



6. Consumers need to see responses that are courteous and that offer direct methods of contacting them. Even a negative review is often looked at more favorably if the business responded.

How to impact? Best practice is to respond to 100% of negative reviews and 20% of positive reviews. (Let us help you with managed responses!)

If you're managing responses on your own, use the **macros** as a starting point so you can respond quickly while still adding variety.



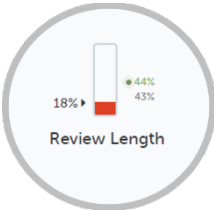
7. Does the location information of the business match what actually shows up on Google (name, address, contact info, hours, etc.)? What about other sites (e.g., Facebook, YP, etc.)?

How to impact? The accuracy of this information is especially important when consumers are performing "near me" searches. If you're not currently auditing your business listings through the platform, ask your CSM how.



8. Does the business have a social presence and are the posts getting engagement? Businesses that are active on social media tend to convert more researchers into customers.

How to impact? Regularly post content on social channels, and respond to comments within 24-48 hours. This metric measures engagement on Facebook based on views, fans, likes, and engaged users.



9. Which review has more impact to you: "It was great." -OR- "Tim was amazing and explained all options. He made me feel like family!"

How to impact? Although a reviewer's length is not something you can necessarily control, it influences a potential consumer's perception of your business and their likelihood of trusting the review.

Impact of Reputation Score

Once you know your score, keep track of it regularly. Shout it out across the organization! Establish specific goals surrounding the various factors that contribute to it.

Ultimately, businesses that actively manage their Reputation Scores succeed in attracting and retaining customers. We analyzed 5 million customer reviews and found that:

- Hospitals with a high Reputation Score earn **29%** higher revenue per bed.
- Retailers who improved their Reputation Score the most experienced **3x** higher sales growth, year-over-year.
- Companies with the highest Reputation Scores experience an average of **15%** higher sales growth.

Find more tips like these from the [Reputation Help Center](#).