

# Engage With Customers and Uncovering Operational Insights to Drive More Sales

## Brands No Longer Control the Narrative, Consumers Do

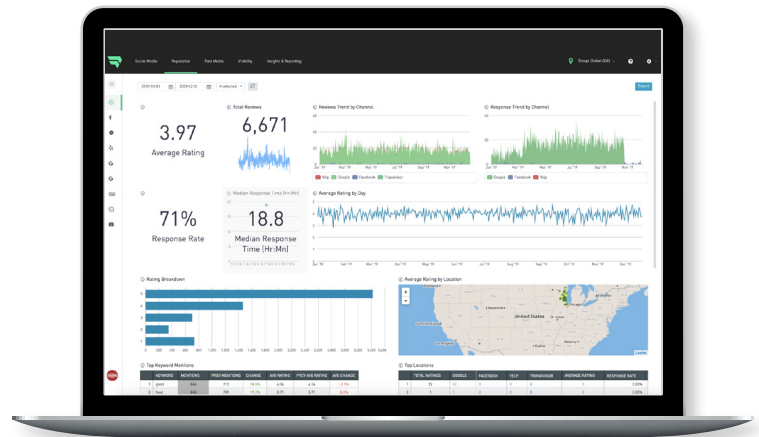
Consumers have reviews at their fingertips to drive purchase decisions. Nor is this a recent trend, as reviews have increased in volume as well as influencing factors for Proximity Search Optimization™ by 2x. Similar to how we trust friends and family with recommendations, reviews are a primary source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



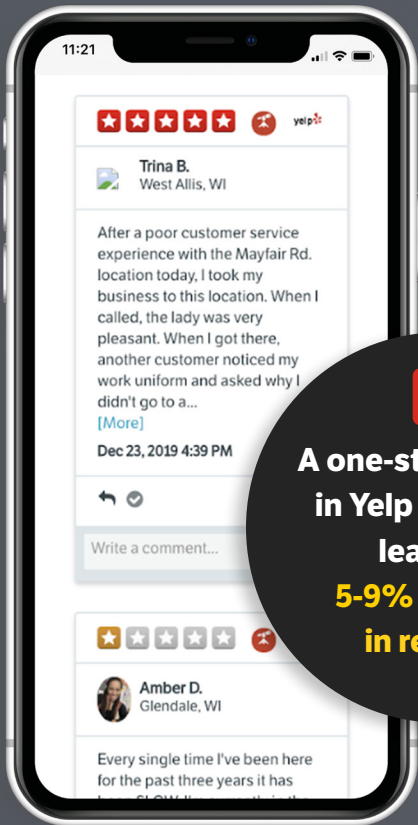
#### WIN BACK UNHAPPY CUSTOMERS

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™