

Engage With Customers and Uncover Operational Insights to Drive More Sales

Brands No Longer Control the Narrative, Consumers Do

Consumers have reviews at their fingertips to drive purchase decisions. Nor is this a recent trend, as reviews have increased in volume as well as influencing factors for Proximity Search Optimization™ by 2x. Similar to how we trust friends and family with recommendations, reviews are a primary source for consumers to establish credibility.

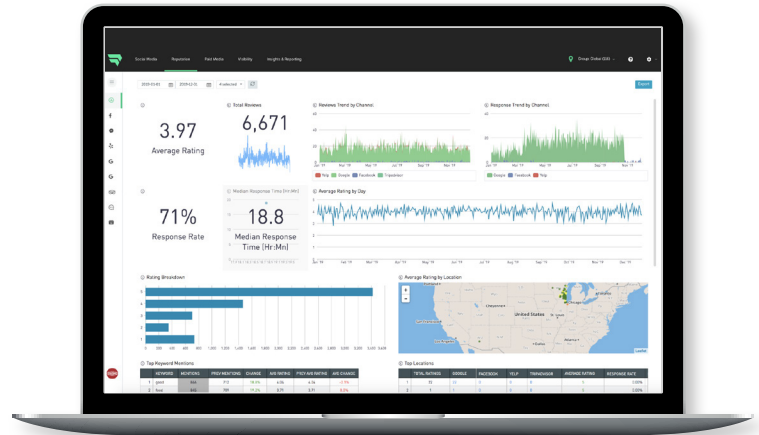
Your digital reputation is how consumers perceive each of your locations. Every store, restaurant, property or showroom has its own unique identity – in the form of ratings, reviews, comments, responses and conversations. When you have a lot of stores, the time and resources needed to manage all of this can be overwhelming. Reputation Manager gives you the tools to do this at scale – at a central, regional, or store level.

Uncover Operational Insights for Your Locations

Online reviews have become one of the most trusted sources of data for how a store serving its consumers via its products and services. They offer a rich source of customer feedback for store managers and corporate teams. Want to measure how your new menu item is being perceived? Want to track locations that are seeing a decline in service and could use some supplemental in-store training?

88%

of consumers say they trust online reviews as much as personal recommendations



More Than Just a Score...



VOLUME

Locations with higher review submissions are looked at with greater review authority by Google and consumers



BRAND ENGAGEMENT

Networks reward brands for responding to reviews



RESPONSE TIME

Duration between review and response is determining factor



Results You Can Measure...



DRIVE REPEAT CUSTOMERS

On average loyal customers are worth up to 10x as much as their first purchase



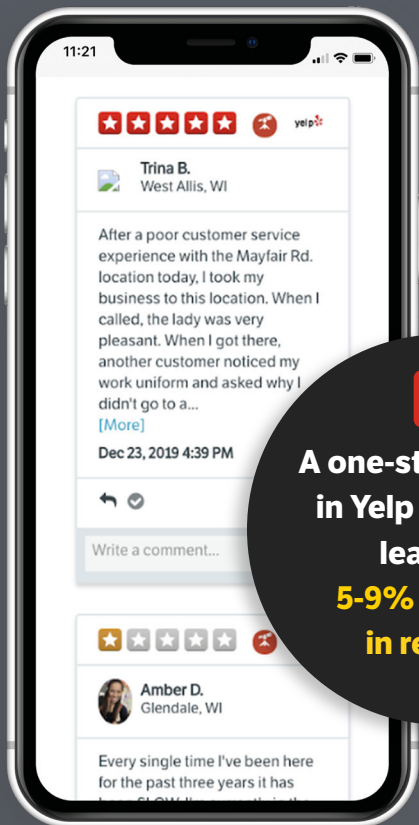
WIN BACK UNHAPPY CUSTOMERS

91% of unhappy customers don't want to do business with you again. However, resolve their complaint and 70% of the time they will return



IMPACTS THE BOTTOM LINE

Reviews drive a sales lift of 18% after you combine increased conversion, average order value, and customer retention



**A one-star increase
in Yelp rating can
lead to a
5-9% increase
in revenue**

Empower Local Teams

- Effectively empower local stakeholders with scalable and transparent communications and templated responses
- Keep every outgoing message under brand control

Improve SLAs

- Custom alerts notify you of negative (or positive) reviews, so that you can reply immediately
- Retain potentially lost customers with timely customer care and responses to negative reviews
- Instantly respond to customer questions in Facebook Messenger, building a personal

Features

Respond to Many, at Once

- Listen and respond to conversations across multiple mobile and social networks – all at the same time
- Personalize AND localize responses to consumers, as if you hand-wrote every one--without needing to add headcount

Measure Business Health

- MomentFeed's in-depth reviews/ratings reporting tool acts as a barometer for regional or specific locations
- Managers can see best and worst performing locations for overall rating, response time, and trends over time
- Capture meaningful insights to help make operational decisions such as popular products, services or employees

Speak With a Unified Voice

- Enable a social media manager, customer care representative, or local store manager to view, read and respond to multiple reviews and ratings at once
- Acquire visibility and maintain your reputation across all local pages on Google My Business, Facebook, and Yelp, at the same time
- Workflow and approvals ensure a unified, on-brand voice that aligns with corporate standards

Maintain Brand Authority on Your Listing

- Google Q&A allows your brand to surface FAQs from customers and provide brand verified answers for other customers to see
- Enriching your Google listings with Q&A allows additional data points for Google to crawl, thus further improving your Proximity Search Optimization™