

Insights

User Guide

 Reputation
2025

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1 | Insights Overview

Insights Overview

Reviews and surveys are critical to understanding overall customer sentiment, but creating exceptional customer experience goes well beyond simply addressing everyday customer service issues. Reputation's Insights provides first- and third-party feedback to pinpoint the moments that matter, engaging cross-functional teams to create strategies that tackle more complex improvements. Only by using these strategies can companies set themselves apart from the competition, drive impressive results, and ultimately succeed in building a loyal and satisfied customer base.

Experience Insights

Experience Insights provides insightful Sentiment Analysis tools offering a visual snapshot of common words, categories, and themes that appear in customer feedback across the web and gathered from first-party surveys. Instantly identify strengths or weaknesses at a corporate level or by location and know where to focus your efforts.

Journey Insights

Journey Insights is a powerful tool that represents each stage of the customer journey and the critical aspects and topics of each. Using Artificial Intelligence (AI) and Natural Language Processing (NLP), it dissects customer feedback, assigns category tags and sentiments, and then provides a comprehensive visual representation of the health and performance of experience delivery.

Competitive Insights

Competitive Insights provides users with a consolidated, single-tenant environment to perform in-depth competitor analysis by comparing a business brand and location against competitors across various metrics like Reputation Score, sentiment, review volume, and more.

AI Reputation Manager

AI Reputation Manager monitors, analyzes, and optimizes how a brand appears in AI search results (e.g., ChatGPT or Gemini). This tool allows the user to ask AI specific questions about a brand to understand what responses the AI models return, giving users deeper insight into how their brand is perceived in an AI search.

AI Location Presence Insights

Use AI Location Presence Insights to learn how searchable your location is across AI platforms in the new search landscape.

This module provides understanding about official listing details that can be found by an AI, such as address, phone, hours, etc; if your location displays when someone asks an AI about your category or services; or how AI platforms describe your business—positively, neutrally, or negatively.

Voice of Brand

The Voice of Brand offers AI-generated text to craft brand-aligned responses to customers or other external audiences by providing real-time feedback and suggestions during message composition.

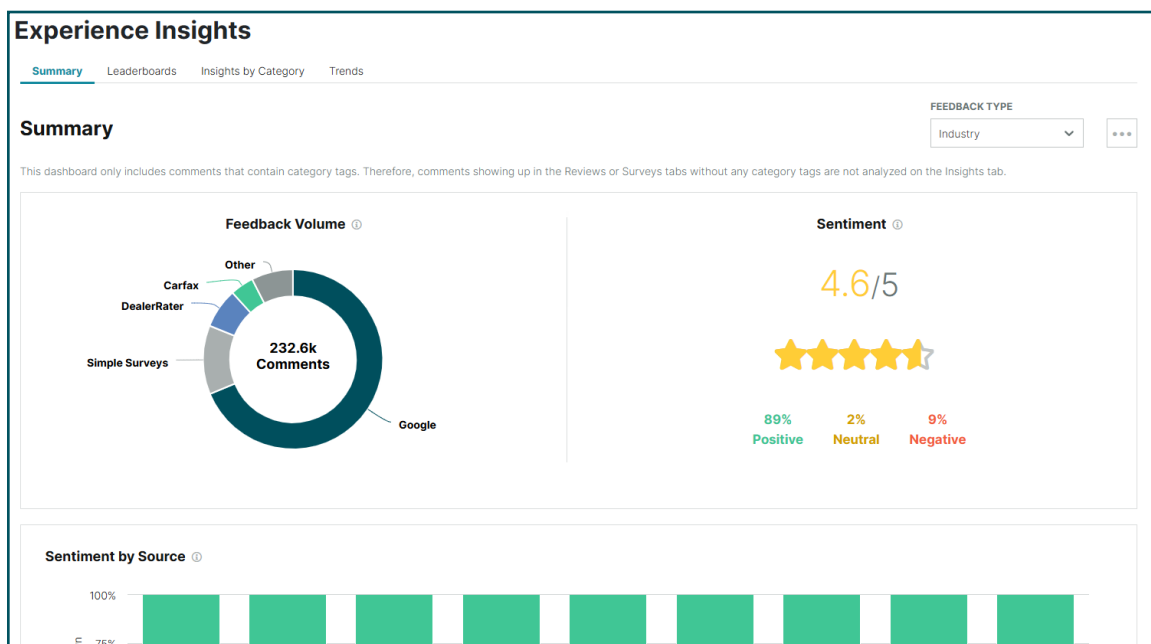
2 | Experience Insights

Experience Insights

Pinpoint and address emerging issues and weaknesses before they impact your reputation.

Experience Insights provides Sentiment Analysis tools offering a visual snapshot of common words, categories, and themes that appear in customer feedback across the web and gathered from first-party surveys. Instantly identify strengths or weaknesses at a corporate or location level.

Group review and survey feedback into categories using text analytics to provide insights into what the business is doing well and what areas need improvement.

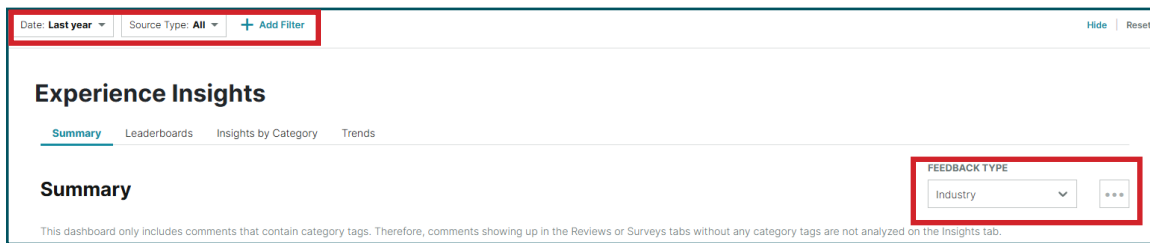


Summary

See a summary of the analyzed feedback, including a breakout of where the feedback is coming from, total comments included, and overall sentiment. View the sentiment by source to identify which feedback source requires the most attention first.

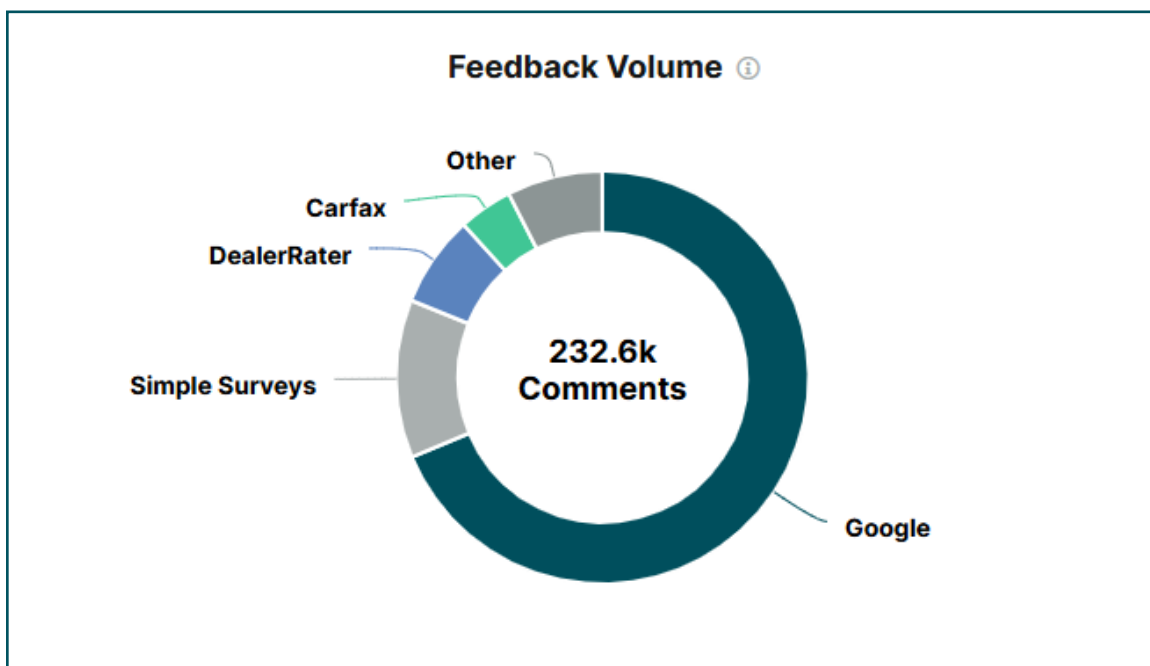
Note: The average star rating from the **Summary** tab represents the average for all locations selected. If it is 4.0 and an individual category has a large review volume but is also rated equivalent to a 4.0, the impact of that category won't be as high compared to a category with the same review volume but with a rating that differs from the average.

Adjust the top line filters in the top left corner to view feedback by source. To view Industry (customer) sentiment feedback versus Employee feedback, use the **Feedback Type** dropdown.



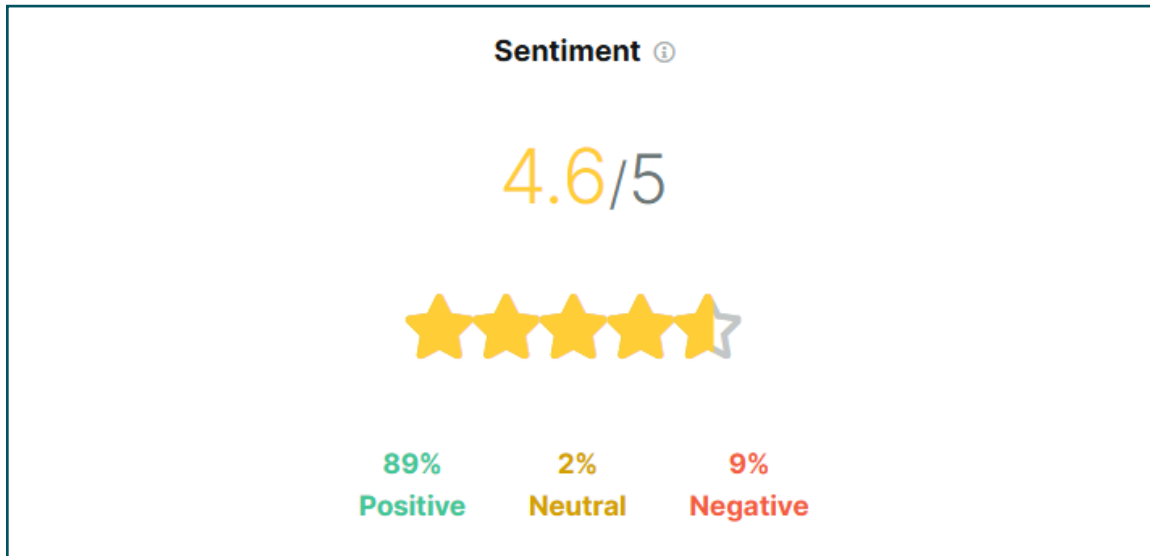
Feedback Volume

This widget shows the total number of comments and their proportional volume by sources. When there are more than five sources to show, the top four sources by feedback volume are shown in four parts and all other sources are combined and shown as Other. Hover over a section to see the specific percentage.



Sentiment

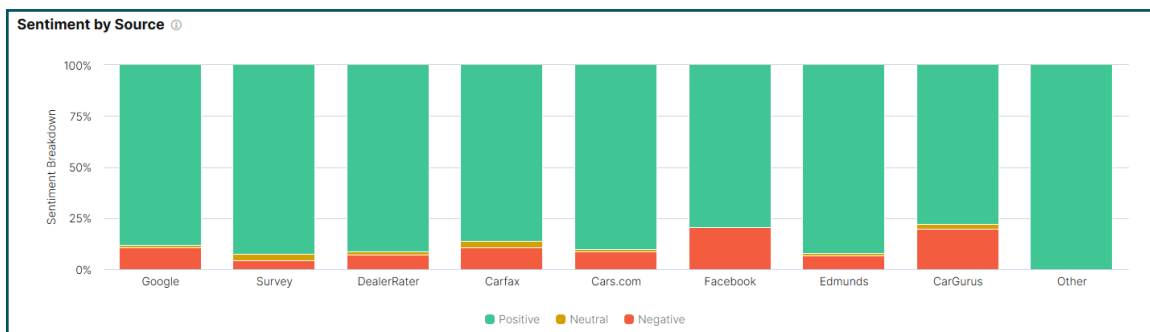
This widget shows the average star rating from reviews and surveys and the percentage of positive, neutral, and negative comments.



Sentiment by Source

View trends in sentiment by feedback source, broken down by positives (green bars), neutrals (yellow bars), negatives (red bars), and sources with no rating (gray bars). Use this chart to compare feedback from surveys against third-party review sources to better understand the questions that should be in the surveys to gauge an accurate sentiment.

This can also be used as a control mechanism against “gaming” the system whenever incentives are offered with first-party feedback (surveys).



Leaderboards

View insights broken out by location, including sentiment by location, top performing locations and their drivers of improvement, and locations that need attention along with their drivers of decline. The **Leaderboards** tab is available with a selection of two or more locations in the filters.

Location Leaderboard

The Location Leaderboard shows each location ranked by an overall sentiment score from 1 to 100. The rest of the table displays the sentiment score for more specific categories.

Location Leaderboard

Hide Location with fewer than 10 comments

Search

Group by: Location

Leaderboard ranks based on a sentiment score of 1 to 100. It also displays performance in different categories.

Rank	Location	Overall Sentiment	Overall Experience - General	People	Helpfulness	Professionalism	Friendliness	Speed
1		100	100	100	100	100	100	100
2		100	100	83	100	100	100	100
3		100	100	92	100	100	100	88

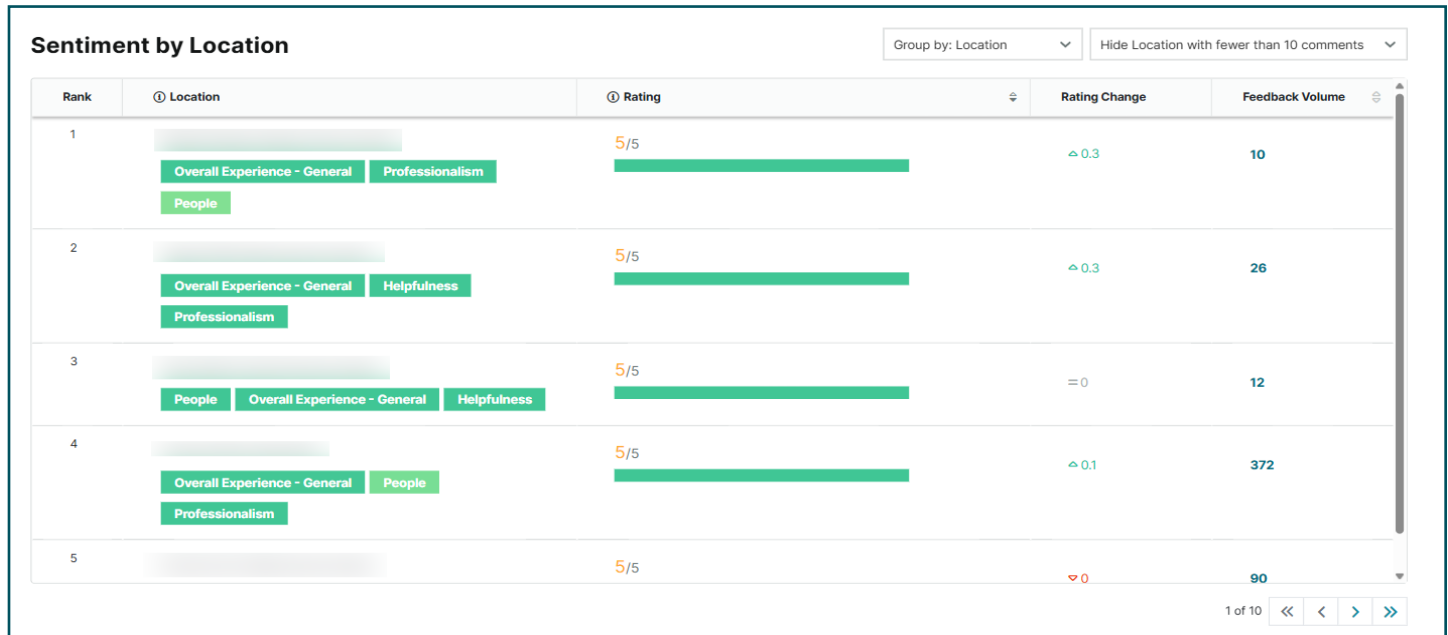
Column	Description
Rank	This column defaults to the order of the locations by sentiment score. Use the filters to change how and what is ranked in the chart.
Location	By default, this column shows a list of business locations. Use the Group by filter to change the attribute to be ranked.
Overall Sentiment	The overall sentiment score of the category listed in the Location column.
Categories	The columns in the rest of the chart break down the specific categories that make up the Overall Sentiment score. These change depending on the applied secondary filters.

Use the leaderboard filters above the table to view different rankings in the chart.

Filter	Description
Hide Location	Determine how many comments a location needs to be included in the chart: - Don't hide Location with low comment count - Hide Location with fewer than 5 comments - Hide Location with fewer than 10 comments - Hide Location with fewer than 50 comments
Search	Use keywords to find a specific location in the chart.
Group by	Instead of ranking each location, rank by attributes such as group or market.

Sentiment by Location

View how groups of locations impact the business's overall star rating. For example, select **State** in the **Group By** filter to estimate the influence each state and its corresponding locations has on the overall star rating for the business.



Column	Description
Rank	The selected grouping ranked first according to the sorted column. The default is sorted by the grouping with the highest average rating.
Location	The name of the grouping selected in the Group By filter and the top three categories that contribute most to the impact score (see below). Click on a category to view details by time, or view customer quotes and a word cloud related to the selected category for that group of locations.
Rating	The average rating of reviews and surveys for the selected group of locations and time period, color-coded according to sentiment.
Rating Change	The rating change (in tenths of a point/star) of the group of location's rating in the previous comparable time period.
Feedback Volume	The volume of reviews and survey submissions for the grouping.

Note: Impact is not displayed when **Group by** is set to **Location** as impact from a single location is typically not significant.

Use the filters above the table to view different rankings in the chart.

Filter	Description
Group by	Instead of displaying location groups, show attributes such as group and market.
Hide Location	Determine how many comments a location needs to be included in the chart: • Don't hide Location with low comment count • Hide Location with fewer than 5 comments • Hide Location with fewer than 10 comments • Hide Location with fewer than 50 comments

Big Movers

Kudos

The Kudos chart lists the locations with the most rating change (positive) within the given time period and features the categories that contributed most to the improvement. Filter out locations with fewer comments for more meaningful insights.

Click on an individual location or the categories to dive deeper into the data, view details for the received feedback by time or customer quotes, and drive actionable change.

Big Movers						Hide locations with fewer than 10 comments
Kudos						
Highest average rating improvement from Previous Period (May 09, 2023 - May 07, 2024) to Current Period (May 08, 2024 - May 07, 2025)						
Rank	Location	Feedback Volume	Rating	Rating Change	Drivers of Improvement	
1		15	4.8/5	↗ 3.8	Customer Service - General People Friendliness	
2		79	3.7/5	↗ 1	People Friendliness Repair Work	
3		84	4.8/5	↗ 0.9	Speed Service Staff Overall Experience - General	
4		180	4.4/5	↗ 0.9	Overall Experience - General Professionalism Speed	
5		691	4.5/5	↗ 0.6	Customer Service - General Overall Experience - General Oil / Oil Change	
						1 of 2 << < > >>

Needs Attention

The Needs Attention chart lists locations with the most rating change (negative) within the given time period and features the categories that contributed most to the decline. Filter out locations with fewer comments for more meaningful insights.

Click on a category to view details by time or view customer quotes and a word cloud related to the selected category for that location.

Rank	Location	Feedback Volume	Rating	Rating Change	Drivers of Decline
1		83	3.8/5	▼ 0.8	Overall Experience - General Trade In Speed
2		352	3.6/5	▼ 0.7	Professionalism Overall Experience - General People
3		17	2.4/5	▼ 0.7	Overall Experience - General Maintenance Wait Time
4		37	4.3/5	▼ 0.7	Follow-up Communication - General Fraud
5		127	3.9/5	▼ 0.7	Overall Experience - General Professionalism Speed

1 of 2 << < > >>

Insights by Category

View insights broken out by category, including strengths and weaknesses with the most impact on the average star rating, an interactive sentiment map, and sentiment broken out by category.

Customer comments within reviews and surveys are transformed into text analytic categories. These categories are grouped within the domains that are customized for the account (e.g., Staff, Transaction, Satisfaction, Experience, etc.). Filter between Industry and Employee feedback types to gauge customer versus employee sentiment.

Categories are then measured by category sentiment, which is a more precise measure of customer satisfaction than a 1–5-star rating. Applied to all legends or charts that show category sentiment, the algorithm breaks down the review content into categories that are scored separately (e.g., a customer gives four stars on a review that raves about the polite doctor but complains about parking).

For example, the image below shows a positive comment regarding doctor competence, but also includes a negative comment on wait time.

★★★★☆ 3.0 /5
Apr 14, 2022

Most importantly the quality of service was EXCELLENT....Dr Coulson and his staff were very professional and knowledgeable. However the non timeliness of the appointment and length of waiting was UNACCEPTABLE!! I was in the building for 2 hours of which 90 minutes were various times of waiting! Front office and scheduling needs to run much much better!

Doctor Competence
Getting an Appointment
Overall Experience
People
Staff
Staff Professionalism
Wait Time

The algorithm may score 100 to sentiment in “Staff” (positive) and 0 to sentiment in “Parking” (negative). After all sentences are given a score (0 negative, 50 neutral, 100 positive), each category score is added and divided by the total number of mentions for that category.

Example: 15 total mentions for Parking

5 are negative = $(0 \times 5) = 0$

8 are positive = $(8 \times 100) = 800$

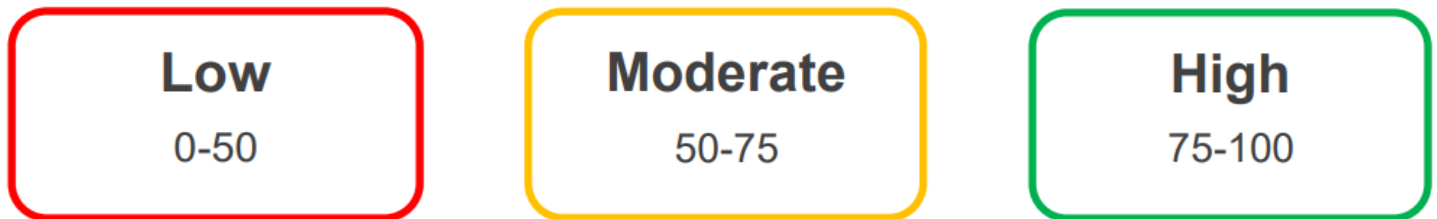
2 are neutral = $(2 \times 50) = 100$

$0 + 800 + 100 = 900$

$900 / 15 = 60$

The Parking category sentiment equals 60.

Rely on the industry average to determine whether each category sentiment score is ideal (above or below industry average). Generally, the sentiment score breakdown is as follows:



Strengths & Weaknesses

Strengths & Weaknesses provides a list of categories that impact the star rating the most. Strengths are the categories that pull up the star rating, and weaknesses are those that drag down the star rating.

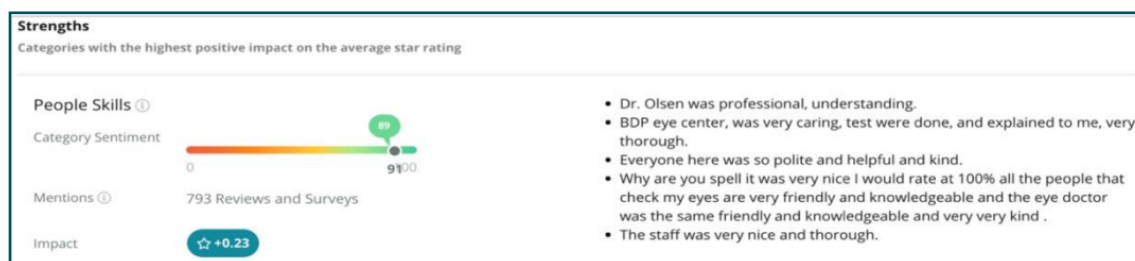
Note: To see the industry your business is listed as, go to **Settings > Admin**. The industry is listed under **Company Information**.

Item	Description
Category Sentiment	Categories that have the highest average rating for the feedback with that tag. (The average rating is not displayed but calculated on the back end.) See Summary on page 9 for how category sentiment is calculated. The gray dot on the bar is the industry average for that category.
Mentions	Total number of times that category is present in reviews and surveys for the given filters.

Item	Description
Impact	A conservative estimate of influence of that category over the average star rating. Because the categories in Strengths and Weaknesses are sorted by impact in descending order, focus on these categories first, especially the weaknesses. Addressing the related consumer issues is likely to have the highest impact on the average star rating. Impact is tailored to each industry. (Calculates an average star rating for each industry and estimates the impact of each category by comparing it to the industry average.) Low impact indicates that the potential impact of a category is less than 1/100th of a star.
Quotes	Sample phrases about that topic extracted from reviews or surveys. The comments selected represent those that the algorithm can identify as most positive or negative and are most recent in that category. If no quotes are shown, the platform doesn't have the phrase or confidence level to display them. To see all quotes, go to the Sentiment Map and drill-down into that category's tile by Customer Quotes.

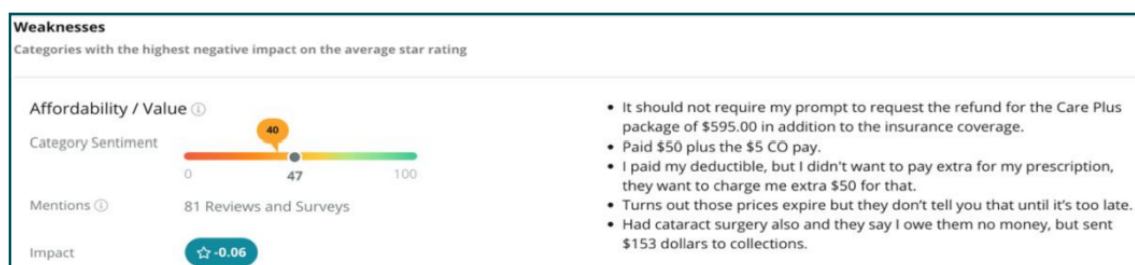
Strengths

Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.



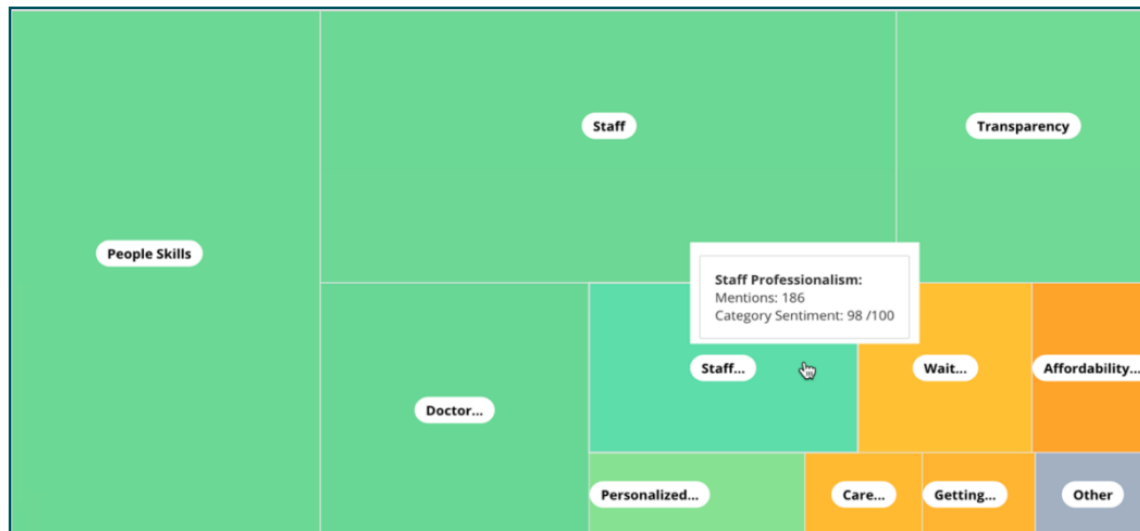
Weaknesses

Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.

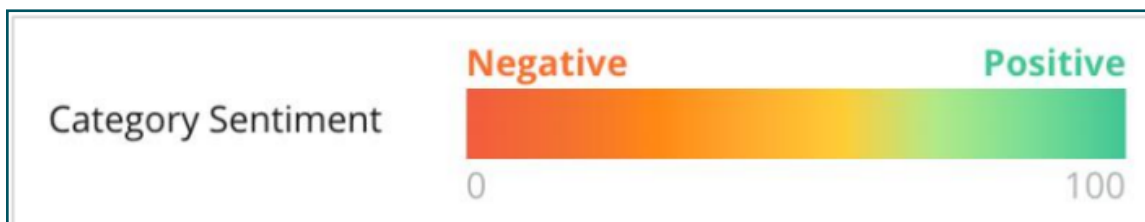


Sentiment Map

The size of the box in the map indicates the volume of reviews/surveys associated with the category. Hover over a box to see the review/survey volume in that category as well as the category sentiment score out of 100 points. The **Other** box represents categories that may show up in fewer than 1% of reviews and surveys.

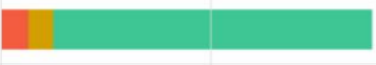
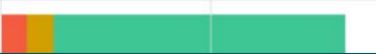


The colors represent the category sentiment rating of phrases within reviews and/or surveys tagged with that category. Each review can have a positive (100), a negative (0), or a neutral (50) category sentiment.



Sentiment By Category

The **Sentiment by Category** chart shows all categories sorted by the highest volume of mentions in reviews and surveys. View by average star rating (1–5) and compare previous and current time periods by category sentiment (0 to 100).

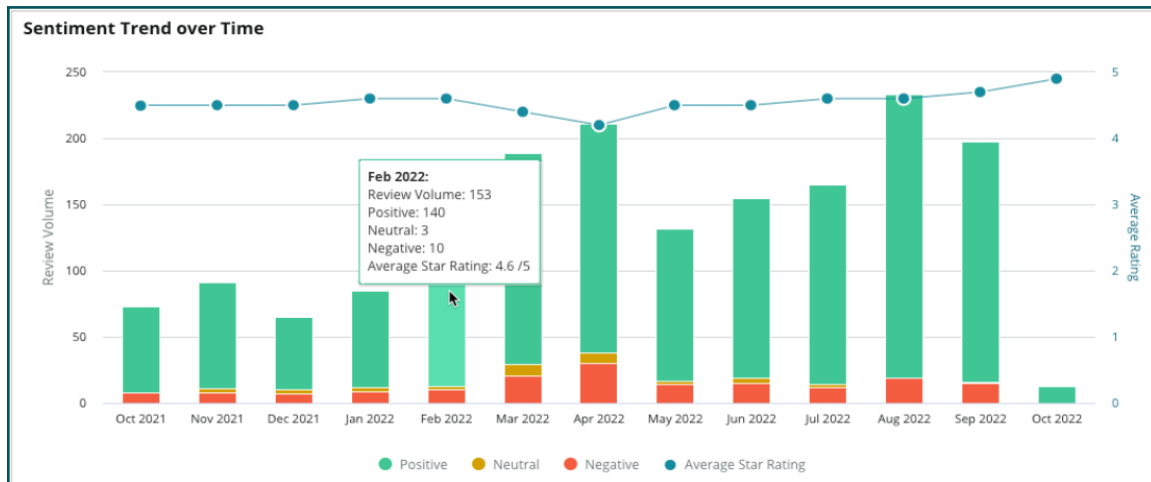
Category Name ⓘ	Mentions ⓘ	Average Rating ⓘ	Category Sentiment ⓘ				
	Current Period ⓘ	Current Period ⓘ	Current Period Average ⓘ	Change From Prev. Period ⓘ	Prev. Period Trend	Current Period Trend	Current Period Breakdown
							0 450 900
People Skills ⓘ	793	4.6 /5	89 /100	−4 /100			
Staff ⓘ	736	4.5 /5	89 /100	−3 /100			

Column	Description
Category Name	Name of the topic for related categories associated with the review and/or survey comments. Each review/survey may have multiple category tags applied (e.g., “Staff” may have mentions related to “Staff Professionalism” and “People”).
Mentions: Current Period	This is the total number of reviews and/or surveys with this specific category tag. Each review/survey may have multiple category tags, so this number may not correspond 1:1 with total volume of reviews and/or surveys received during the time period.
Average Rating: Current Period	The average star rating (1–5 scale) of reviews and/or surveys that include this category.
Category Sentiment	• Current Period Average: The average category sentiment for the current time period. • Change from Previous Period: The category sentiment change compared to the previous time period. • Previous Period Trend: The category sentiment trend from the previous time period’s reviews that include this category. The dotted line represents 50. • Current Period Trend: The category sentiment trend from the current time period’s reviews that include this category. The dotted line represents 50. • Current Period Breakdown: The total volume of reviews that include this category, broken down by positive (green), negative (red), and neutral (yellow).

Trends

Sentiment Trend Over Time

View trends over time broken down by customer sentiment and customized categories. The Sentiment Trend Over Time graph shows positive (green bars), neutral (yellow bars), and negative data (red bars). Hover over the different bars to view additional statistics.



Trending Categories

Use the filters above the table to analyze trends by category for volume of customer feedback, volume change between the previous and current periods of time, and sentiment change.

Click into each category to view data by location, time, and customer quotes.

Trending Categories

Sentiment: All

Current period vs Previous period

Hide locations with fewer than 10 commen...

Categories with the most volume change from Oct 06, 2020 - Oct 05, 2021 to Oct 06, 2021 - Oct 05, 2022

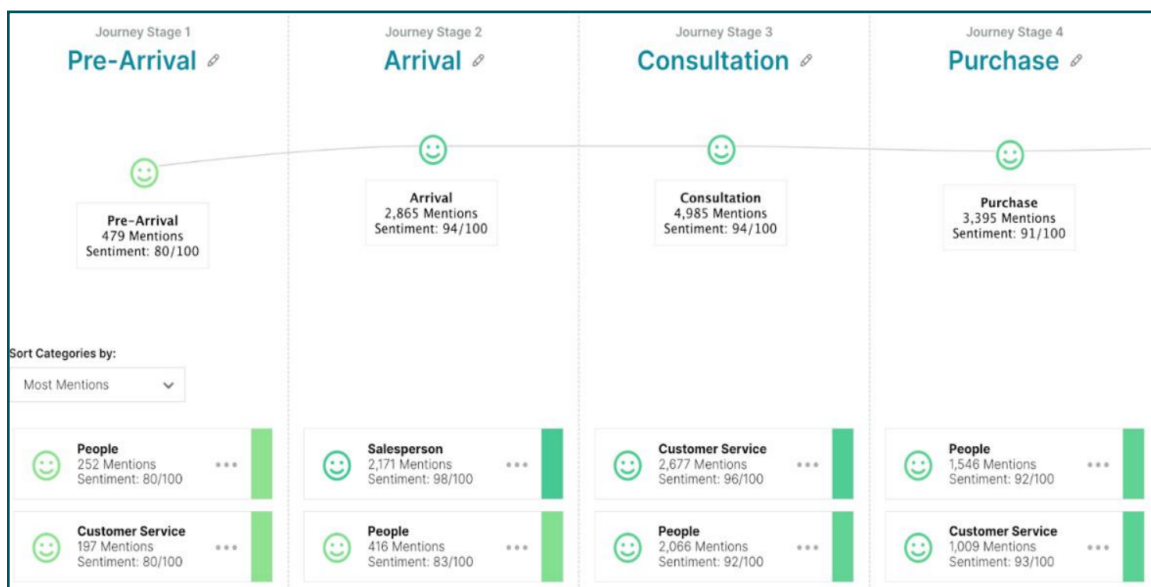
Rank	Category	Previous Period Volume	Current Period Volume	Volume Change	Sentiment Change
1	Staff	665	742	77	↓ -3
2	People Skills	732	792	60	↓ -3
3	People	669	669	55	= 0
4	Doctor Competence	220	281	53	↓ -4

3 | Journey Insights

Journey Insights

Dive deeper into customer feedback to better understand what your business is doing well, and where there are opportunities for improvement.

Journey Insights is a powerful tool that represents each stage of the customer journey and the critical aspects and topics of each. Using Artificial Intelligence (AI) and Natural Language Processing (NLP), it dissects customer feedback, assigns category tags and sentiments, and then provides a comprehensive visual representation of the health and performance of the delivered experience.



Navigate Journey Insights



1. From the left navigation menu, go to **Insights > Journey Insights**.

From there, view the different stages in the customer journey. Depending on the industry, the view may look different than the examples shown in this guide, but the steps and actions are similar.

Journey Insights

Journey Stage 1 ⓘ

Sales
▼

Sales
✓

Service

Note: Depending on the industry, users may toggle between multiple journey types using the filters at the top.

Within Journey Insights, determine areas of friction based on category sentiment and mentions within customer reviews and survey feedback. Keep in mind the following definitions:

- **Mentions:** Total number of times a category is present in reviews and surveys for the given filters. A category is only counted once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories with the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Configure the Customer Journey

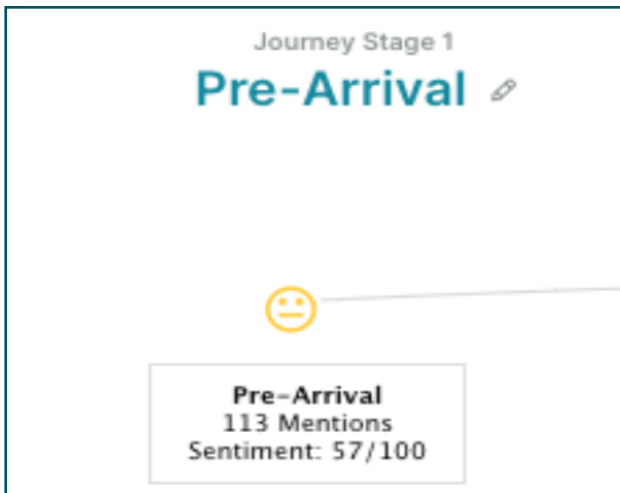
To customize the Customer Journey,

1. Toggle between Sales and Service to change the journey that displays. The suggested stage titles are based on industry standards and taxonomies.
 - a. Click the pencil icon to edit the title of each individual stage in the journey to better fit organization needs
2. Use the **Show** dropdown in the upper right corner to select **Domains** or **Categories**.
 - **Domains:** Displays the high-level themes for each category card in a stage.
 - **Categories:** Displays specific feedback themes for each category card in a stage.

Note: Currently, the Reputation platform does not support adding or removing journey stages.



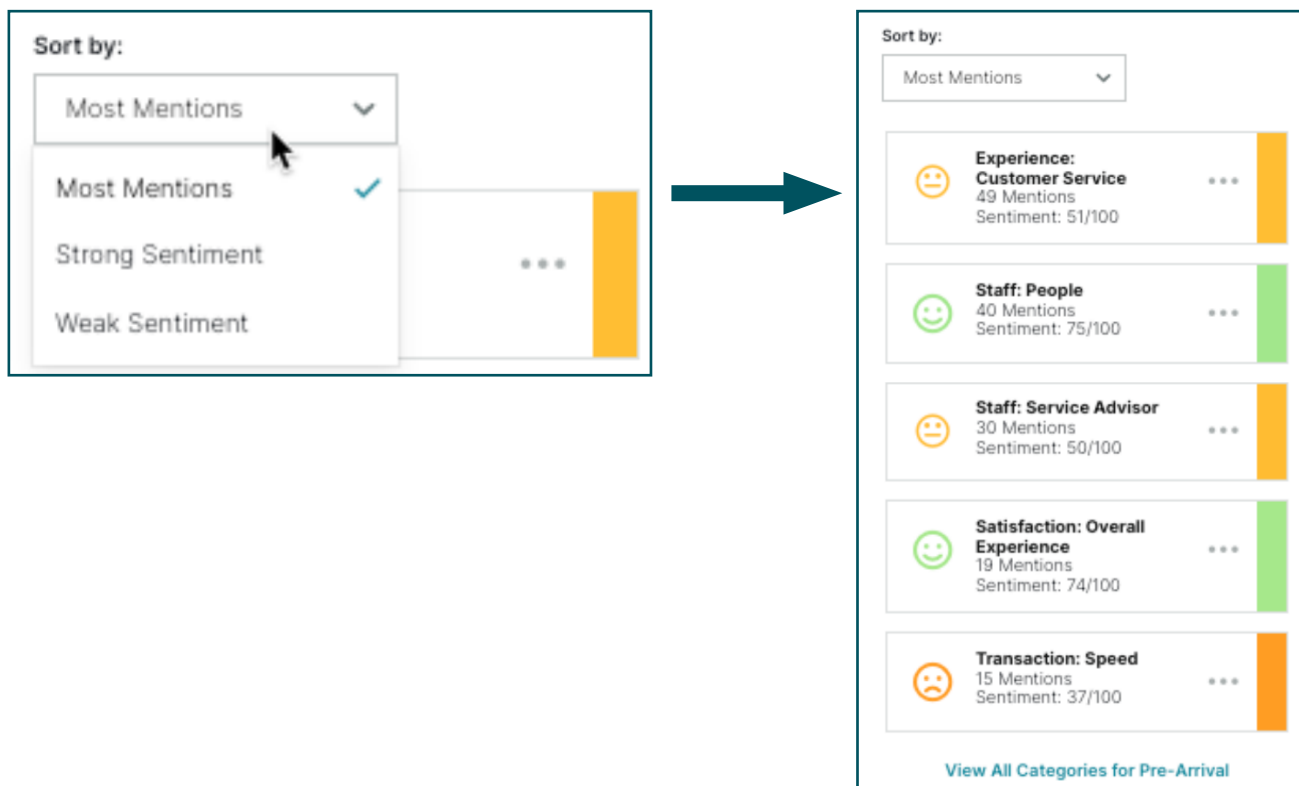
Sentiment Categories



At the highest level, view the overall sentiment and total mentions for each of the stages. The emoji and sentiment score out of 100 provide a quick overview of which stage needs the most attention.

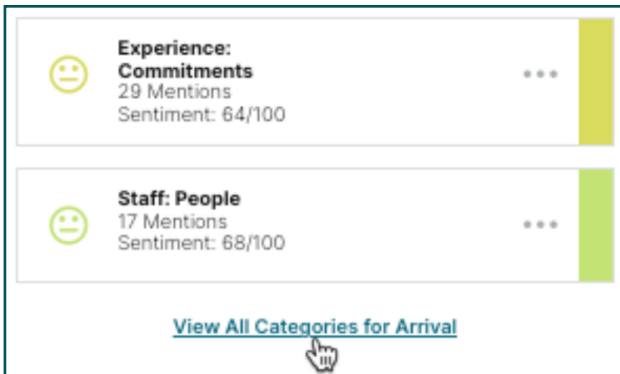
Scroll down to see the distinct categories that make up each stage. Sentiment data is pulled directly from customer feedback via reviews and surveys. By default, the categories are sorted by the most mentions.

Click the dropdown at the top to change the filter to see the strong or weak sentiment categories.



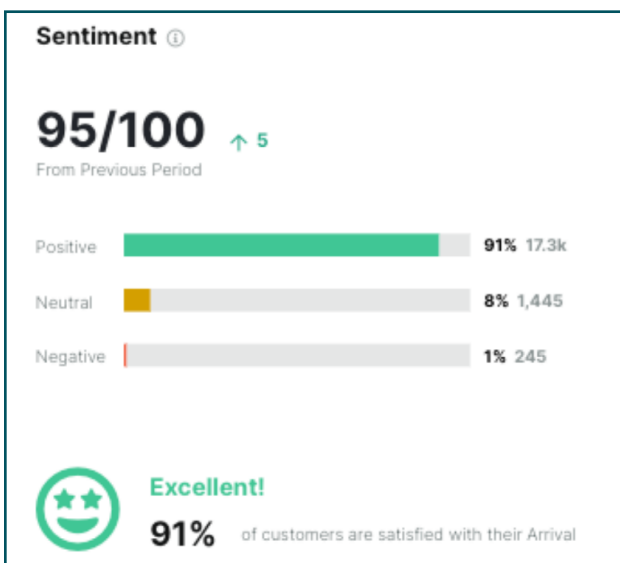
Review and analyze customers' overall sentiment by stage or category before developing improvement plans.

Analyze Sentiment Data by Stage



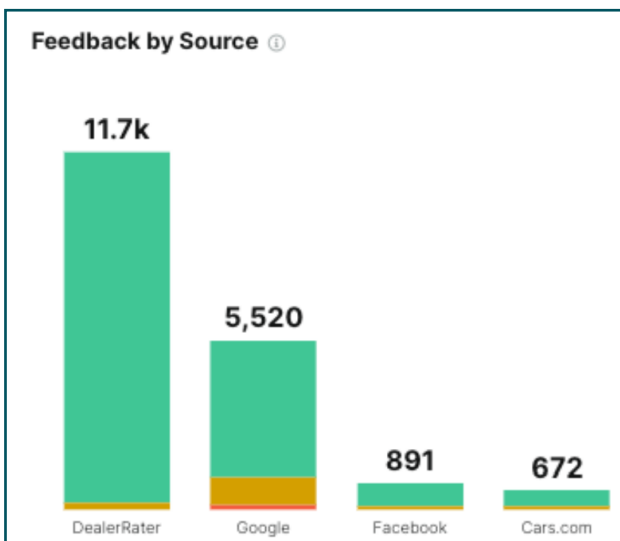
At the bottom of every stage and its sentiment categories, click **View All Categories** for more analytics and visuals for each individual stage.

Sentiment



The **Sentiment** widget displays the sentiment of the stage in the current period and sentiment change in comparison to the previous period in a bar chart.

Feedback by Source



The **Feedback by Source** widget displays a breakdown of the feedback volume by source for the stage based on the sentiment.

Domain and Categories

The **Domain and Categories** data table shows all categories associated with the stage, along with its mentions and overall sentiment scores. Additionally located in this chart is the Sentiment Change—a change in category sentiment from the previous period. The all time date range filter does not show the sentiment change value.

Within this chart, click into an individual category to view its data by location, sentiment trend, and word cloud only pertaining to that specific category.

Category Name	Mentions ⓘ				Category Sentiment ⓘ			
	All	Negative	Neutral	Positive	Score	Sentiment Change ⓘ	Current Period Breakdown	
▶ Staff	13.5k	114	701	12.6k	97/100	↑ 5		
▶ Experience	3,259	65	492	2,702	90/100	↓ 2		
▶ Satisfaction	1,705	33	117	1,555	95/100	↓ 1		

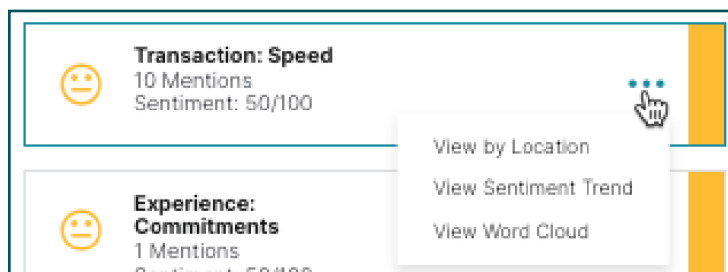
Mentions and Category Sentiment are defined by the following:

- **Mentions:** Total number of times that category is present in reviews and surveys for the given filters. A category is counted only once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories with the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Analyze Sentiment Data by Category

View individual sentiment category data by location, sentiment trends, and word cloud:

1. Within an individual stage, click one of the boxes containing a sentiment category's high-level overview.
 - a. Alternatively, click the ellipsis and choose to view data by location, sentiment trend, or word cloud.



Toggle between different interactive charts to analyze customer feedback. Adjust the top-line filters accordingly to capture results from certain time periods, sentiment categories, sentiment score, and feedback type.

Sentiment Score by Location

This location-level, stage-based data shows which locations are performing well, which are not, and why, so it is possible to develop improvement plans for the locations that need it most. In addition to the top-line filters shown in every view, the Locations chart also filters by All Locations, Top 30 Locations, and Bottom 30 Locations.

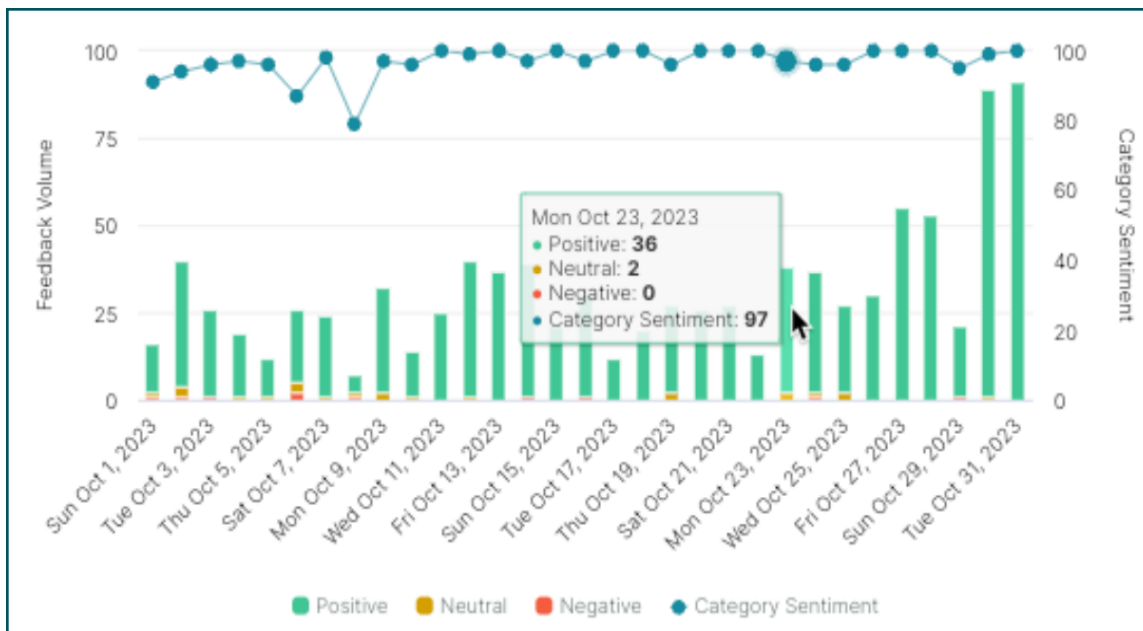
Hover over the bars for a high-level overview of sentiment score by location. Click on a bar to drill further into a specific location.



Sentiment Trend

View the **Sentiment Trend** chart for a visual representation of the positive, neutral, or negative mentions in a specific category.

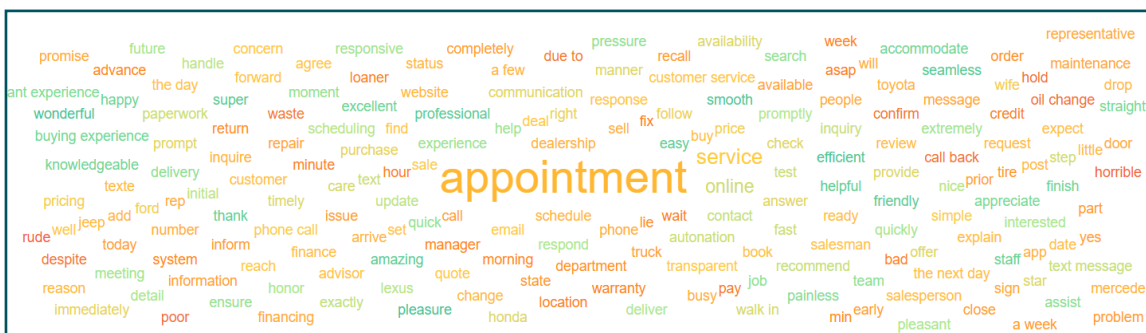
Hover over the bars for a high-level overview of sentiment score by location.



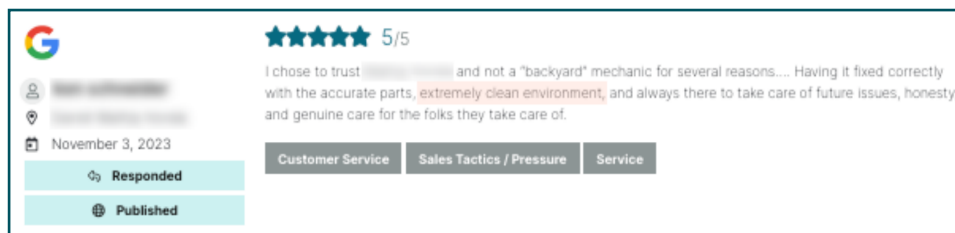
Word Cloud

The third view is the Word Cloud. This shows the words that are used frequently in customer feedback and are associated with the specific category. The larger the word appears, the more mentions it has in customer feedback. The colors indicate the overall sentiment, from green (positive) to red (negative).

1. Click on a keyword and scroll down to explore Customer Quotes pertaining to that word.



- For example, by clicking on the word “clean” in the Word Cloud, the following review displays:



Customer Quotes

In every view (Locations, Sentiment Trend, or Word Cloud), scroll down to see customer quotes from the reviews or survey results that made up the specific category.





October 31, 2023

Responded

Published

★★★★★ 5/5

I had the pleasure of working with Blake when I was in

I had the pleasure of working with Blake when I was in the market for a new car, and I couldn't be happier with the experience. Blake's knowledge and professionalism truly stood out. He took the time to understand my needs and preferences, and he went above and beyond to find the perfect vehicle for me. Throughout the entire process, Blake was patient, attentive, and never made me feel pressured. He answered all of my questions and provided valuable insights, making me feel confident in my decision. His expertise and friendly demeanor made the car-buying experience enjoyable and stress-free. I also appreciated how Blake took the time to explain all the features and options of the car, ensuring I left the dealership with a clear understanding of my new vehicle. Thanks to Blake, I now have a car that I absolutely love, and I can't recommend him enough to anyone looking for a great car salesperson.

OVERALL

★★★★★ 5/5

RECOMMEND DEALER : true

EMPLOYEES WORKED WITH :

Visit Reason : SALES VISIT - NEW

Competence	Customer Service	Dealer Recommendation	Delay / Timing
Explanation / Demonstration	Friendliness	Knowledge / Attentiveness	Likely to Recommend
Online Shopping / eCommerce	Overall Experience	Parking / Amenities	People
Sales	Sales Experience	Sales Tactics / Pressure	Salesperson
Sufficiency of Information	Vehicle Condition / Cleanliness	Vehicle Cost	Staff

Note: The platform reads and comprehends comments in all customer feedback.

As such, a single review or survey result may appear in multiple customer journey stages. This means the Artificial Intelligence (AI) and Natural Language Processing (NLP) identified comments that fit into multiple stages.

For example, if a customer details their full experience, the AI and NLP recognizes which pieces of feedback fit into specific stages. If a customer had a lower sentiment experience in the pre-arrival stage, but was pleased with their purchase, only the section of the review for that stage will be factored into that journey stage sentiment.

4 | Competitive Insights

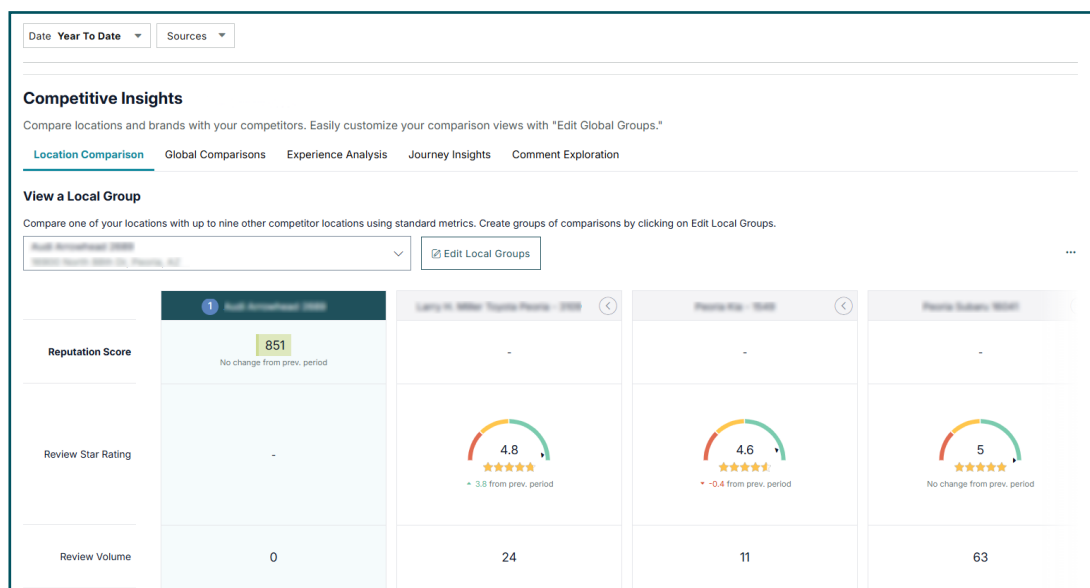
Competitive Insights

Use Competitive Insights to identify competitor locations and view side-by-side comparisons with a detailed competitive experience analysis, broken down by themes. Easily compare business performance against competitors at both brand and location levels to gain a clear understanding of the competitive landscape, identify areas for improvement, inform strategic planning, and ultimately drive business success.

Location Comparison

Compare one location with up to nine other competitor locations. These ten locations create a local group.

1. Use the dropdown at the top to select the local group displayed in the columns.
 - The first column is your business location. The columns to the right display information for up to nine competitor locations.



- For details about the information displayed in the chart, see the [Location Comparison Chart on page 33](#).
- The blue number in each column heading shows the rank of the location by Reputation Score.
- Use the arrow in the top right of each column to collapse the column.

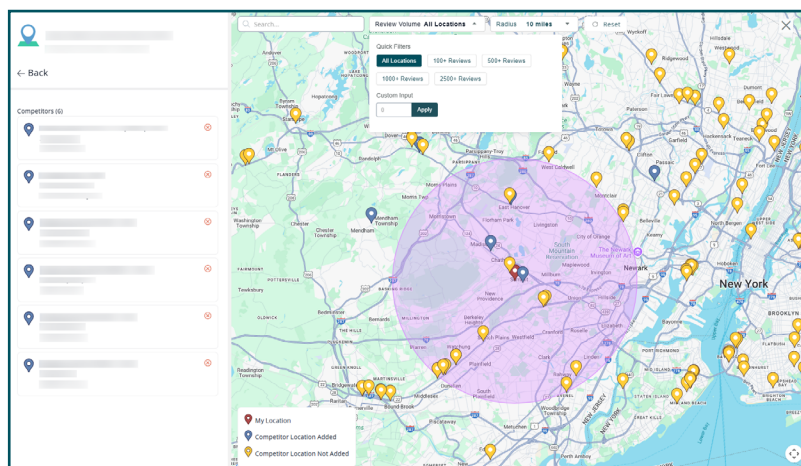
- Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).

The first screenshot shows the 'Date' filter set to 'Year To Date' with a 'Start Date' of Jan 1, 2025, and an 'End Date' of Aug 5, 2025. The 'Sources' filter is set to 'Year To Date' with a table of options: Today, Yesterday, Last 7 Days, Last 14 Days, Last 30 Days, Last 90 Days, August 2025, July 2025, Last 3 Months, Last 6 Months, Last 12 Months, and Year To Date. The second screenshot shows the 'Sources' filter dropdown menu with a search bar and options to 'Select All', 'Clear All', and 'Google'.

- Click the ellipsis to schedule or forward a report of the location comparison. For more information, see [Schedule and Forward Insights on page 49](#).

The screenshot shows the 'Competitive Insights' header with the subtitle 'Compare locations and brands with your competitors. Easily customize your comparison views with "Edit Global Groups."' Below this are tabs for 'Location Comparison', 'Global Comparisons', 'Experience Analysis', 'Journey Insights', and 'Comment Exploration'. The 'View a Local Group' section includes a description: 'Compare one of your locations with up to nine other competitor locations using standard metrics. Create groups of comparisons by clicking on Edit Local Groups.' There is a dropdown menu for 'Select a location to compare' and an 'Edit Local Groups' button. At the bottom right, there are 'Schedule' and 'Forward' buttons.

- Click **Edit Local Groups** to create or change the columns displayed in the local comparison chart. For more information, see [Create Location Comparison Groups on page 34](#) or [Edit Local Groups on page 36](#).



Location Comparison Chart

Each selected location is compared to competitors based on the following categories.

Comparison Category	Description
Reputation Score	This shows the Reputation Score for the location and the percentage difference from the previous date range.
Review Star Rating	The average star rating from all submitted reviews.
Review Volume	The number of reviews for each location.
Review Sentiment Breakdown	The sentiment (positive, negative, or neutral) percentage for each location.
Review Spread Score	The variety of review sites. Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites.
Review Recency Score	The percentage of recently submitted reviews. • Best practice is to have reviews newer than 3 months. • Reviews posted most recently are weighted more heavily in calculating the star average.
Review Response Score	The percentage of reviews responded to.
Listing Completeness Score	The percentage of the business listing that is complete.
Review Quality Score	The quality of the reviews submitted for the location. • Reviews with 2–3 sentences typically contain more valuable feedback than shorter reviews with more generic statements.
Social Score	The percentage of activity on the business social media. • Regularly post content on social channels and respond to comments within 24–48 hours.
Search Impression Score	How many times the location has been searched online.
Sentiment Score	The overall sentiment for the location from reviews.
Strengths	The overall strengths for the location.
Weaknesses	The overall weaknesses for the location.

Create Location Comparison Groups

To create a group of local comparisons,

1. Click **Edit Local Groups**.

Competitive Insights

[Give feedback](#)

Compare locations and brands with your competitors. Easily customize your comparison views with "Edit Global Groups."

[Location Comparison](#)
[Global Comparisons](#)
[Experience Analysis](#)
[Journey Insights](#)
[SWOT](#)
[Comment Exploration](#)

View a Local Group

Compare one of your locations with up to nine other competitor locations using standard metrics. Create groups of comparisons by clicking on Edit Local Groups.

Choose a location...

Edit Local Groups

2. Click **+Add Custom Location Group**.

3. Name the custom group.

← Back

Custom Location Group - 7

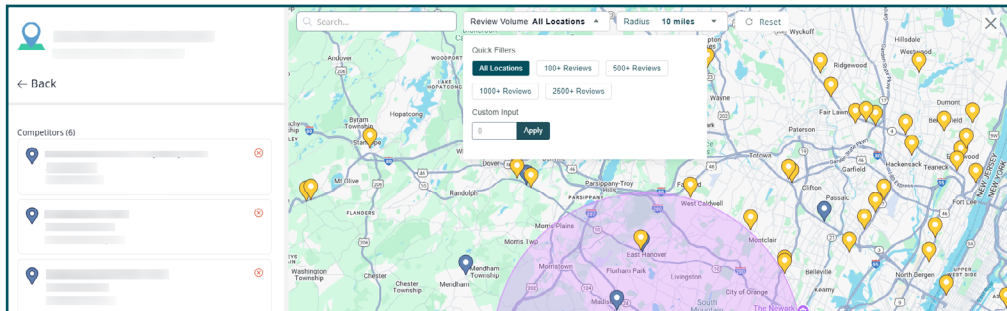
Cancel

Save

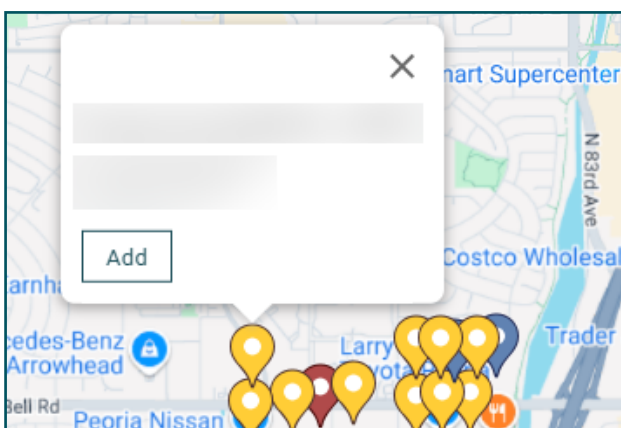
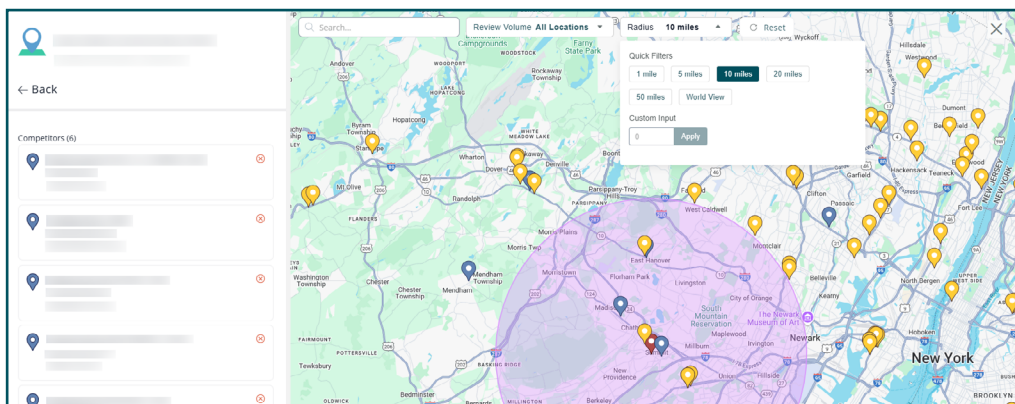
(Maximum 10 locations total can be selected, including one primary location and 9 competitors)

Search locations...

4. Search and select a location. A maximum of ten locations total can be selected, including one primary location and nine competitors.
 - a. Use the search bar to search for a specific location.
 - b. Use the **Review Volume** dropdown to filter by the number of reviews each location has.

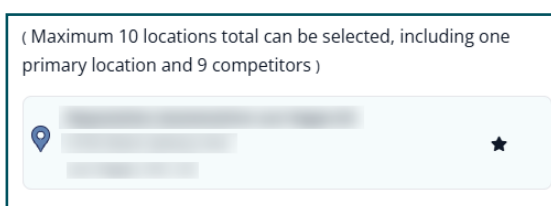


- c. Use the **Radius** dropdown to filter the locations within a certain geographical area.



5. Select a yellow location marker in the map and click **Add** to add a location to the list.
 - a. To remove a location from the list, click the red X for the location in the column or click on the location in the map and click **Remove**.

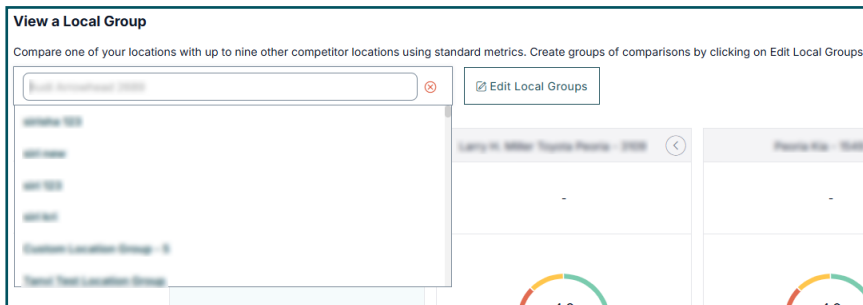
6. From the list of ten locations, click the star next to a location to assign it as the primary location.



Edit Local Groups

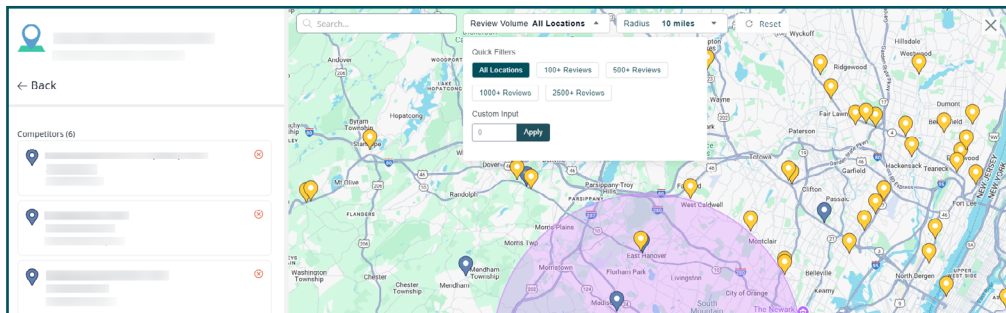
To edit a group of local comparisons,

1. Use the dropdown to choose the local group to edit.

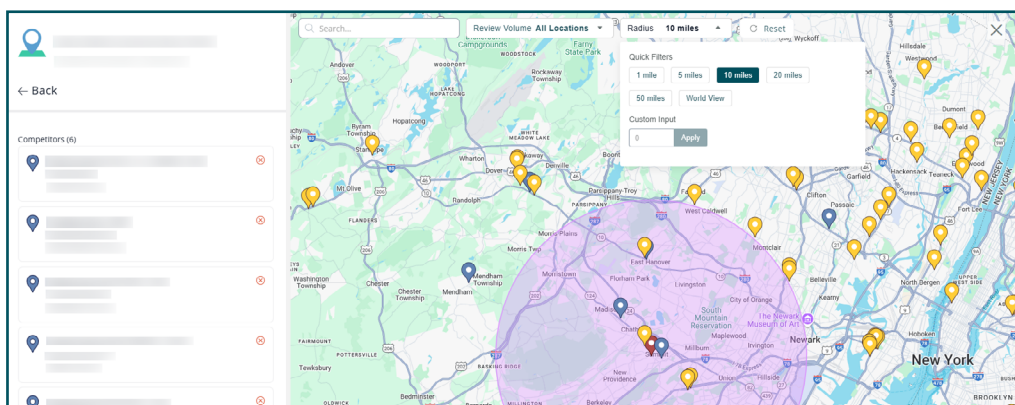


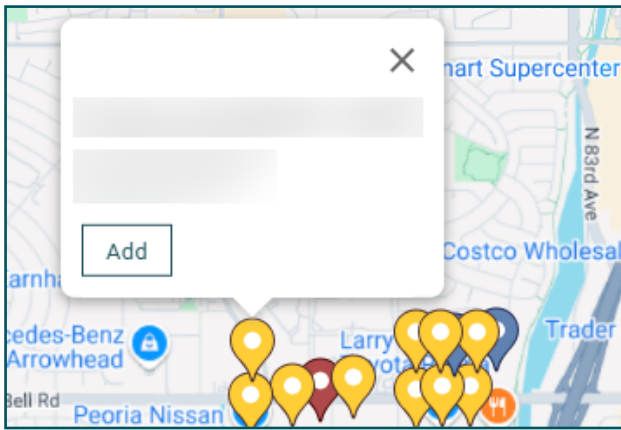
2. Click **Edit Local Groups**.

- a. Use the search bar to search for a specific location.
- b. Use the **Review Volume** dropdown to filter by the number of reviews each location has.



- c. Use the **Radius** dropdown to filter the locations within a certain geographical area.



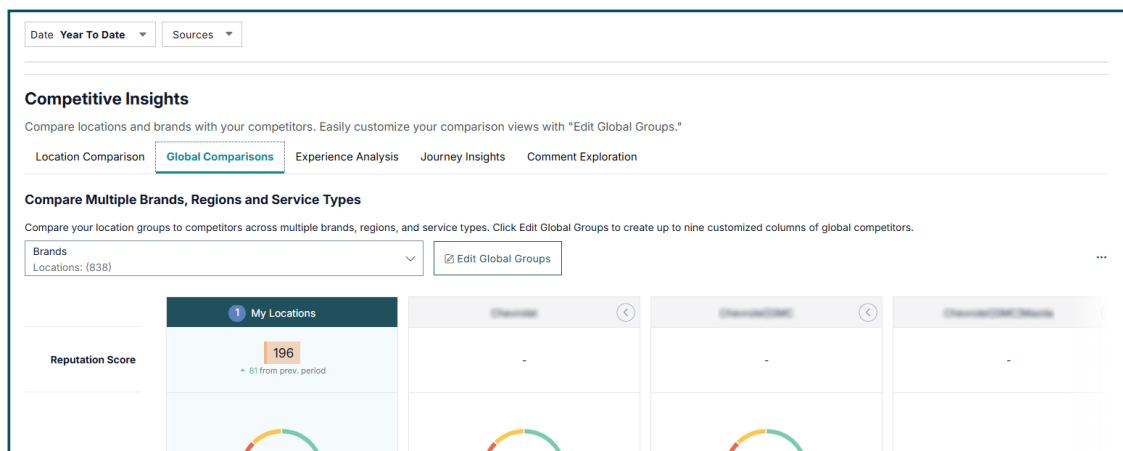


3. Select a yellow location marker in the map and click **Add** to add a location to the list.
 - a. To remove a location from the list, click the red X for the location in the column or click on the location in the map and click **Remove**.

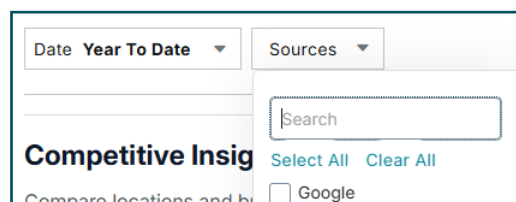
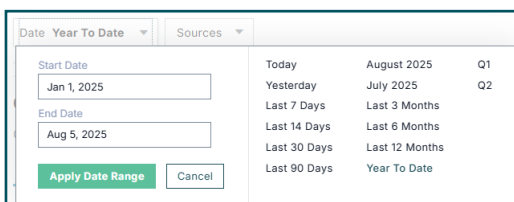
Global Comparisons

Compare location groups to competitors across multiple brands, regions, and service types. Use **Edit Global Groups** to create up to nine customized columns of global competitors.

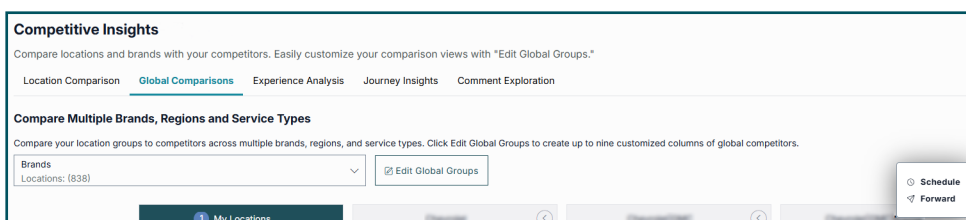
1. Use the dropdown at the top to select a set of global comparisons.
 - The first column is your locations under the group selected from the dropdown. The columns to the right display information for up to nine competitor groups.



- For details about the information displayed in the chart, see the [Global Comparison Chart on page 38](#).
 - Use the arrow in the top right of each column to collapse the column.
2. Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).



3. Click the ellipsis to schedule or forward a report of the global comparison. For more information, see [Schedule and Forward Insights on page 49](#).



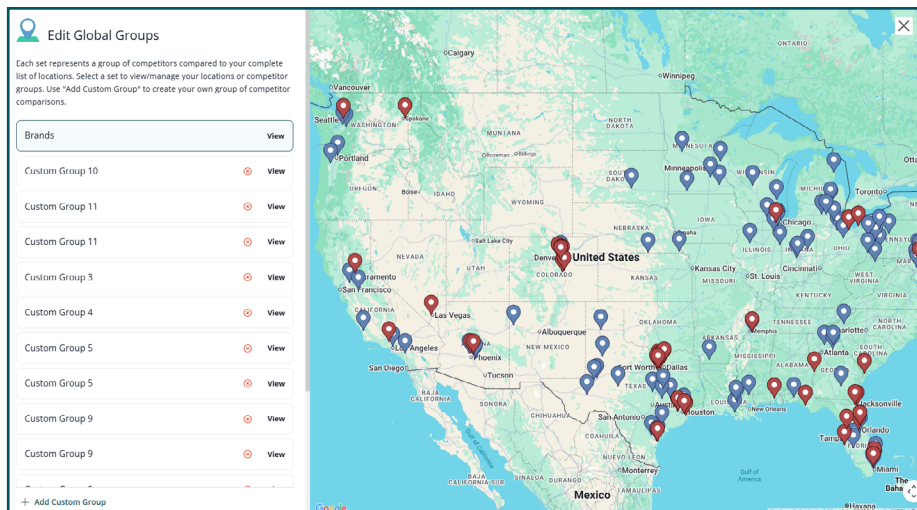
4. Click **Edit Global Groups** to change the set of global comparisons displayed in the global comparison chart. For more information, see [Create Custom Global Groups on page 39](#) or [Edit Global Groups on page 41](#).

Global Comparison Chart

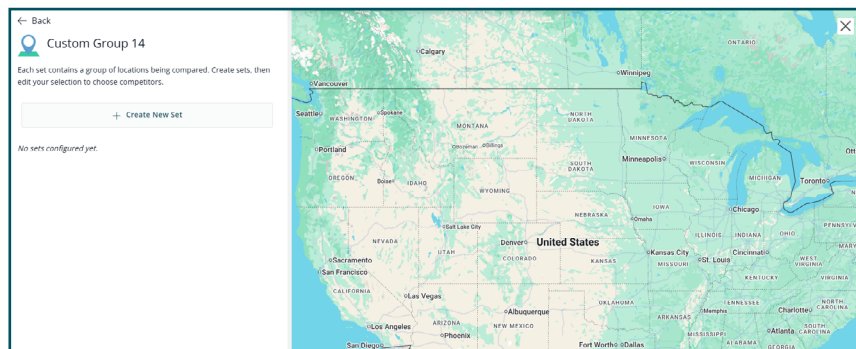
Comparison Category	Description
Reputation Score	This shows the Reputation Score for the location and the percentage difference from the previous date range.
Review Star Rating	The average star rating from all submitted reviews.
Review Volume	The number of reviews for each location.
Review Sentiment Breakdown	The sentiment (positive, negative, or neutral) percentage for each location.
Review Spread Score	The variety of review sites. Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites.
Review Recency Score	The percentage of recently submitted reviews. - Best practice is to have reviews newer than 3 months. - Reviews posted most recently are weighted more heavily in calculating the star average.
Review Response Score	The percentage of reviews responded to.
Listing Completeness Score	The percentage of the business listing that is complete.
Review Quality Score	The quality of the reviews submitted for the location. Reviews with 2–3 sentences typically contain more valuable feedback than shorter reviews with more generic statements.
Social Score	The percentage of activity on the business social media. Regularly post content on social channels and respond to comments within 24–48 hours.
Search Impression Score	How many times the location has been searched online.
Sentiment Score	The overall sentiment for the location from reviews.

Create Custom Global Groups

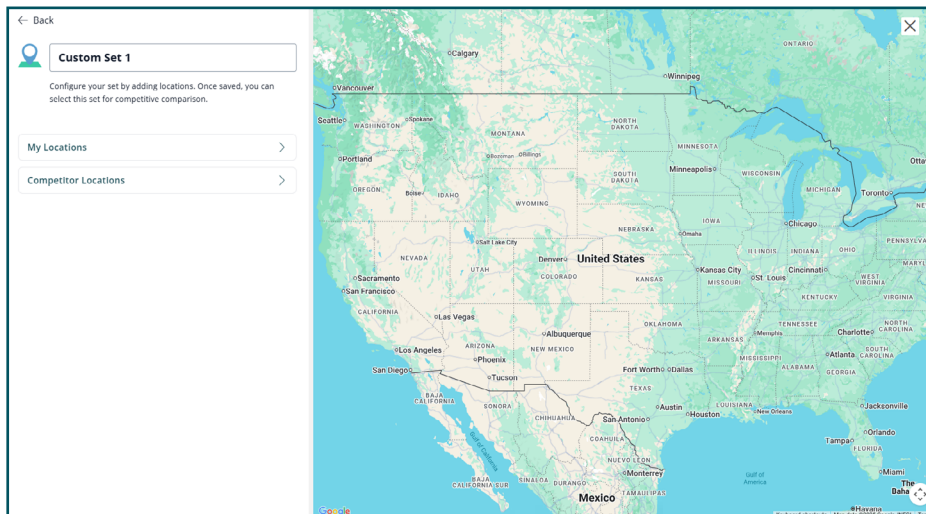
1. Click **Edit Global Groups**.
2. Click **+Add Custom Group** at the bottom of the column.



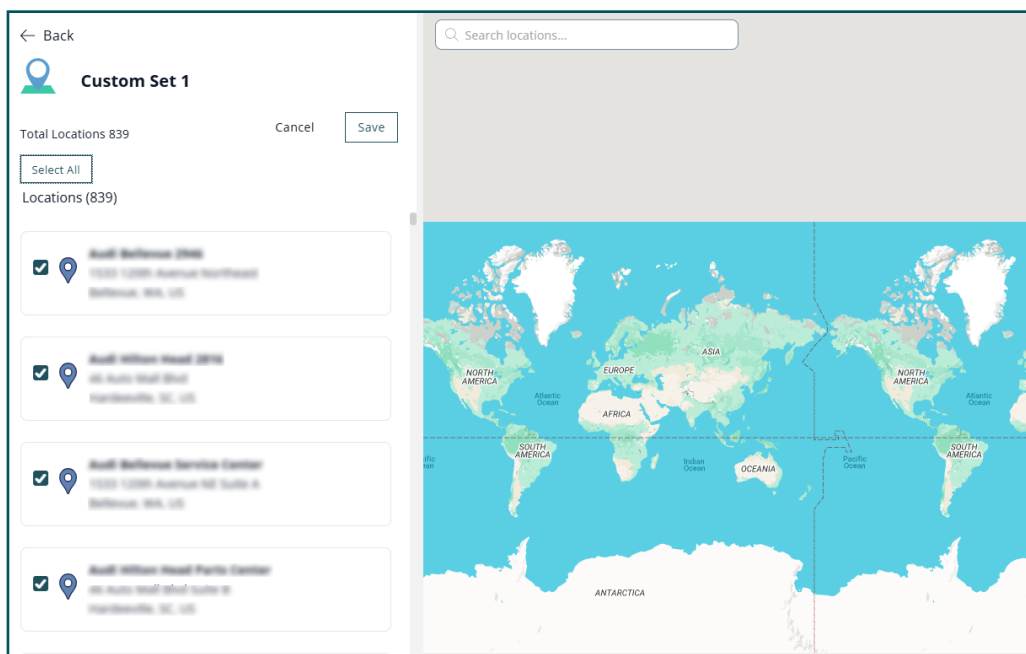
3. Click the Custom Group title to rename it.
4. Click **+Create New Set**.
 - Each set contains several locations and represents a column under the Global Comparisons tab.
 - A collection of sets creates a group.



5. Click **My Locations** to create a set of your business locations or click **Competitor Locations** to create a set of competitor locations.
 - a. Select a primary set, which will be represented in the first column.



6. Use the search bar to find correct locations and click the check next to the name to add it to the set.

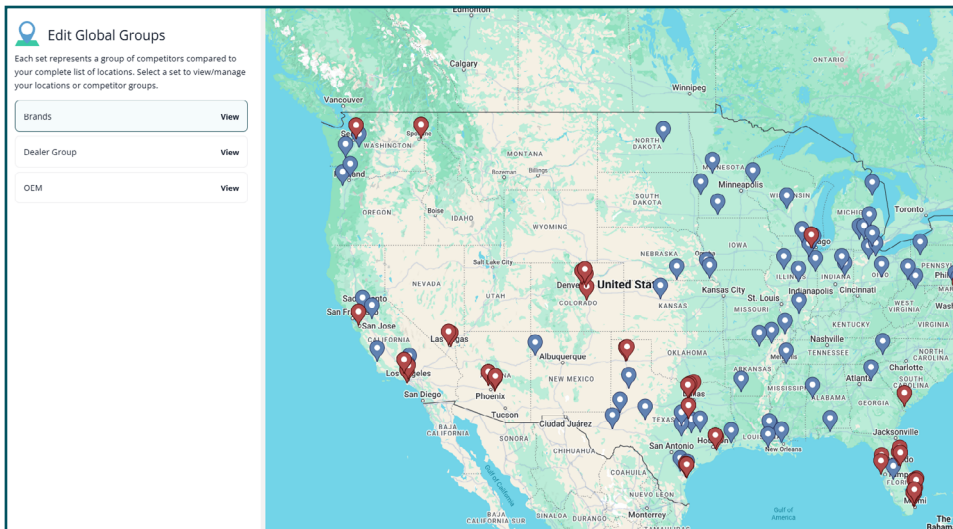


7. Click **Save** to save the set.

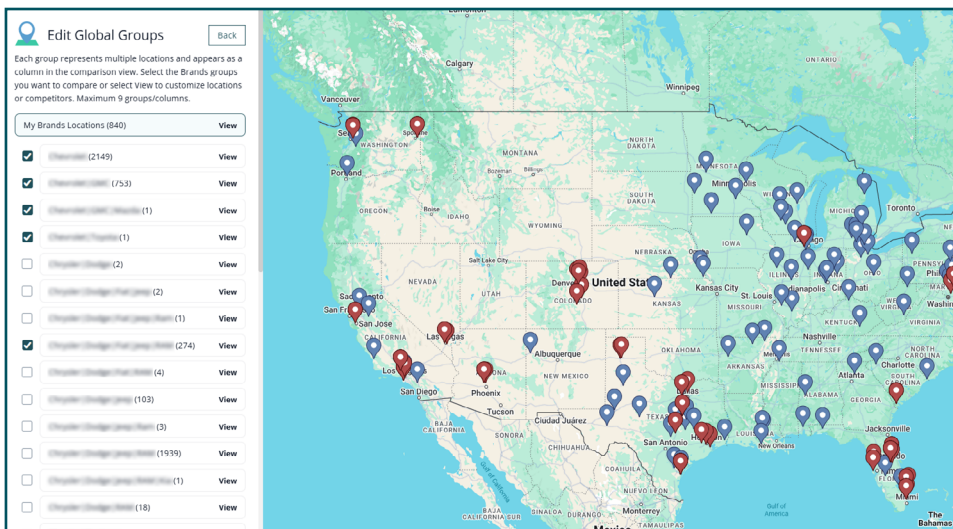
Edit Global Groups

To edit a set of global comparisons,

1. Click **Edit Global Groups**.

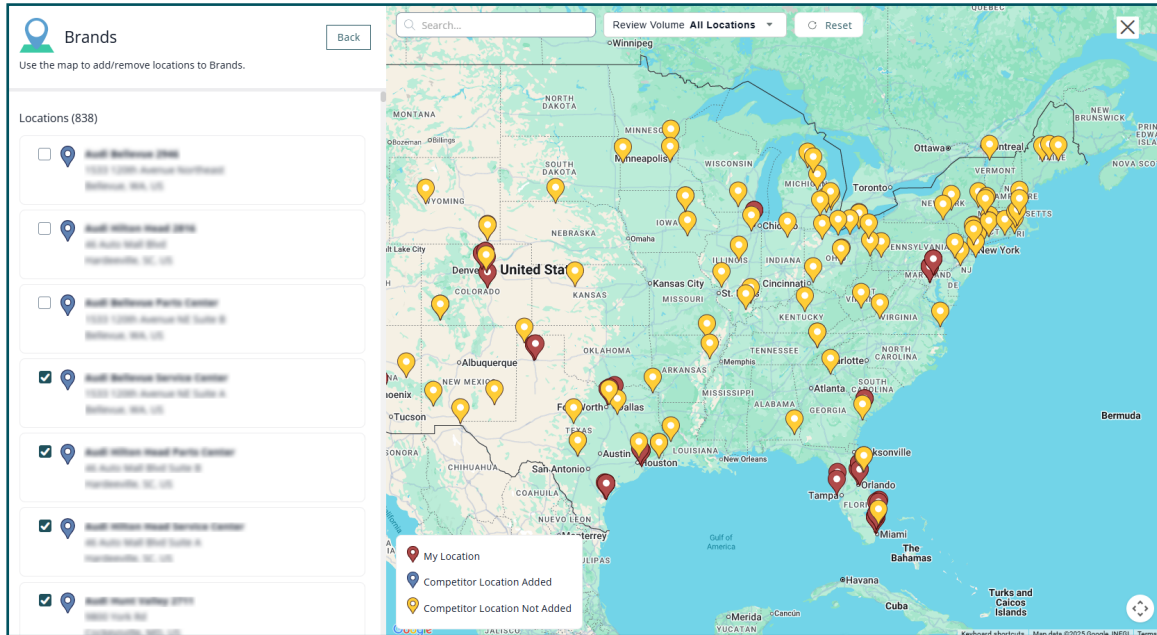


- A list of groups display. Each set listed under a group is comprised of multiple locations and is displayed as a column in the global comparison chart.
2. Click **View** to manage the locations in the competitor sets.
 3. Click the checkbox next to a set to add or remove it from the group.

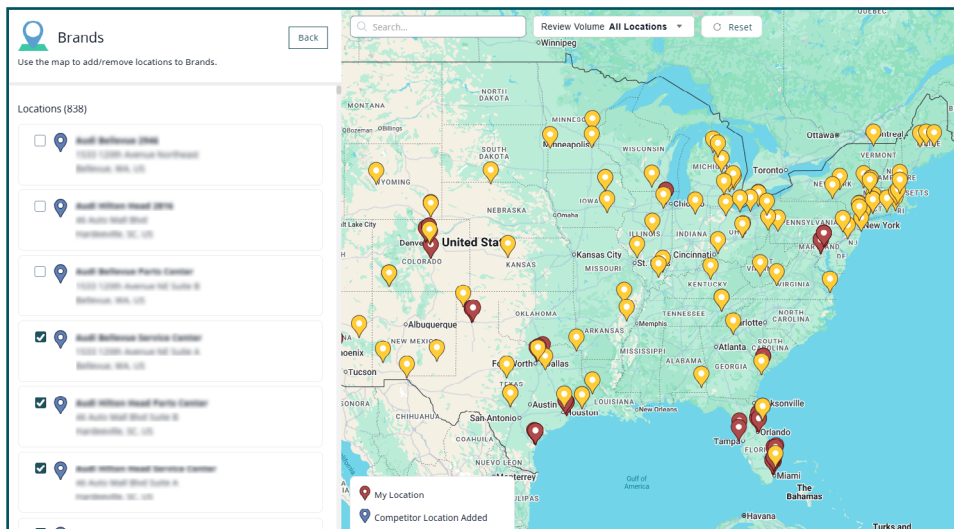


4. Click **View** on a set to edit it.

a. Use **Review Volume** to filter by the number of reviews each location has.



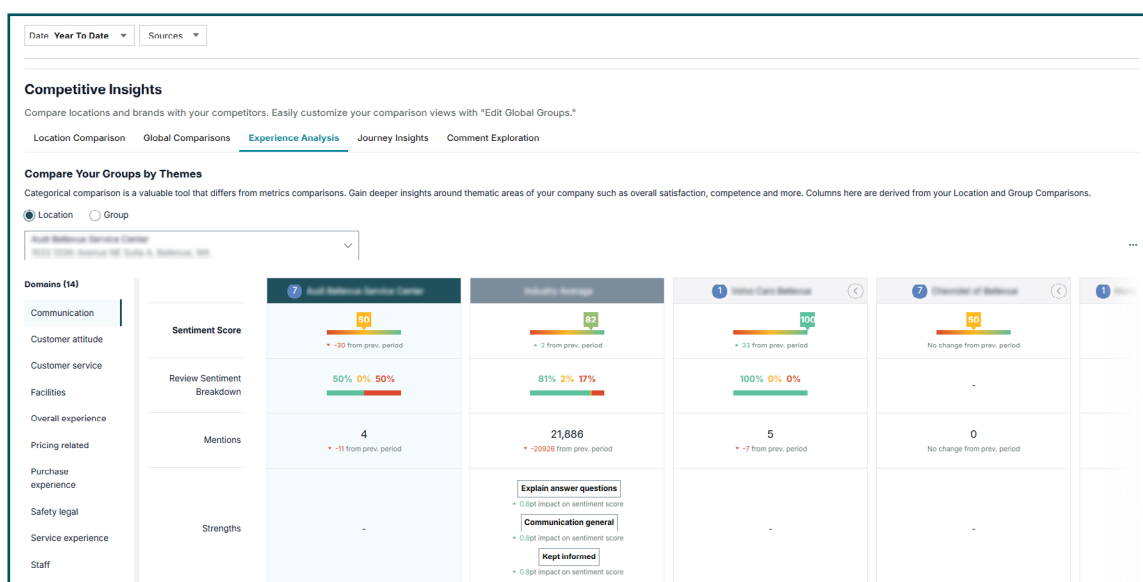
5. Click the checkbox next to a location to add it to or remove it from the set.



Experience Analysis

Categorical comparison is a valuable tool that differs from metrics comparisons. Gain deeper insights around thematic areas of a company such as overall satisfaction, competence, and more. The columns here are derived from the Location and Global Group comparison groups. For more information, see [Location Comparison on page 31](#) or [Global Comparisons on page 37](#).

1. Choose **Location** or **Group**.
 - **Location:** Displays an analysis of the location comparisons.
 - **Group:** Displays an analysis of the global comparisons.
2. Use the dropdown to select a specific location or group.
3. View the comparisons for the following categories:



- **Sentiment Score:** The overall sentiment from reviews and surveys.
 - **Review Sentiment Breakdown:** The percentage of positive, negative, and neutral sentiment in submitted reviews.
 - **Mentions:** The number of mentions from submitted reviews.
 - **Strengths:** The categories that have a strong positive sentiment and a positive impact on star ratings.
 - **Weaknesses:** The categories with the most negative sentiment and the impact it has on the sentiment score and star ratings.
4. Click through the **Domains** list on the left of the chart to see the comparisons for each domain (e.g., Customer Service or Facilities).

5. Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).

The first screenshot shows the 'Date' filter set to 'Year To Date' with a 'Sources' dropdown. Below, there are input fields for 'Start Date' (Jan 1, 2025) and 'End Date' (Aug 5, 2025), with 'Apply Date Range' and 'Cancel' buttons. A table lists various time periods: Today, Yesterday, Last 7 Days, Last 14 Days, Last 30 Days, Last 90 Days, August 2025, July 2025, Last 3 Months, Last 6 Months, Last 12 Months, and Year To Date, each with a corresponding quarter (Q1 or Q2).

The second screenshot shows the 'Sources' dropdown menu open, displaying a search bar and buttons for 'Select All' and 'Clear All'. Below the search bar, there is a checkbox for 'Google'.

6. Click the ellipsis to schedule or forward a report of the Experience Analysis. For more information, see [Schedule and Forward Insights on page 49](#).

The screenshot shows the 'Experience Analysis' tab selected in the 'Compare Your Groups by Themes' section. It includes a description of categorical comparison and a dropdown menu for 'Location' and 'Group'. Below the dropdown, there is a 'Domains (14)' section. In the bottom right corner, there is a button with a plus icon and the text 'Schedule' and 'Forward'.

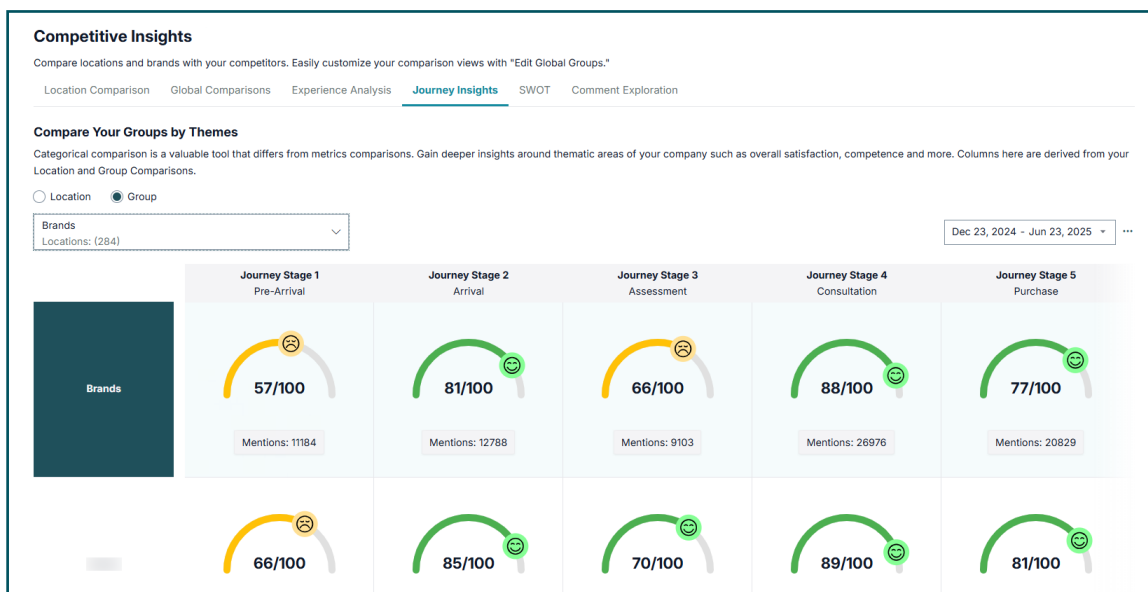
Journey Insights

Journey Insights is a valuable tool for comparing different customer touch points by brand or location and gaining deeper insights around specific themes impacting those touch points.

The columns here are derived from the Location and Global Group comparison groups. For more information, see [Location Comparison on page 31](#) or [Global Comparisons on page 37](#).

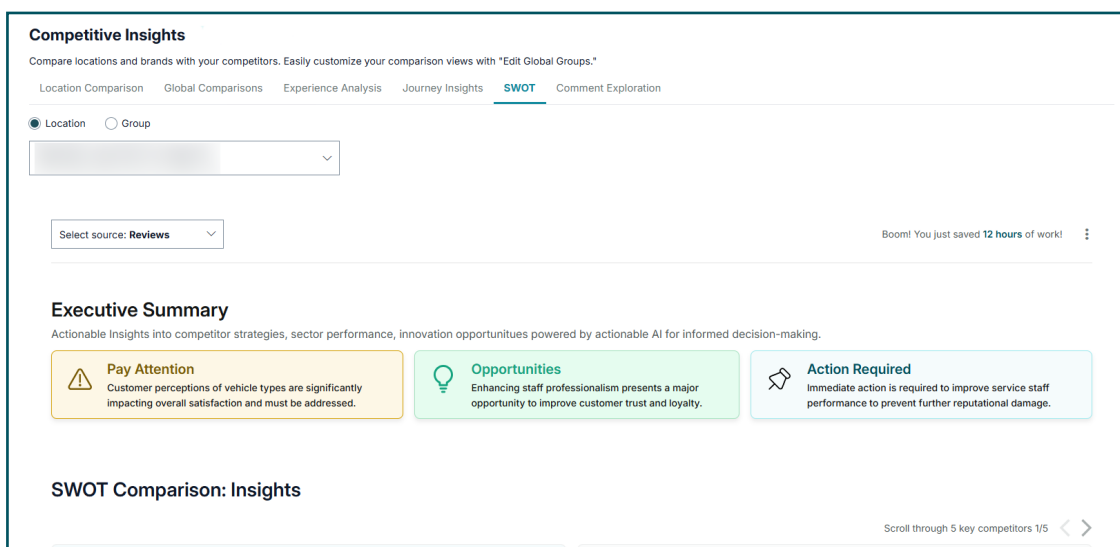
Click a square or change the date range in the top right corner to gain more insight about a certain column or time period.

For more information about the insights categories, see [Journey Insights on page 22](#).



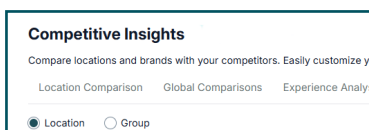
SWOT

This feature leverages AI to analyze the strengths, weaknesses, opportunities, and threats (SWOT) with real-time data and provide actionable insights for your location or brand compared to competitors, as well identifying opportunities and threats to your business.

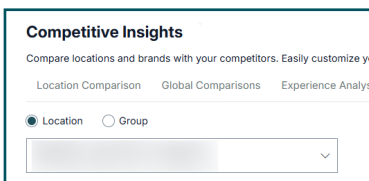


Under the SWOT tab,

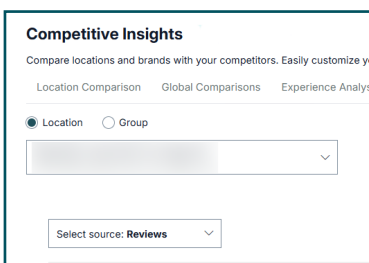
1. Select to view insights for a **Location** or **Group**.



2. Use the dropdown to choose a specific location or group.



3. Use the second dropdown to see insights taken from **Reviews** or **Web Sources**.



- Reviews insights are taken from the reviews collected by the Reputation platform in the Review module.
- Web Sources insights are pulled from various online sources.

4. Click the ellipsis to schedule or forward a report of the insights.

- For more information, see [Schedule and Forward Insights on page 49](#).

Executive Summary

The Executive Summary displays a summary of the actionable insights in the following categories:

Executive Summary
 Actionable Insights into competitor strategies, sector performance, innovation opportunities powered by actionable AI for informed decision-making.

Pay Attention
 Customer perceptions of vehicle types are significantly impacting overall satisfaction and must be addressed.

Opportunities
 Enhancing staff professionalism presents a major opportunity to improve customer trust and loyalty.

Action Required
 Immediate action is required to improve service staff performance to prevent further reputational damage.

- **Pay Attention:** The components that can be approved upon.
- **Opportunities:** The opportunities available to improve customer experience.
- **Action Required:** Actions that should be taken to improve upon the other insights.

SWOT Comparison: Insights

View a breakdown of the strengths, weaknesses, opportunities, and threats for a location or group and compare them to competitors.

1. Use the arrows in the top right corner to scroll through the SWOT insights for competitors.

- If comparing locations, click the information icon next to the location name for the full name, address, phone number, and website for the location.

Charts

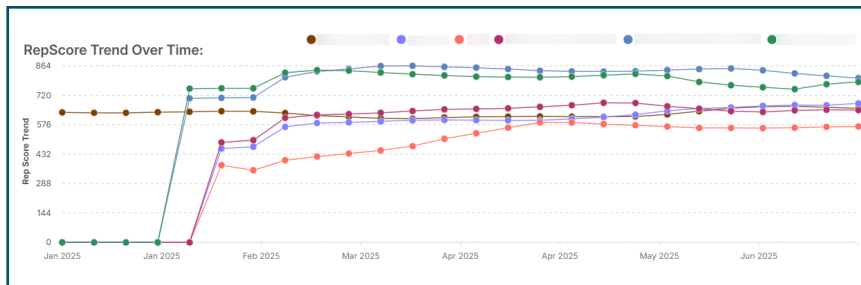
1. Click the graph icon to see the following charts:

- Leaderboard

Leaderboard 01/08/2025 - 07/08/2025 Rep Score Component Component

Component	Industry Average	MINI	Only				
Review sentiment	62%	51%	52%	70%	47%	74%	77%
Review volume	97%	88%	67%	54%	63%	68%	79%
Review response	100%	100%	100%	0%	77%	93%	36%
Review spread	67%	74%	61%	53%	54%	63%	63%
Review recency	100%	66%	93%	26%	91%	100%	100%
Review quality	75%	35%	56%	19%	59%	76%	76%

- Trend Over Time



- Sample Reviews

Sample Reviews Comment Exploration

July 6th 2025, 9:42:52 am

I brought my brand new Land Rover back to MINI multiple times for the same performance issue, only to be told it was fine. On the ...

July 2nd 2025, 8:45:04 am

Great service
Appointment was right away, diagnosis and point inspection within hours of dropping off. All around great experience!

July 2nd 2025, 1:00:00 am

Service department was great.
Service department was great. Appointment was easy to make and the very next day. Diagnosis and point inspection within hours of d...

2. Use the dropdowns to filter the charts by date or view only the positive, negative, or neutral scores.
3. Use the **Component** filter to see the scores for specific components.
4. Click the ellipsis to schedule or forward a report of the SWOT insight charts.
 - For more information, see [Schedule and Forward Insights on page 49](#).
5. Under **Sample Reviews**, click **Comment Exploration** to open the **Comment Exploration** tab.

Comment Exploration

Use Comment Exploration to compare the feedback from all selected locations.

Competitive Insights Beta [Give feedback](#)

Compare locations and brands with your competitors. Easily customize your comparison views with "Edit Global Groups."

Location Comparison

Global Comparisons

Experience Analysis

Journey Insights

SWOT

Comment Exploration

Feedback Overview

Sources Categories Locations Jan 15, 2025 - Jul 15, 2025 Search...

Feedback Comment	Date Posted	Source	Category	Sentiment	Location
My experience with [redacted] regarding an unexpected issue View more	Jul 14th, 2025	Google	Customer effort	Positive	[redacted]
Good place find new car very helpful we have car in shop plenty parking View more	Jul 14th, 2025	Google	Overall experience general	Positive	[redacted]
[redacted] was able to handle everything from checking on prices to [redacted] View more	Jul 14th, 2025	DealerRater	People	Positive	[redacted]
Every one was extremely friendly and helpful even though they were [redacted] View more	Jul 14th, 2025	DealerRater	Friendliness	Positive	[redacted]

Feedback Overview	Description
Feedback Comment	The text in the review. Click View more to expand the row to see all the text for the comment.
Date Posted	The date the review was posted.
Source	The site the review was posted on.
Category	The category the review is ranked under (e.g., Speed, Helpfulness, Friendliness).
Sentiment	The overall sentiment of the review.
Location	The location the review was created for.

To filter the comments,

1. Select the desired criteria from the filter options located at the top of the comment list (Sources, Categories, Locations, or Date Range).

To sort comments,

1. Click the column header for Comment, Date Posted, Source, Category, Sentiment, or Location. The first click sorts the column in ascending order, the second in descending order, and the third resets the view.

Schedule and Forward Insights

Under each **Competitive Insights** tab, click the ellipsis at the top right of the charts to schedule or forward a report of the displayed chart.

Schedule a Comparison

Schedule Location Comparison [X]

Name:
Location Comparison

Frequency: Monthly [v] Day of Month: 1 [v]

Recipients:
Add Users, Roles and/or Emails...

Cancel Save Schedule

To schedule a report,

1. Enter a name for the report.
2. Determine the frequency of the report.
 - Daily
 - Weekly
 - Monthly
 - Quarterly
3. For a Weekly, Monthly, or Quarterly schedule, select the day of the week, day of the month, or month of the quarter.
4. Enter the users, roles, or emails of those receiving the comparison.

Forward a Comparison

Forward Location Comparison [X]

Public Link:
https://... Generate Link...

Recipients:
Add Users, Roles and/or Emails...

Subject:
Location Comparison (November 15 - May 15)

Message:

Cancel Send to Recipients

To forward a report,

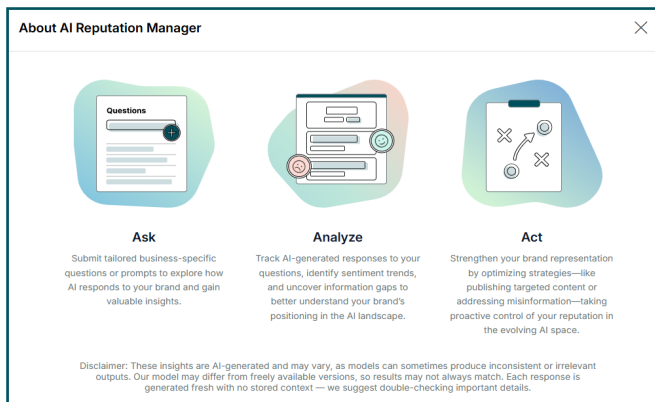
1. Click **Generate Link > Copy Link**.
 2. Send the link to those who need to view the insights.
- OR
1. Add the users, roles, or emails of those receiving the insights.
 2. Enter a subject for the email.
 3. Include a message to introduce the insights, if needed.
 4. Click **Send to Recipients**.

5 | AI Reputation Manager

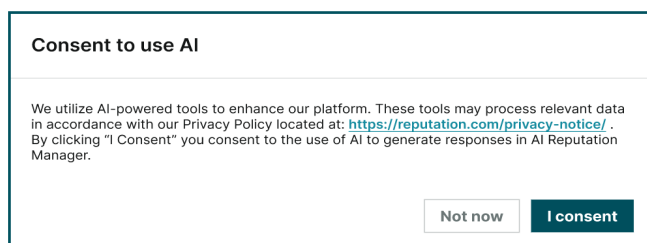
AI Reputation Manager

AI Reputation Manager monitors, analyzes, and optimizes how a brand appears in AI search results (e.g., ChatGPT or Gemini). This tool allows the user to ask AI specific questions about a brand to understand what responses the AI models return, giving users deeper insight into how their brand is perceived in an AI search.

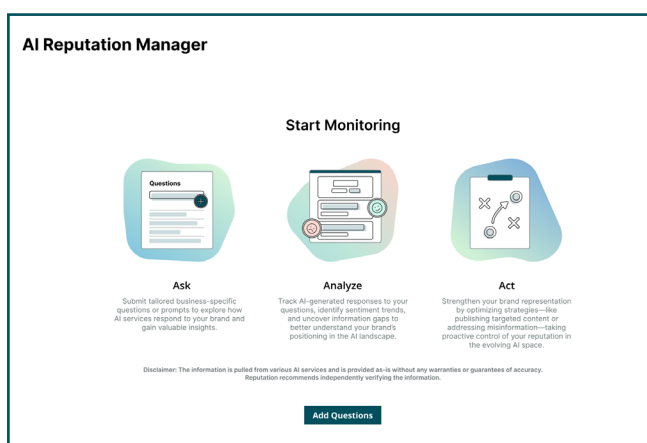
- **Ask:** Input tailored prompts to see how AI search engines respond to queries about a brand.
- **Analyze:** Evaluate AI-generated responses for sentiment, identify data gaps or misinformation, and understand consumer perception.
- **Act:** Optimize brand messaging and address inaccuracies to proactively shape the brand reputation in the AI landscape.



Add Questions



1. In the Reputation platform, go to **Insights > AI Reputation Manager**.
2. In the **Consent to use AI** dialog box, review the message and click **I consent**.
3. Click **Add Question** to add up to 40 prompts.



Questions

Questions are prompts that are sent to get a response back from AI services. Add questions here to see AI responses in the feed view.
Up to 40 active questions can be added.

Hide Examples

What hospitals have the best patient reviews? Which clinics have the best patient satisfaction scores? What are the top questions being asked about maternity services?

Type a question...

Words 0/35 Sentences 0/2

Cancel Preview AI Response Add

Done

4. Type the question.

- There are example questions above the text field as examples of effective prompts.

Questions

Questions are prompts that are sent to get a response back from AI services. Add questions here to see AI responses in the feed view.
Up to 40 active questions can be added.

Hide Examples

What hospitals have the best patient reviews? Which clinics have the best patient satisfaction scores? What are the top questions being asked about maternity services?

Are [redacted] well regarded for knee surgeries?

Summary of AI Responses

They have pointed out the following on why [redacted] are generally well-regarded for knee surgeries:

- Many [redacted] offer advanced surgical options, including minimally invasive and robot-assisted procedures, which help reduce recovery time and pain.
- Hospitals like [redacted] and [redacted] are known for their orthopedic services, providing high-quality care for joint replacements.
- Surgeons at these facilities are experienced, and the care teams offer comprehensive pre- and post-surgery support to optimize recovery.

Words 8/35 Sentences 1/2

Cancel Preview AI Response Add

Done

5. Click **Preview AI Response** to see what type of information will be returned and determine if the question should be added.

6. Click **Add** to include the question.

Questions

Questions are prompts that are sent to get a response back from AI services. Add questions here to see AI responses in the feed view.
Up to 40 active questions can be added.

Hide Examples

What hospitals have the best patient reviews? Which clinics have the best patient satisfaction scores? What are the top questions being asked about maternity services?

Type a question...

Words 0/35 Sentences 0/2

Cancel Preview AI Response Add

Are [redacted] well regarded for knee surgeries? X Remove

Done

7. Continue to add questions as needed.

8. Click **Done**.

AI Reputation Manager displays the summations of answers from multiple AI, along with sentiment tags.

Navigate Questions

AI Reputation Manager [Learn more](#) **A** Manage Questions

Ask business specific questions and see how AI responds to them. Uncover insights within AI responses and act. ⓘ

ⓘ Disclaimer: These insights are AI-generated and may vary, as models can sometimes produce inconsistent or irrelevant outputs. Our model may differ from freely available versions, so results may not always match. Each response is generated fresh with no stored context — we suggest double-checking important details.

B Sentiment: All Sort By: Recently Added **C**

How does [redacted] in California state compare with competitors in online customer sentiment? **F** Citations (20) Analysis

Last generated Nov 04, 2025 | **E**

D Conclusion [redacted] are viewed positively regarding customer service and trust, despite limited direct online sentiment comparisons.

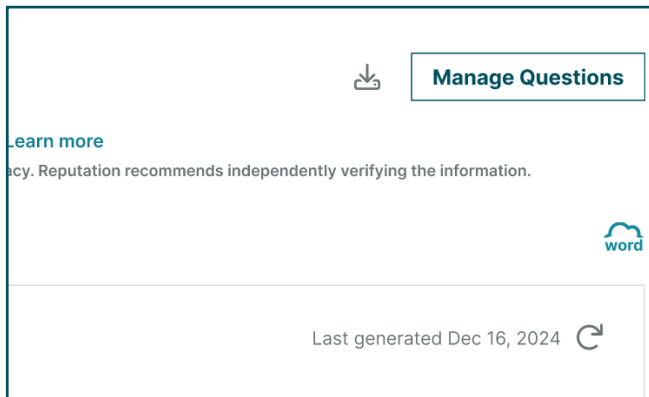
Details [redacted] in California are perceived positively within the automotive-dealer industry, particularly in terms of customer service and trust, though direct comparisons with competitors in online sentiment are limited by available data. The [redacted] emphasizes the value of traditional dealership models, with leaders like [redacted] and owner of multiple [redacted], highlighting the importance of trust, community support, and personalized service as key differentiators from direct-to-consumer models like [redacted], which are criticized for layoffs and lower service satisfaction

G Themes: Customer Service Trust Traditional Dealership Models Community Support Direct-to-Consumer Models Service Satisfaction

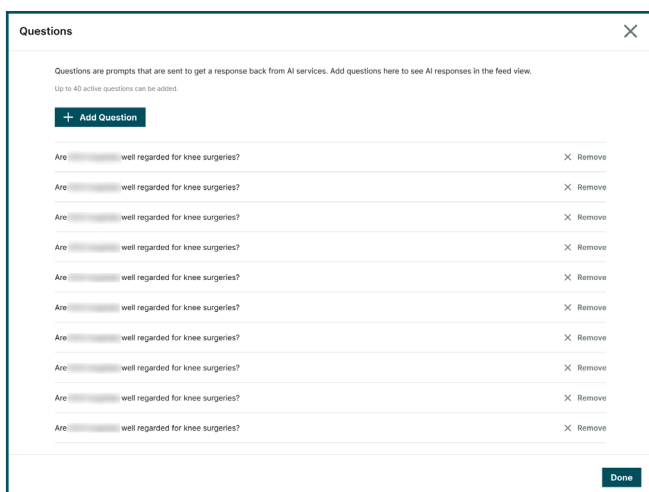
H Sentiment: 0 58 100 **I**

A	Add or remove questions to the list.
B	Filter the answers by sentiment and sort them by recently added or sentiment change.
C	The word icon opens a word cloud to map all the topics in the answer list. The size of the word indicates its frequency in the search results, while the color indicates the overall sentiment.
D	The Conclusion section summarizes the responses between each AI source's answers to the question, and shows if answers are consistent across various platforms. View the Details section for a more specific explanation.
E	The date displays the last time the responses were generated. Click the refresh icon to regenerate the response. Answers are regenerated automatically once a month.
F	Citations: View the sources the response has been compiled from. Analysis: View the Sentiment Over Time, Response Summary, and Theme Sentiment Shift. For more information, see Analysis on page 55 . Share Response: Share one response or the list of responses.
G	The Themes tags display the common themes in the response. The tags are colored according to sentiment.
H	The Sentiment bar displays the common sentiment in the response.
I	The like and dislike icons provide Reputation feedback on the summary response. After clicking either icon, share the reasons you chose to like or dislike the response.

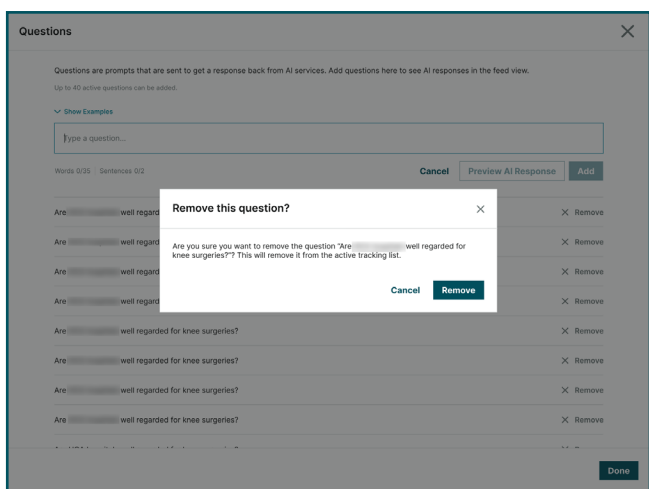
Manage Questions



1. In the top right corner, click **Manage Questions**.
 - From this page, add or remove questions.



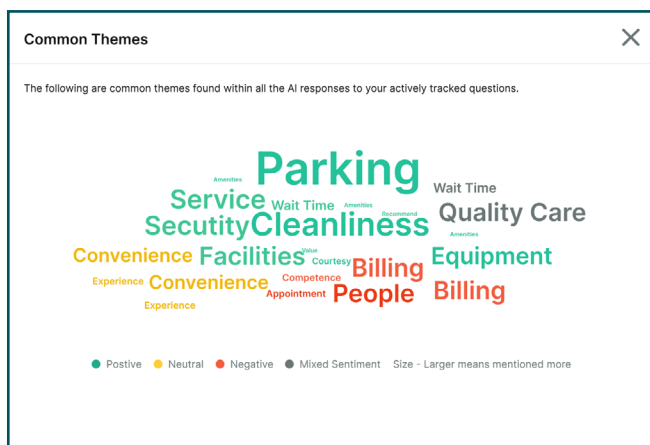
2. To add a question, click **Add Question** and follow the steps from [Add Questions on page 51](#).



3. To remove a question, click **Remove**.
4. In the **Remove this question?** pop-up window, click **Remove**.

Common Themes

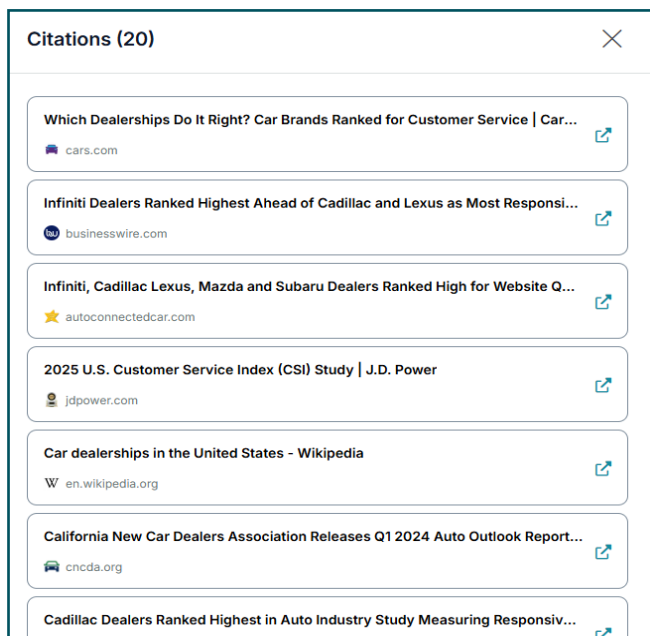
The word cloud is comprised of the common themes in the answers to the listed questions. The size of the word indicates the frequency of the word appearing in search result summaries, while the color indicates the general sentiment.



1. Click the word cloud icon to open a word cloud.



Citations



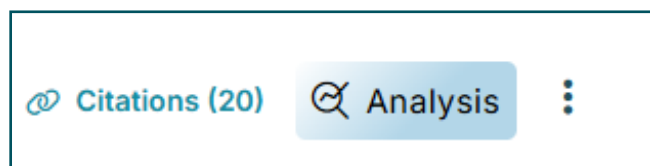
While reviewing a summary to a question, click **Citations** to cite all of the AI source responses factoring into the overall summary.

Citations include where all related information can be found, including web searches and websites that contain related information.



Analysis

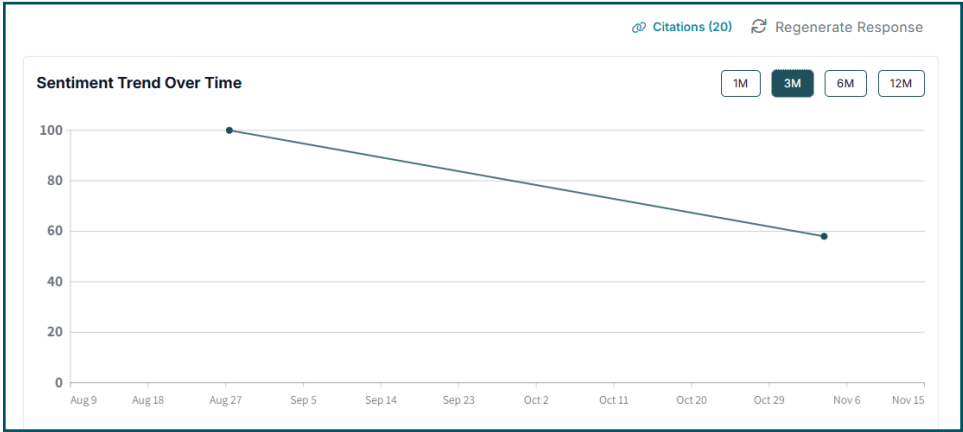
The responses to each question can be regenerated manually or are automatically regenerated every month. The **Analysis** option provides detailed information about each regeneration and compares them to show the changes over time.



1. Click **Analysis** to view the sentiment over time, response summary, and sentiment shift for the generated response.

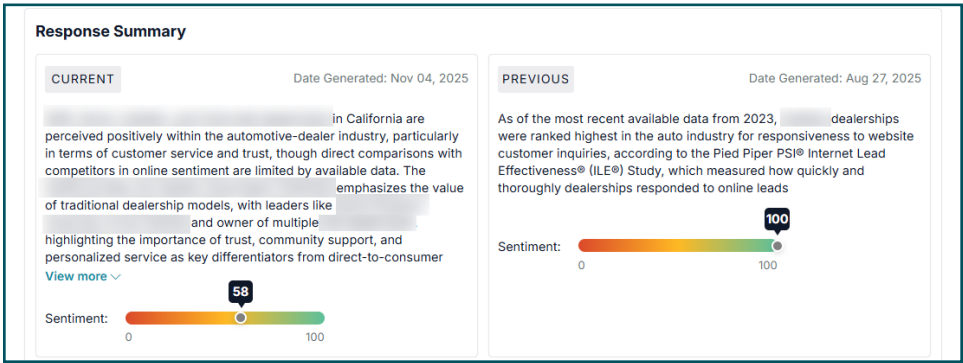
Sentiment Trend Over Time

The **Sentiment Trend Over Time** chart displays how the sentiment in the response has changed over time. View the changes over one month, three months, six months, or twelve months with 100 as the most positive sentiment and zero as the most negative sentiment.



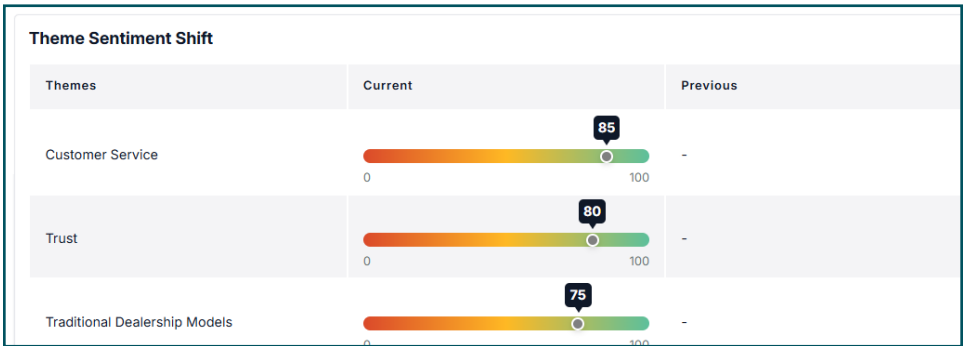
Response Summary

The **Response Summary** displays the current and previous generated responses.



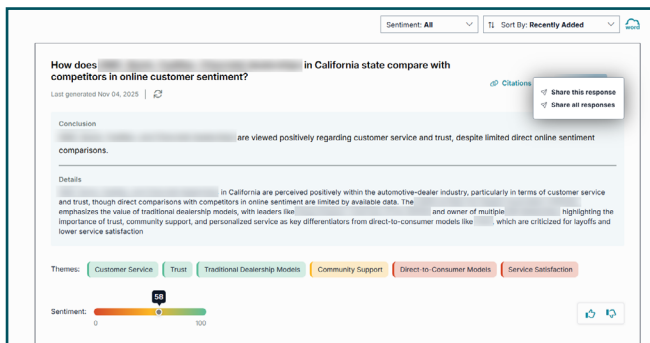
Theme Sentiment Shift

Use the **Theme Sentiment Shift** table to view how the sentiment for different themes has changed from the previous response to the current response.



Share Responses

To share a generated response or the list of generated responses,



1. Click the dot menu at the top right of the response.
2. Select **Share this response** or **Share all responses**.

 A screenshot of the 'Share AI Reputation Manager - Share this response' dialog box. It has a close button (X) in the top right. The 'Public Link' section has a text input field with 'https://...' and a 'Generate Link' button. The 'Recipients' section has a text input field with 'Add Users, Roles and/or Emails...'. The 'Subject' section has a text input field with 'What's the most reliable luxury SUV that's family friendly with best technology?'. The 'Message' section has a text area with 'Enter message'. At the bottom, there are 'Cancel' and 'Forward' buttons.

3. Click **Generate Link** to create a link to the response(s) and send it to the intended recipient.
- OR
4. Include the user, role, or email of the recipient(s).
 5. Edit the subject for the message if needed.
 6. Include an additional message to introduce the responses.
 7. Click **Forward**.

Provide Feedback

Provide Feedback

Please let us know why you liked the AI response.

Disclaimer: Feedback will help the Reputation team monitor qualities including accuracy, style, completeness, and appropriateness of responses from our AI service.

Reason(s)*

☐ Is accurate
 ☐ Like the style
 ☐ Has complete information
 ☐ Appropriate

☐ Other

Specific Feedback (Optional)

Type feedback...

Cancel

Submit

1. At the bottom right of the response, click the thumbs up icon to provide positive feedback to the summarized response.



Provide Feedback

Please let us know why you disliked the AI response.

Disclaimer: Feedback will help the Reputation team monitor qualities including accuracy, style, completeness, and appropriateness of responses from our AI service.

Reason(s)*

☐ Is not accurate
 ☐ Don't like the style
 ☐ Not complete information

☐ Not appropriate
 ☐ Other

Specific Feedback (Optional)

Type feedback...

Cancel

Submit

2. Click the thumbs down icon to provide negative feedback to the summarized response.



6 | AI Location Presence Insights

AI Location Presence Insights

Use AI Location Presence Insights to learn how searchable your location is across AI platforms in the new search landscape.

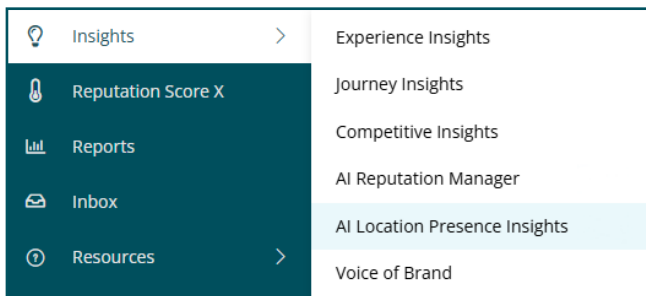
This module provides understanding about the following:

- Official listing details that can be found by an AI, such as address, phone, hours, etc.
- If your location displays when someone asks an AI about your category or services.
- How AI platforms describe your business—positively, neutrally, or negatively.

Together, these signals provide a clear picture of how AI platforms represent your location and how customers may perceive it when asking questions in the new search landscape.

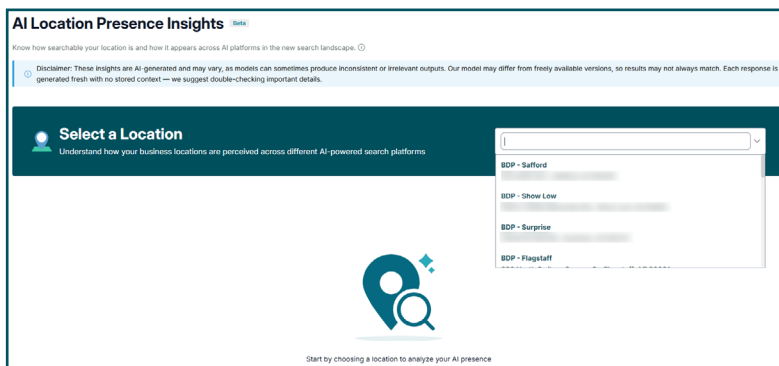
Note: These insights are AI-generated and may vary, as models can sometimes produce inconsistent or irrelevant outputs. This model may differ from freely available versions, so results may not always match. Each response is generated fresh with no stored context, so ensure to double-check important details.

Search a Location



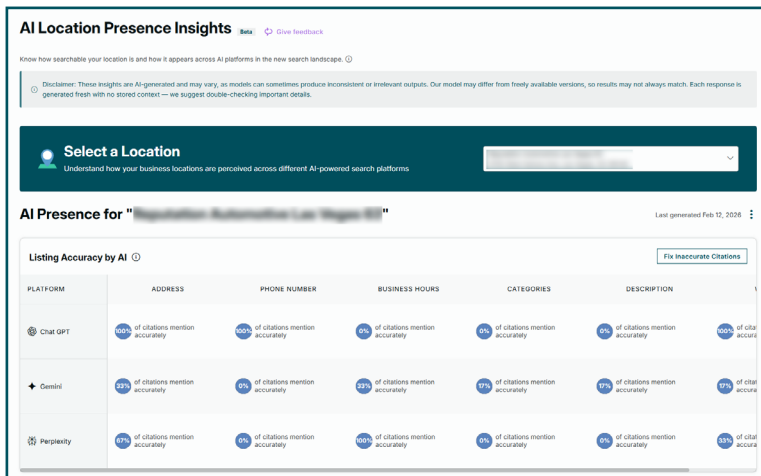
1. From the left menu, go to **Insights > AI Location Presence Insights**.

2. Click open the **Select a Location** dropdown to choose a location from the list.

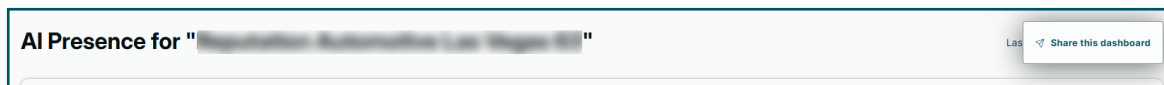


- The module loads the information for the selected location.

- View the following information for the selected location (for details about each option, see the sections below):



- Listing Accuracy ([Listing Accuracy on page 62](#))
 - Search Mentions by AI ([Search Mention by AI on page 63](#))
 - Sentiment by AI ([Sentiment by AI on page 63](#))
 - Search Visibility by AI ([Search Visibility by AI on page 64](#))
 - Topic Sentiment by AI ([Topic Sentiment by AI on page 64](#))
- To share the listed information, click the three dots in the right corner above the summary and select **Share this Dashboard**.



Share AI Location Presence Dashboard

Public Link
https://... **Generate Link**

Recipients
Add Users, Roles and/or Emails...

Subject
AI Location Presence Dashboard

Message
Enter message

Cancel **Forward**

- Click **Generate Link** to create a link to the dashboard.
- OR
- Add the recipients for the dashboard by typing users, roles, or emails in the **Recipients** field.
- Enter a **Subject** and **Message** to send along with the dashboard link.
- Click **Forward**.

Listing Accuracy

Use the **Listing Accuracy by AI** chart to know if the selected location details are accurate and consistent across AI platforms.

AI Presence for "[REDACTED]" Last generated Feb 12, 2026

Listing Accuracy by AI Fix Inaccurate Citations

PLATFORM	ADDRESS	PHONE NUMBER	BUSINESS HOURS	CATEGORIES	DESCRIPTION
Chat GPT	100% of citations mention accurately	100% of citations mention accurately	0% of citations mention accurately	0% of citations mention accurately	0% of citations mention accurately
Gemini	33% of citations mention accurately	0% of citations mention accurately	33% of citations mention accurately	17% of citations mention accurately	17% of citations mention accurately
Perplexity	67% of citations mention accurately	0% of citations mention accurately	100% of citations mention accurately	0% of citations mention accurately	33% of citations mention accurately

If there are inaccurate citations found, use the generated list to fix them.

1. Click **Fix Inaccurate Citations** in the upper right corner.
2. Use the tabs to view the details from each available AI.

AI Listing Details for "[REDACTED]"

Check how your key details (address, phone, website, hours, categories, description) are displayed across AI platforms on various websites. Compare them with your Reputation Profile and correct the inaccurate citations.

Disclaimer: These insights are AI-generated and may vary, as models can sometimes produce inconsistent or irrelevant outputs. Our model may differ from freely available versions, so results may not always match. Each response is generated fresh with no stored context — we suggest double-checking important details.

ChatGPT Gemini Perplexity

Last generated Feb 12, 2026

3. Scroll down to find any incorrect information in the listings.

AI Listing Details for "[REDACTED]"

Check how your key details (address, phone, website, hours, categories, description) are displayed across AI platforms on various websites. Compare them with your Reputation Profile and correct the inaccurate citations.

Disclaimer: These insights are AI-generated and may vary, as models can sometimes produce inconsistent or irrelevant outputs. Our model may differ from freely available versions, so results may not always match. Each response is generated fresh with no stored context — we suggest double-checking important details.

ChatGPT Gemini Perplexity

Last generated Feb 12, 2026

Reputation Profile

Name [REDACTED]

Address [REDACTED]

Perplexity

Name [REDACTED]

Address [REDACTED]

View more

Check Citations

4. Click **Check Citations**.

Name

BDP - Flagstaff

Name

BDP - Flagstaff

BDP

BDP

BDP

View more

Check Citations

5. To update the each citation, click **Edit on the site**.

Citations (10)

Google Business Profile

<https://www.google.com/maps/place/BDP++Flagstaff/>

Address, Phone Number, Website, Description, Categories, Open Hours are inaccurate.

Edit on the site

Yelp

<https://www.yelp.com/>

Address, Phone Number, Website, Description, Categories, Open Hours are inaccurate.

Edit on the site

6. Edit the site listing.

Search Mention by AI

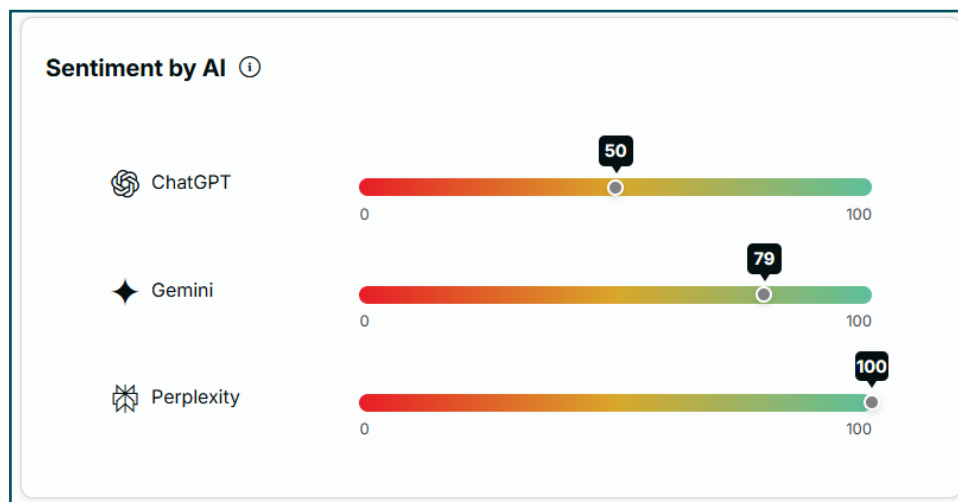
Use the **Search Mention by AI** chart to understand how often the selected location is mentioned across AI platforms. The **Searchability** of the business depends on the **Mention Rate** which is the percentage of location mentions in the AI response when it is searched in a specific AI platform.

PLATFORM	SEARCHABILITY	MENTION RATE
 ChatGPT	• Least Searchable	13
 Gemini	• Mid Searchable	52
 Perplexity	• Most Searchable	92

Sentiment by AI

Use the **Sentiment by AI** chart to learn the overall sentiment AI platforms associate with the selected location.

Hover the mouse over the colored bar to gain more insight into the sentiment.



Search Visibility by AI

Use the **Search Visibility by AI** chart to view the selected location's mention rate across AI platforms for various search inputs.

SEARCH INPUT	CHATGPT	GEMINI	PERPLEXITY
Top MINI dealers ranked in [redacted]	100	80	100
Best automotive dealer near [redacted]	0	60	100
Top 5 MINI automotive dealer in [redacted]	80	80	100
Best 3 automotive dealer near [redacted]	0	20	80
Best automotive dealer in greater [redacted] area	0	20	80

1 - 5 of 17 Search Inputs

Topic Sentiment by AI

Use the **Topic Sentiment by AI** chart to understand how AI platforms talk about the selected location across key themes of the industry by sentiment score.

- Click a category in the chart to see a breakdown of the sentiment found by each AI.

TOPIC NAME	CHATGPT	GEMINI	PERPLEXITY
Communication	50	75	100
Customer Attitude	50	100	0
Customer Service	50	75	100
Facilities	50	67	100
Overall Experience	50	100	100

1 - 5 of 14 Topics

- Click **Back** to return to the chart.

[< Back](#)

Sentiment based summary across AI for the Topic: Communication

ChatGPT 50

Insufficient data to evaluate communication aspects of MINI of Las Vegas.

Gemini 75

Communication is generally positive, with quick responses and clear explanations, though some diagnostic issues persist.

Perplexity 100

Positive feedback on timely updates and responsiveness.

7 | Voice of Brand

Voice of Brand

Maintaining a consistent brand voice, messaging, and tone in responses is crucial for managing brand reputation and providing a uniform customer experience across all locations and channels. The Voice of Brand offers AI-generated text to craft brand-aligned responses to customers or other external audiences by providing real-time feedback and suggestions during message composition.

Use the Voice of Brand dashboard to centralize the data and provide automated scoring and insights to easily monitor and improve the consistency of review responses.

Upload the Voice of Brand Guidelines

Rules & Guidelines are a documented set of rules and guidelines that dictate how all elements of a location's identity should be communicated to maintain consistency, reinforce brand recognition, and ensure alignment with the location's core values and mission.

1. Click the gear icon to open the platform settings.
2. In the left menu select **Voice of Brand Configuration**.
3. Click the pencil icon to edit the **Default** configuration, or click **Create New Configuration**.

Configuration Name	Created By	Last Modified By	Actions
Default	JC [Avatar] Jul 21, 2025	JC [Avatar] Jul 26, 2025	[Edit] [Delete]
Test 1	SS [Avatar] Jul 24, 2025	[Avatar] [Name] Jul 31, 2025	[Edit] [Delete]
Jaguar	JC [Avatar] Jul 22, 2025	JC [Avatar] Jul 29, 2025	[Edit] [Delete]

- The Default configuration automatically applies to all locations under the tenant.
 - Create a new configuration for brand guidelines applies to specific locations.
4. If creating a new configuration, enter the name for the configuration and select the locations to apply it to.

Edit Voice of Brand Configuration

Update your Voice of Brand settings to get brand aligned responses.

Cancel **Next (1/3)**

1 Select Locations — 2 Set Brand Rules — 3 Manage Brand Voice

Restore from Primary

Select Locations

Link your brand guidelines to specific location groups for targeted consistency checks. Upload your brand guidelines to enable consistency checks.

Configuration Name:

Selected Locations: Filters ▾

5. Click **Next**.
6. Upload a file describing your brand (.txt, .doc, .docx, .pdf). This creates a list of brand guidelines.

7. Under **Rules & Guidelines** add or edit the guideline rules.

- Include a maximum of 15 rules.
- Some reviews contain text, some only contain a rating, and some will have both. Check the **Requires Review Text** or **Requires Review Rating** option to designate a rule as only applicable to the specific type of reviews.
- If a review does not contain text or a rating, those rules are not considered when scoring the response's adherence to the Voice of Brand guidelines.

8. Click **Next**.
9. Select three personalities to associate with the brand voice.

10. Under **Core Messaging**, define keywords and messaging for the brand voice by uploading a file (.txt, .doc, .docx, or .pdf) or adding it manually.

2. Core Messaging

Define the key words and messages that define your brand voice, and adjust how they're used.

Upload Document

Upload a document (.txt, .doc, .docx, .pdf) describing your brand and we will analyze it to generate keywords and core messages for your brand voice.



Drag file here
Or click to upload

Keywords (7/10)

Input keywords you'd like to include as part of your brand voice. You can have a maximum of 10 keywords.
Example: *customer-centric, innovative, trustworthy*

Customer-centric ×
Honesty ×
Reliability ×
Trustworthy ×
Support ×
Service ×
Quality ×

Add Keyword

Messages (0/10)

Input core messages you'd like to include as part of your brand voice. You can have a maximum of 10 messages.
Example: *Building trust-based relationships with customers is crucial for long-term success.*

Add Message

- Include a maximum of ten keywords and ten messages.

11. Under **Personalization**,

3. Personalization

Personalize how your brand voice is expressed.

Max Sentence Count: 3

The preferred number of sentences in an AI generated response.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Address By Name

The responder must address the reviewer by name. ☒ Yes ☐ No

Unique Responses

Responses must be unique and not repeated. ☒ Yes ☐ No

- Select the preferred number of sentences in an AI generated response.
- Determine if the AI generated response should address the reviewer by name.
- Determine if each AI generated response should be unique or can be reused.

12. Choose the language for the response.

4. Language

Choose how the response language is determined: either automatically match the responder's account language, or specify a dedicated language for all responses.

Response Language Preference

Auto-Detect (Based on User's Locale)

13. Click **Test Configuration** to generate an AI response using the brand guidelines.

Preview Responses

See how your Voice of Brand configuration will respond to actual reviews.

REAL REVIEW by Pat T

★★★★☆ (4.2 stars)

"Sodi was great to work with, their service department kind sucks tho, and trade in values are laughable"

GENERATED RESPONSE by Voice of Brand

"Hi Pat T, thank you for your feedback. We're glad to hear you enjoyed working with Sodi, and we appreciate your honesty about our service department and trade-in values. Your insights help us improve our customer-centric approach and ensure we provide the reliable support you deserve."

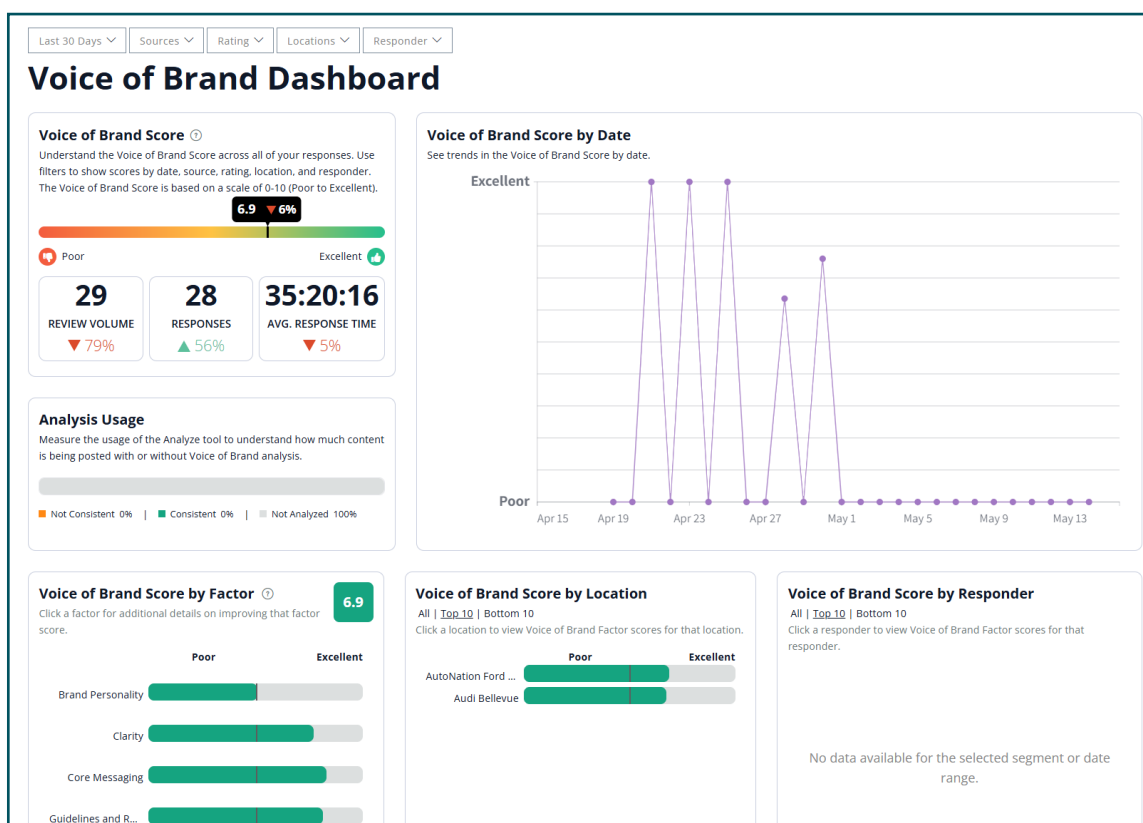
Test Configuration

14. Click **Save Configuration** at the top of the screen.

Voice of Brand Dashboard

The Voice of Brand dashboard provides a place to see the consistency of review responses and provides automated scoring and insights to simplify the process of monitoring. All Voice of Brand factors displayed in the dashboard are based on a scale of 1–10 (poor/not consistent to excellent/consistent).

Use the top-line filters to adjust the chart by date, source, rating, location, or responder.

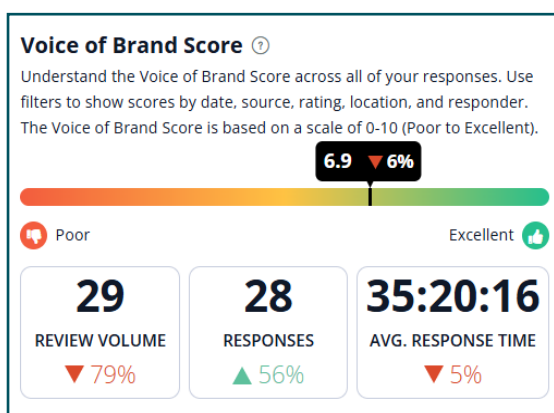


Voice of Brand Score

Use this chart to understand the overall consistency of all the review responses.

The Voice of Brand Score is calculated by:

1. Evaluating individual review responses across five Voice of Brand factors. For more information about the factors, see [Voice of Brand Score by Factor on page 72](#).
2. Calculating average scores and consistency scores (based on standard deviations) across review responses by factor.
3. Combining average scores and consistency scores to create Voice of Brand Factor scores.
4. Applying weight across Voice of Brand Factor scores to create an overall Voice of Brand Score.



Under the Voice of Brand Score, see the breakdown of the following:

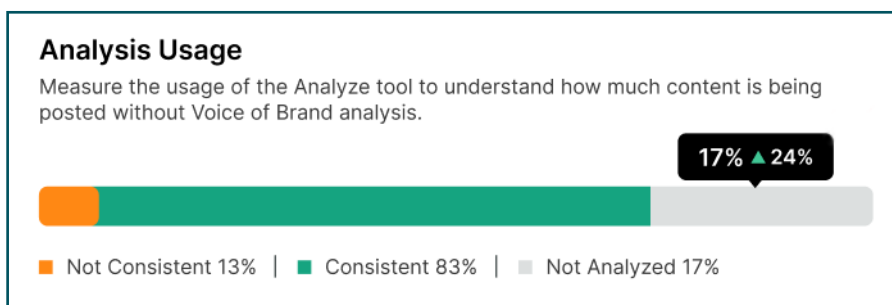
- **Review Volume:** The total number of reviews collected in the platform.
- **Responses:** The total number of reviews with responses.
- **Average Response Time:** The average time it takes for a response to be published for a review.

The percentage displayed for each score shows the change from the previous period based on the date selected from the filter.

Analysis Usage

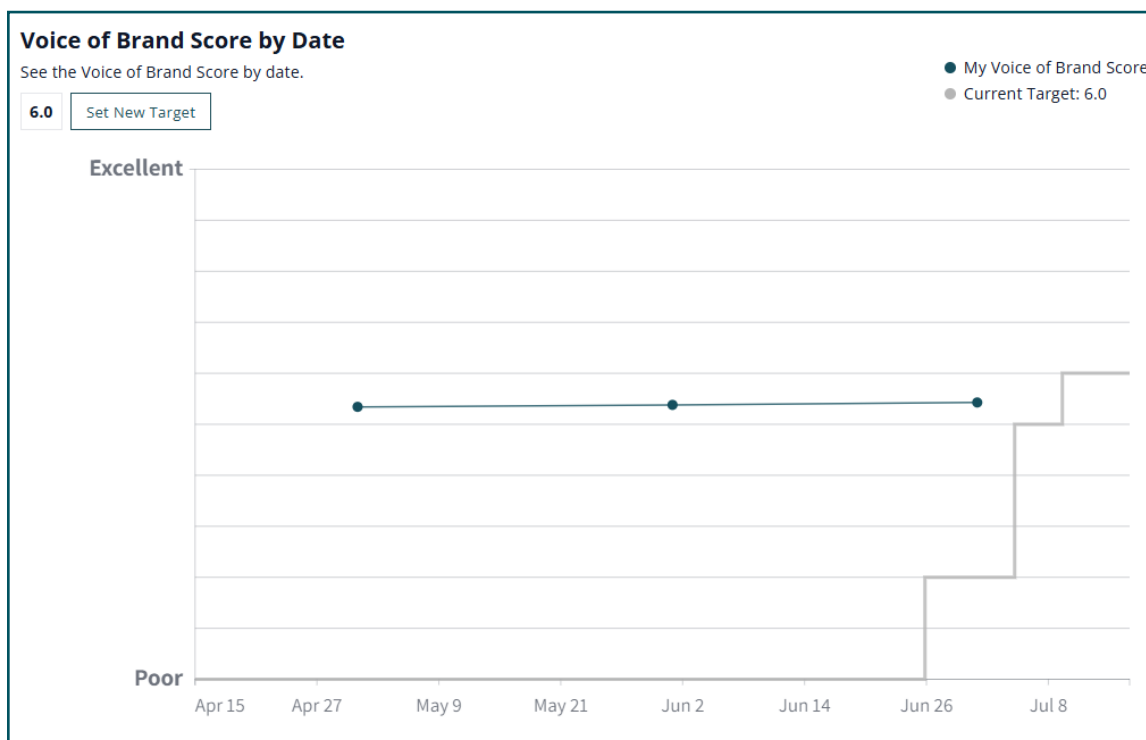
Use this chart to see how often responses are published with a Voice of Brand analysis.

- **Not Consistent:** The percentage of responses published after a negative analysis.
- **Consistent:** The percentage of responses published after analysis.
- **Not Analyzed:** The percentage of responses published without analysis.



Voice of Brand Score by Date

Use this chart to see the trends in the Voice of Brand score by date.



The blue line displays the Voice of Brand Score over time. The gray line displays the current Voice of Brand Score Target. To change the target in the chart,

1. Click **Set New Target**.
2. Enter a new target in the **New Target Score** field.

×

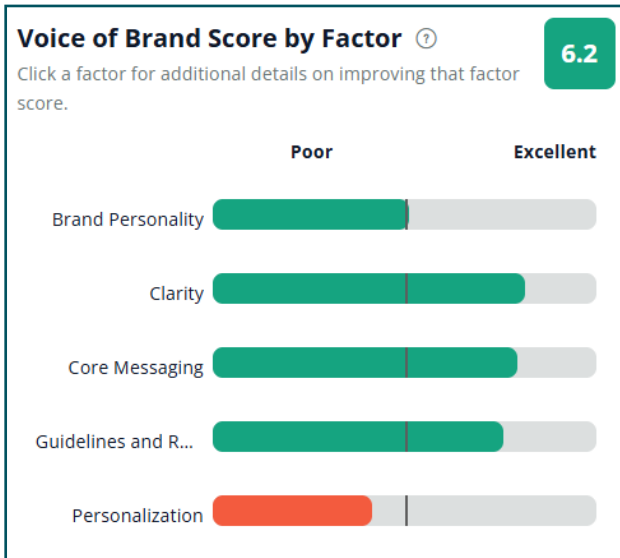
Target History

VALUE	DATE
2	2025-06-25 20:47:43 pm
5	2025-07-04 16:06:30 pm
6	2025-07-09 09:23:50 am

New Target Score:

- View the target history above the field.
3. Click **Save New Target**.
 - The chart indicates the change in Target Score.

Voice of Brand Score by Factor



Use this chart to see the breakdown of factors of responses. The total score is displayed in the top right corner.

1. Click on a factor for more specific details about how to improve the score.
2. Click the question icon for more information about the factors.

Brand Personality

The responses align with the personality of the brand, falling under one or more of the categories below.

The following brand personality traits, from the Aaker Brand Personality Framework, play a role in the Brand Personality Factor Score and AI-generated responses.

Personality Trait	Example
Competence	Intelligent: Displaying expertise, technical competence, and knowledge.
	Reliable: Being dependable, consistent, and trustworthy.
	Successful: Demonstrating achievement, advancement, and goal attainment.
Excitement	Daring: Being adventurous, courageous, and risk-taking.
	Imaginative: Being creative, unique, and visionary.
	Spirited: Showing energy, liveliness, and enthusiasm.
	Up-to-date: Staying contemporary, modern, and innovative.
Ruggedness	Outdoorsy: Connected to nature, adventurous, and rugged.
	Tough: Displaying strength, durability, and resilience.
Sincerity	Cheerful: Expressing friendliness, warmth, and positivity.
	Down-to-earth: Being practical, unpretentious, authentic, and grounded.
	Honest: Displaying truthfulness, sincerity, and ethical behavior.
	Wholesome: Demonstrating humility, values, and strength.
Sophistication	Charming: Being likable, friendly, and kind.
	Refined: Expressing glamour and elegance.

Clarity

The responses are straightforward and easy to understand.

- Ensure all the responses directly address the main concern or feedback provided by the reviewer to enhance clarity.
- Avoid using jargon or overly complex language that may confuse readers and instead opt for simple, straightforward wording.
- Incorporate clear calls to action in the responses, guiding customers on the next steps they should take if they need further assistance.
- Maintain a consistent structure in the responses to help readers easily follow the message and understand the key points.
- Regularly review and refine the response templates to eliminate ambiguity and ensure clarity in all communications.

Core Messaging

The response aligns with the message the brand wishes to exemplify.

The following core messaging phrases and keywords play a role in the Core Messaging Factor Score and AI-generated responses. They include:

Phrases

- Try to say relatable things
- Do not insult them
- Be smooth

Keywords

- Reputation
- Review
- Thanks

Guidelines and Rules

The response aligns with the following guidelines and rules.

The guidelines and rules play a role in the **Guidelines and Rules Factor Score** and AI-generated responses. They include:

- Treat the reviewer with dignity and respect.
- Show empathy for the reviewer's feelings.
- Acknowledge the reviewer's perspective.
- Maintain politeness and respect, even in disagreement.

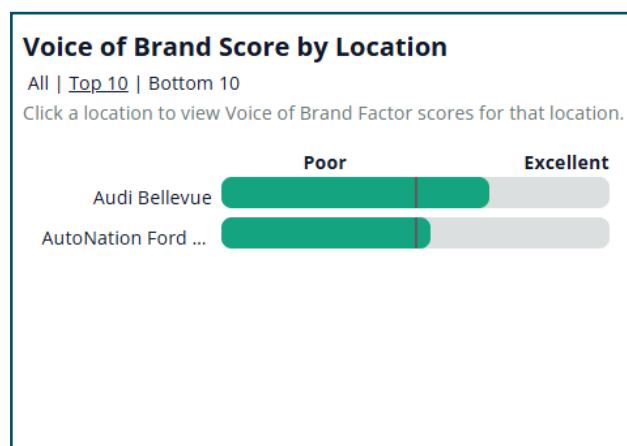
- Avoid using softened language that diminishes the complaint.
- Address the guest by name in the response.
- Thank the reviewer for sharing their experience.
- Thoroughly address every point raised by the guest.
- Repeat positive phrases from the reviewer in your response.
- Communicate positive feedback to the team.
- Apologize for negative aspects of the experience.
- Explain the plan to fix or avoid negative issues.
- Invite the guest to return genuinely.
- Invite guests to discuss further if the review is negative.
- Acknowledge the rating in positive reviews.

Personalization

Tailor the responses to directly address the customer concerns and experiences.

- Incorporate specific details from customer reviews into the responses to show genuine engagement.
- Use the customer's name more frequently to create a personal connection in the response.
- Acknowledge specific issues or praises mentioned in the review to demonstrate active listening.
- Encourage follow-up conversations by offering personalized solutions rather than generic responses.
- Train the team to recognize and respond to individual customer sentiments to enhance the overall personalization of each interaction.

Voice of Brand Score by Location

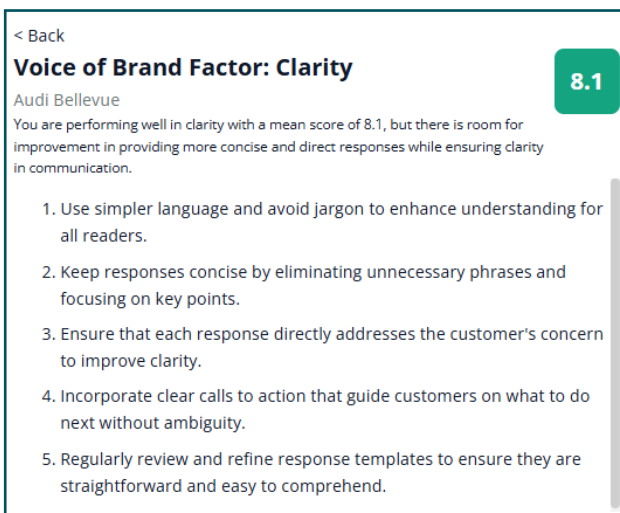


See the Voice of Brand Factor Score organized by location.

1. Click the **All**, **Top 10**, or **Bottom 10** options to filter the list.

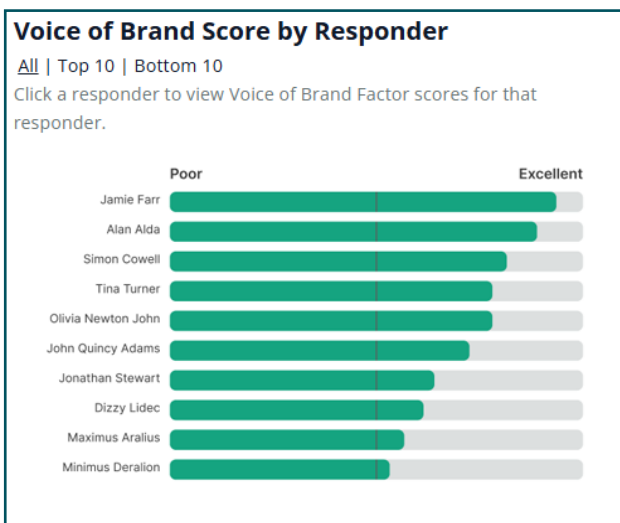


- Click on a location to see the Voice of Brand Score by Factor for that location.

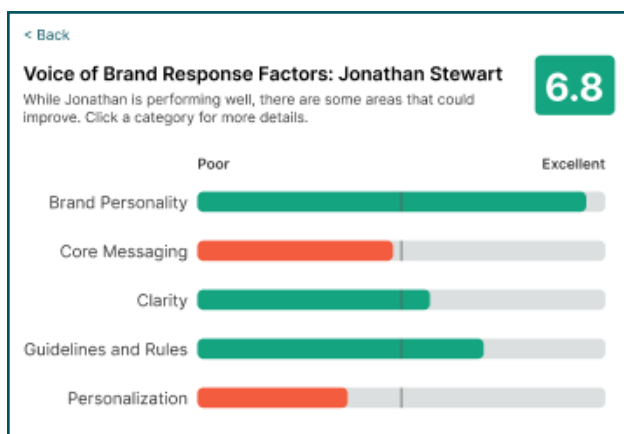


- Click a response factor to see more details about the specific factor.

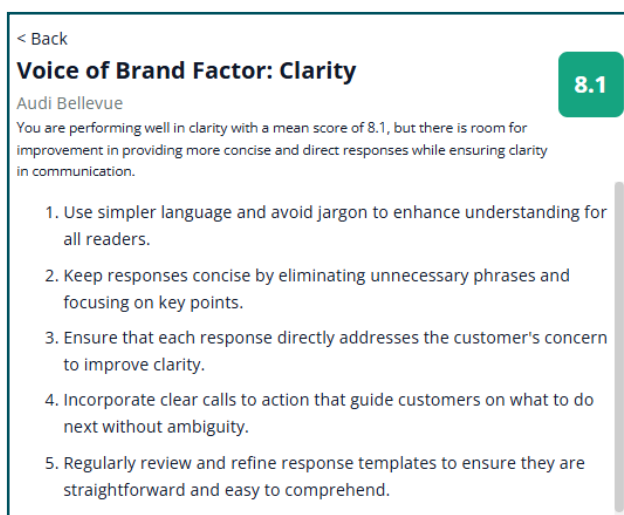
Voice of Brand Score by Responder



- Click the **All**, **Top 10**, or **Bottom 10** options to filter the list.



2. Click a responder to view Voice of Brand Factor Scores for that responder.

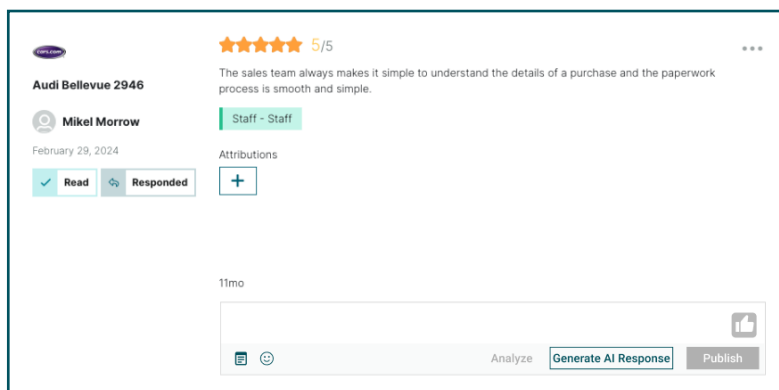


3. Click a response factor to see more details about the specific factor.

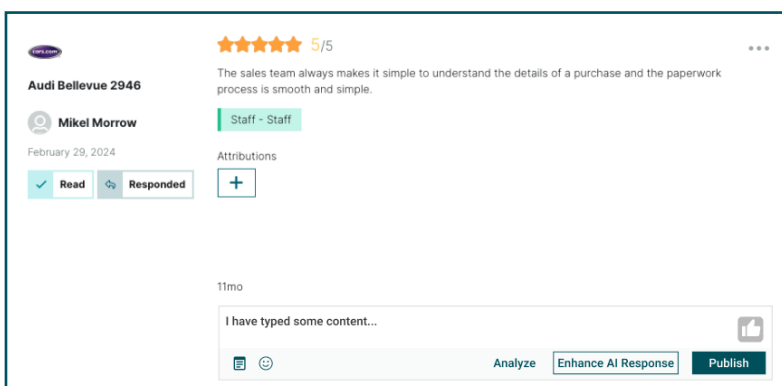
Voice of Brand Review Response Analysis

In the **Reviews** module of the platform, use the Voice of Brand to analyze and improve responses to reviews.

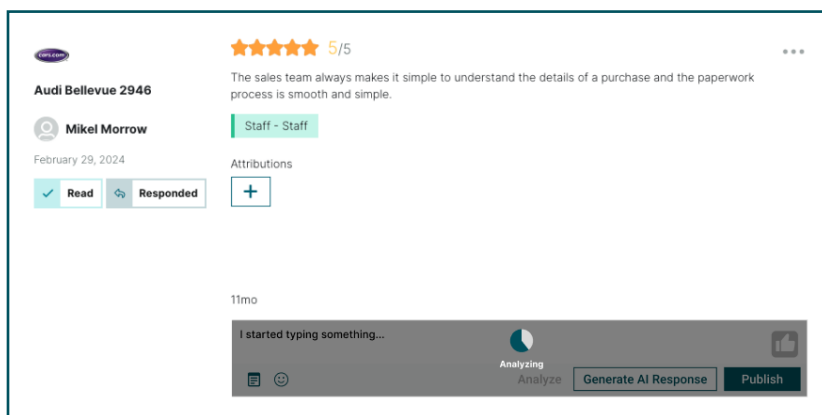
1. Type a response in the response window of the review, use a response template, or click Generate AI Response.



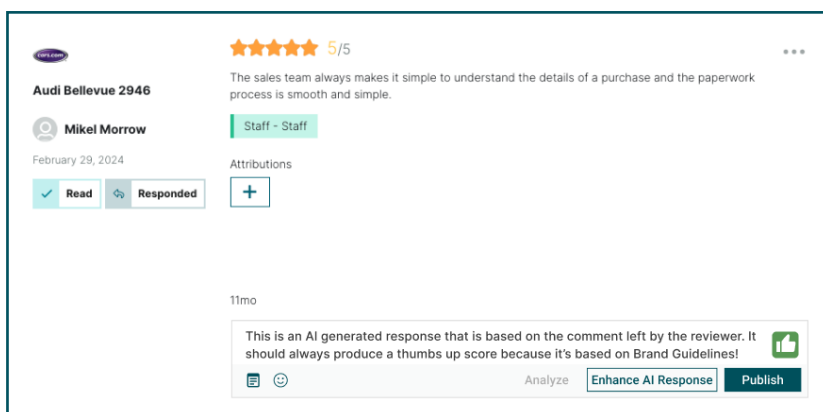
- When content is in the response window, click **Analyze** to analyze how the response aligns with brand guidelines.



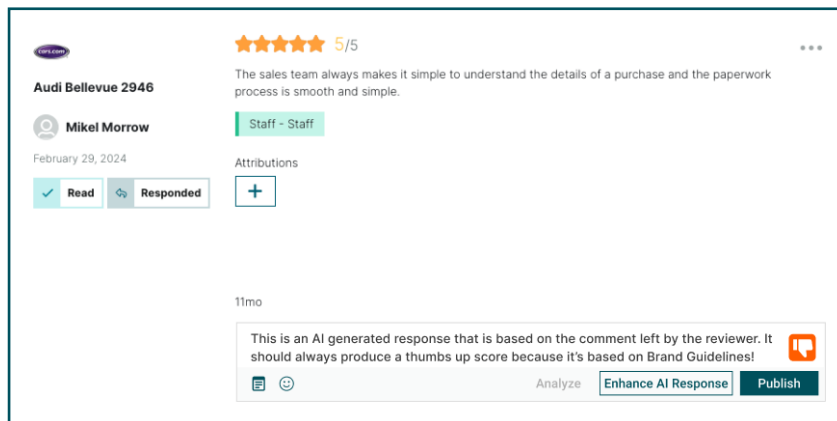
- Templates and AI Responses usually do not need to be analyzed because they are created in line with the brand guidelines.
- The Voice of Brand analyzes the text in the response.



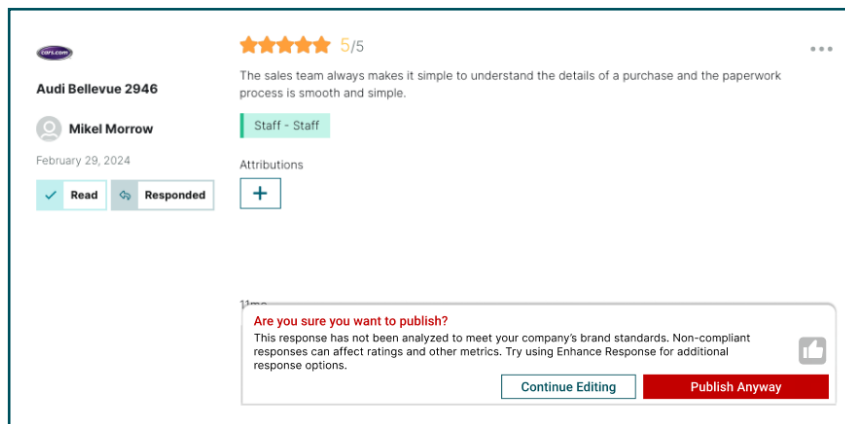
- When the text has been analyzed, and a green thumbs up displays, click **Publish** to publish the response.



- If the text of the response does not meet brand guidelines, a thumbs down displays. Correct the response and click **Analyze** again until a green thumbs up displays.



- If **Publish** is clicked before the green thumbs up, a warning displays to check if the response should be published. Click **Publish Anyway** to publish a response that does not meet brand guidelines.



8 | Premium Paid Services

Premium Paid Services

Put our Premium Paid Services platform experts to work for you.

While we strive to make our platform intuitive and efficient, we understand your time is valuable; resources and bandwidth can be limited. Reputation has a dedicated team of experts ready to help you manage your listings; optimize SEO; and post, publish, and curate your social posts—while also managing your review responses. We help achieve customer excellence through this suite of value-added services that are fueled by our platform and products. These experts will help you:

- Go Beyond Accuracy (Managed Business Listings)
- Maximize the Appeal of Your Business Profiles (Managed Services for Google)
- Harness the Power of Social Media (Managed Social)
- Win as the Brand that Cares the Most (Managed Review Response)



Contact your Account Executive for more information on our Premium Paid Services.

9 | Additional Resources

Additional Resources

Additional User Guides

- [Actions](#)
- [Admin](#)
- [Business Listings](#)
- [Dashboards](#)
- [Engage](#)
- [Inbox](#)
- [Mobile App](#)
- [Publish](#)
- [Rep Connect](#)
- [Reports](#)
- [Reputation Score X](#)
- [ReputationIQ](#)
- [Requests](#)
- [Reviews](#)
- [Social Listening](#)
- [Surveys](#)

Contact Support

The Technical Support Team can be contacted in several ways:

- **US Support:** (800) 400-8064
 - Monday–Friday, 7:00 am–5:00 pm PST
- **UK Support:** 0800 066 04781
 - Monday–Thursday, 9:00 am–5:30 pm, Friday 9:00 am–5:00 pm Europe/London (GMT)
- **Virtual Assistant:** In the lower left corner of the Reputation Platform, live-chat with Technical Support or create a ticket that goes to the Technical Support Team.

 - Monday–Friday, 7:00 am–5:00 pm PST
- **Reputation Support Portal:** Sign in and create a ticket on the [Contact Us](#) page.

Best Practices for Technical Support Requests

When submitting a ticket through the Support Portal or the Virtual Assistant we recommend including all the information below:

- Business Name
- Location Name (may not apply for multiple locations)
- Location ID
- Case Priority:
 - **Low:** Information request. Can affect one or many users but has a low impact on core functionality.
 - **Medium:** Affects one or many users, high/medium impact to core functionality, but there is a workaround available.
 - **High:** No workaround, high impact to core functionality, affects several users.
 - **Blocker:** For a bug to be deemed a blocker bug it needs to meet one or more of the following criteria:
 - One or more sections of the platform are unusable for all users. This includes the entire platform being unavailable.
 - There is a massive data loss for the account.

- Customer Contact Information (Name/Email)
 - Do you have Business Listings? (Y/N)
 - Do you have an Integration? (Y/N)
- Issue/Question Type (to the best of your ability)
- Brief Synopsis
 - Be as detailed as possible
 - Steps to reproduce
 - Specific examples
 - Include screenshots when possible