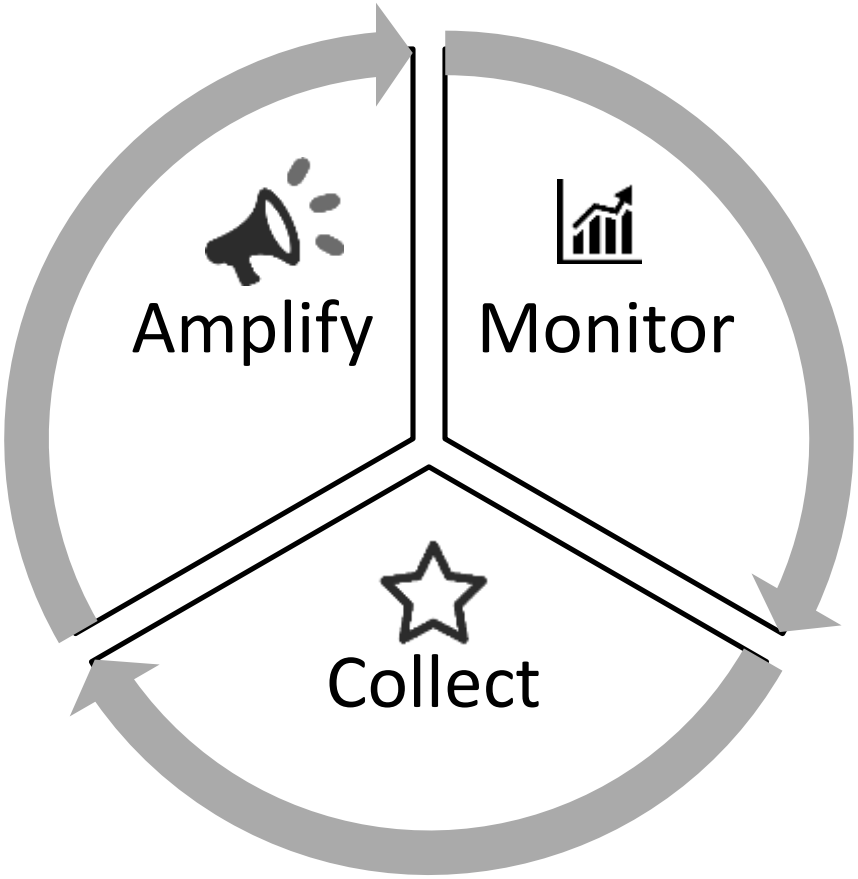
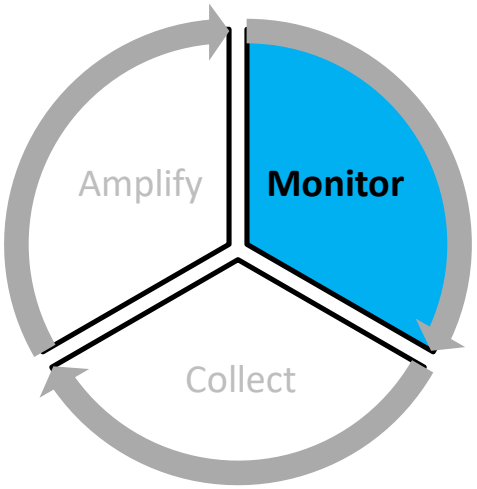
Our Review Management Platform

A sophisticated, enterprise grade, SaaS, that helps businesses of all sizes, automate customer engagement and turn their feedback into promotional content



Benefits & Features:

Brand Reputation & Review Monitoring

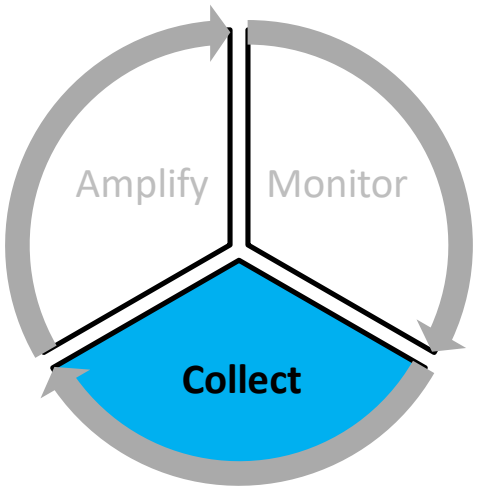


Works with 500+ Review Sites	The most in the industry Capable of finding 10 years of historical public online reviews for services, products, professionals and companies
Track Progress	Charts, Graphs, Trends and metrics Customize reports to your exact needs
Emailed Reports & Alerts	Alerts on new reviews, daily and weekly reports
Unlimited Sub-Accounts	Customized access and filtered reports for global, regional, and in store or product managers
Location/Product Performance	Identify locations/products that are keeping up your good brand name. Identify locations/products that are hurting your brand and why - in the words of the actual customers.
Verify Listings	Spot and fix incorrect phone numbers, addresses, websites Don't lose customers because they want to the wrong address

Benefits & Features

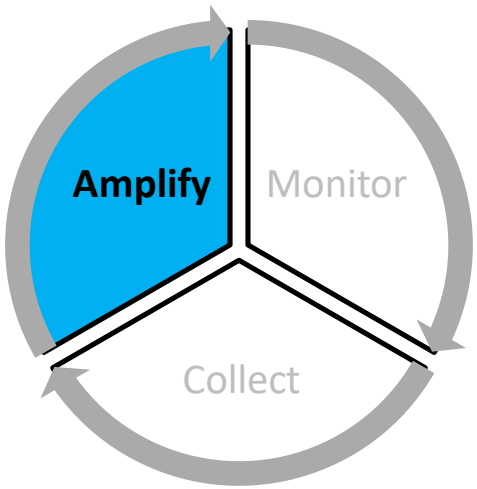
Review Collections Service

Know Your Customers	Find out the issues privately, and with instant alerts, fix the problem before they flame you on Yelp!
Gather Key Metrics	Add custom fields quickly and easily to create mini-surveys
Integrate Your Way	On premise and off premise review collection workflows supported. Mobile phone, tablets, kiosks, email, website and Facebook integration options available. Mix and match the right solutions for your needs.
Open System	APIs for integration with your CRM and reporting systems. Push contacts, read reviews, and more.
Mobile Enabled	Optimized for mobile phones so you can get feedback and reviews from customers anywhere – even at your business locations
Get your customers to leave their reviews on public review sites	Automatically follows up with your happy customers. Tracks results daily and watch the "perception vs reality" gap get fixed as your star ratings improve. See new customer come in the door due to the higher star ratings and great reviews online.
Multiple Review Flow	Create different review flows for different types of customers/patients/clients. ✓ ENTERPRISE EDITION ONLY



Features & Benefits

Amplify the Conversation



Publish testimonials on your website	Show your testimonials on your own website with a selection of rotating banners, mini-testimonial widget or full list of testimonials. Adjust fonts, colors, shading, borders, rotation rates, fade-ins and much more with the click of a button See the testimonial star ratings appear in the Google search results. ✓ PREMIUM EDITION ONLY
Easily share on social media the positive reviews	Increase visibility of positive reviews and testimonials on social media sites such as Facebook and Twitter – with a single click
HootSuite App	Access all reviews via HootSuite and take your social media campaign to the next level
Response Management Customization	Track responses and status of all reviews Make sure that no “negative review is left behind” with workflows that track who responded to a reviewers and when. Customize how you want to manage and respond to public reviews with customizable workflow management that a fully integrated with the reviews management service

The **Most Comprehensive** Reviews Management Service

Monitoring Only

Monitoring
- ✪ Monitor many reviews sites per business location from selection of over 500 review sites
- ✪ Location Management - Identify which locations drive positive sentiment and which detract from a brand.
- ✪ Listing Verification: Verify business name, address, URL, and phone number for each location.
- ✪ Centralized report of all public reviews and private feedback collected – updated daily, weekly or monthly (price varies)
- ✪ Sort and view reviews by date, review site, or business location

Reports & Alerts
- ✪ Charts, Graphs, Trending Reports
- ✪ Weekly and Daily email reports
- ✪ Email Alert when new reviews appear on review sites

Social Media
- ✪ One click sharing of public reviews on Facebook and Twitter
- ✪ HootSuite Integration to share positive reviews across all the major social media sites

Administration
- ✪ Unlimited user sub-accounts with individual location level access management
- ✪ Manage Reviews with workflows, assignment of actions and historical notes for each review

Premium Service

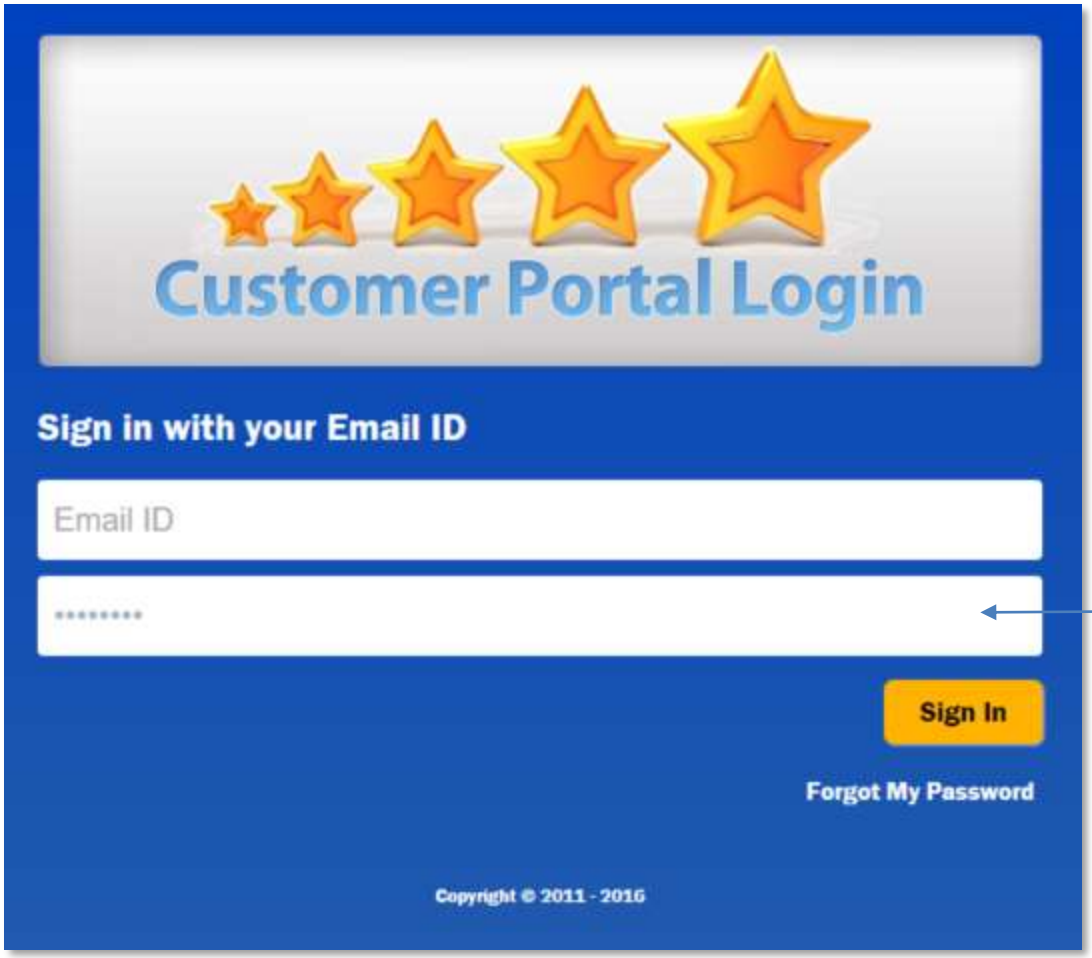
Includes everything in the "Monitoring Only" package but with unlimited review sites per location.

Review Collection
- ✪ Customized private feedback collection service with your business logo
- ✪ Route "happy" reviewers and track click-through to public review sites
- ✪ Campaign for reviews via automated email, bulk email, SMS to mobile phones, kiosk, web links, embedded forms, QR-Code and Facebook.
- ✪ Optional time-stamped coupons with every review
- ✪ Customized thank you page and email with option to add a thank video, graphics and other custom content
- ✪ Automated review request service with override options
- ✪ Smart resend rules when no feedback or reviews are received
- ✪ Add and track custom survey questions to your review service
- ✪ Customize review collection forms at the individual location level with customized survey questions
- ✪ Instant alerts when receiving negative feedback
- ✪ Links to your other social media such as Facebook, Twitter, Google+, Pinterest, LinkedIn, YouTube, website, blog and more.
- ✪ One-click sharing of testimonials on Facebook, Twitter, and HootSuite
- ✪ Facebook application to add review collection and testimonials to your Facebook page
- ✪ No limits on reviews collections and review campaigns (subject to fair use policy)
- ✪ Additional customizations with multiple review flows

Website Components
- ✪ Live updating testimonial feeds of collected reviews.
- ✪ Available as a button, embedded in your website, a scrolling testimonial "widget" or a small cross-fade widget.
- ✪ Review Collection QR Code for each location
- ✪ Review collection buttons
- ✪ Embeddable review collection forms
- ✪ HTTPS forms available for Facebook embedding

Advanced Options
- ✪ Privacy compliant mode (for protecting identity of reviewers on the live testimonial feeds)
- ✪ Auto email-domain correction
- ✪ Google indexed testimonials with Rich Snippet stars
- ✪ Auto approval options to reduce administrative tasks.
- ✪ Support for over 26 languages
- ✪ Domain Masking
- ✪ Advanced APIs for 3rd party integration
- ✪ Integrate with over 350 applications using Zapier

Login



The reviews management service resides on a password protected system with all data residing on a secure database

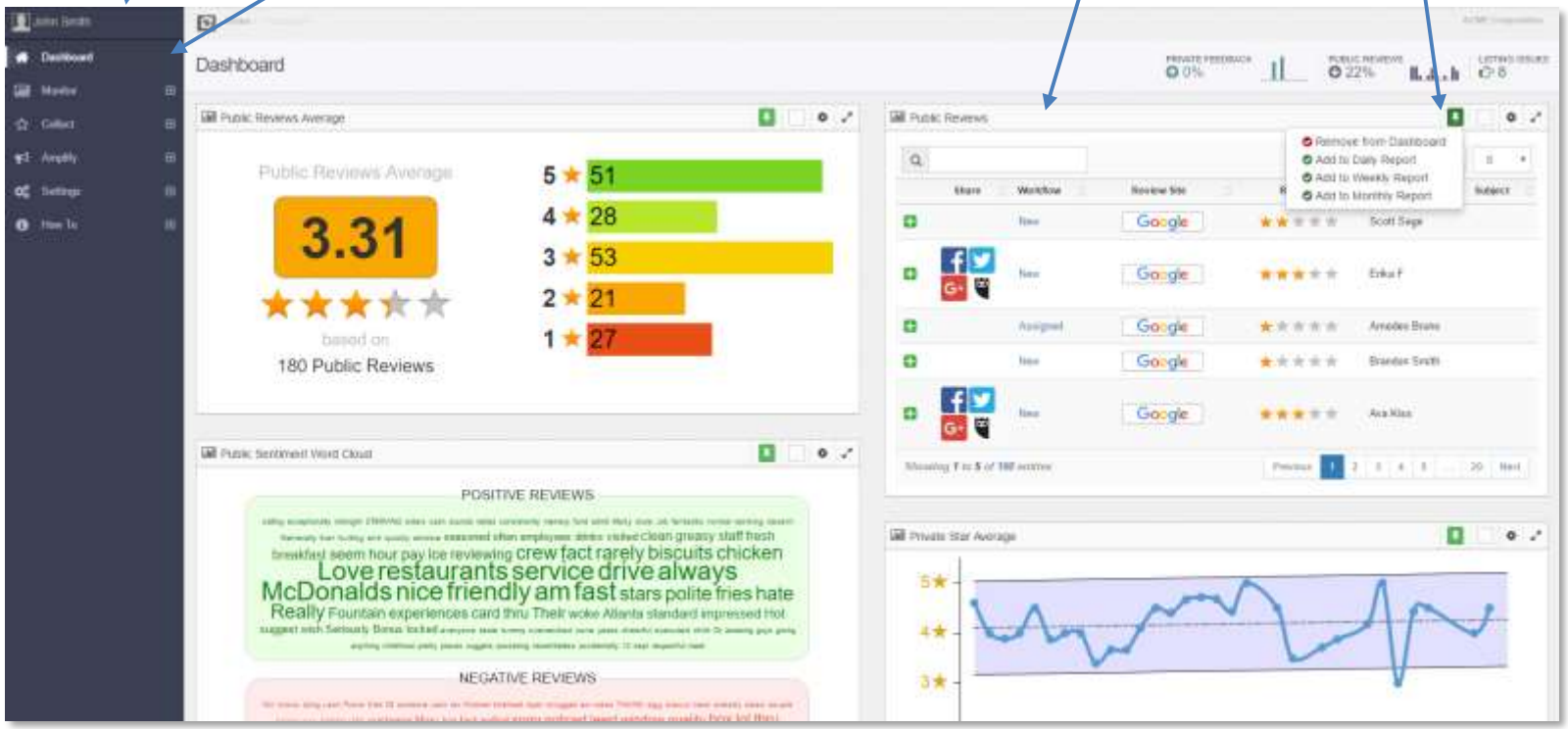
Navigation and Dashboard

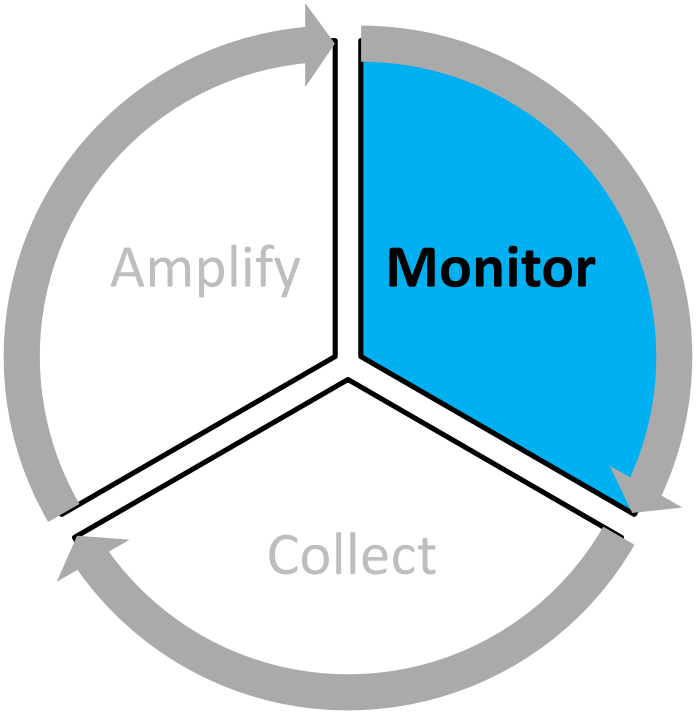
Edit your own user settings (name, email, password, date format, etc.) by clicking your name

Navigate through different reports and configuration pages via the navigation area. Each section expands or collapses to show more options

Drag and drop windows in the dashboard.

Add or remove reports in the dashboard using the “Pin” menu button




Amplify
Monitor
Collect

Reports

Monitor includes **5 report groups**: Account Overview, Review Sites, Public Reviews, Private Reports, and Location Performance

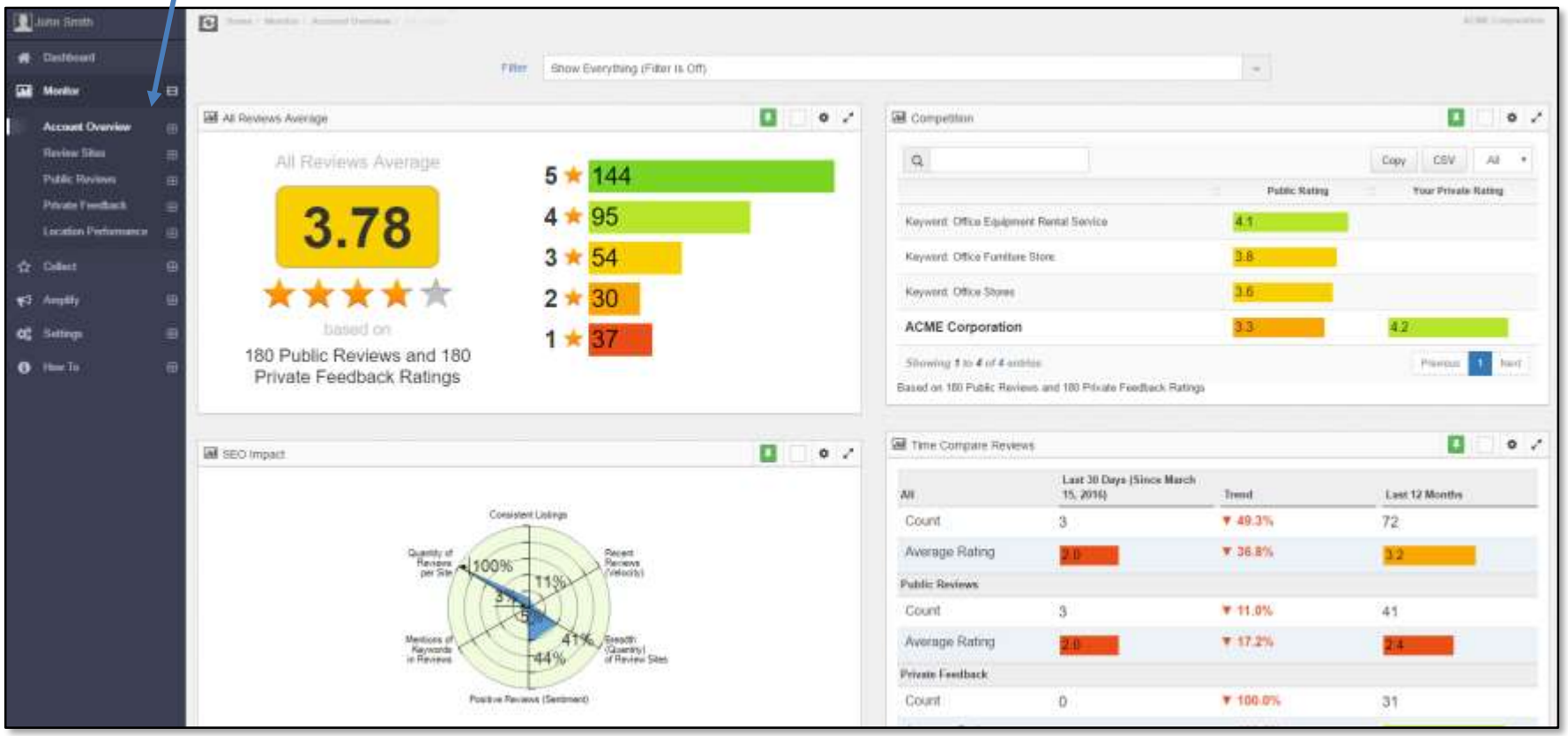
Account Overview: High level charts that combine public and private feedback

Review Sites: Reports specific to the aggregate ratings provided by the review sites

Public Reviews: Reports based on the individual reviews found in different review sites

Private Feedback: Reports based on private feedback

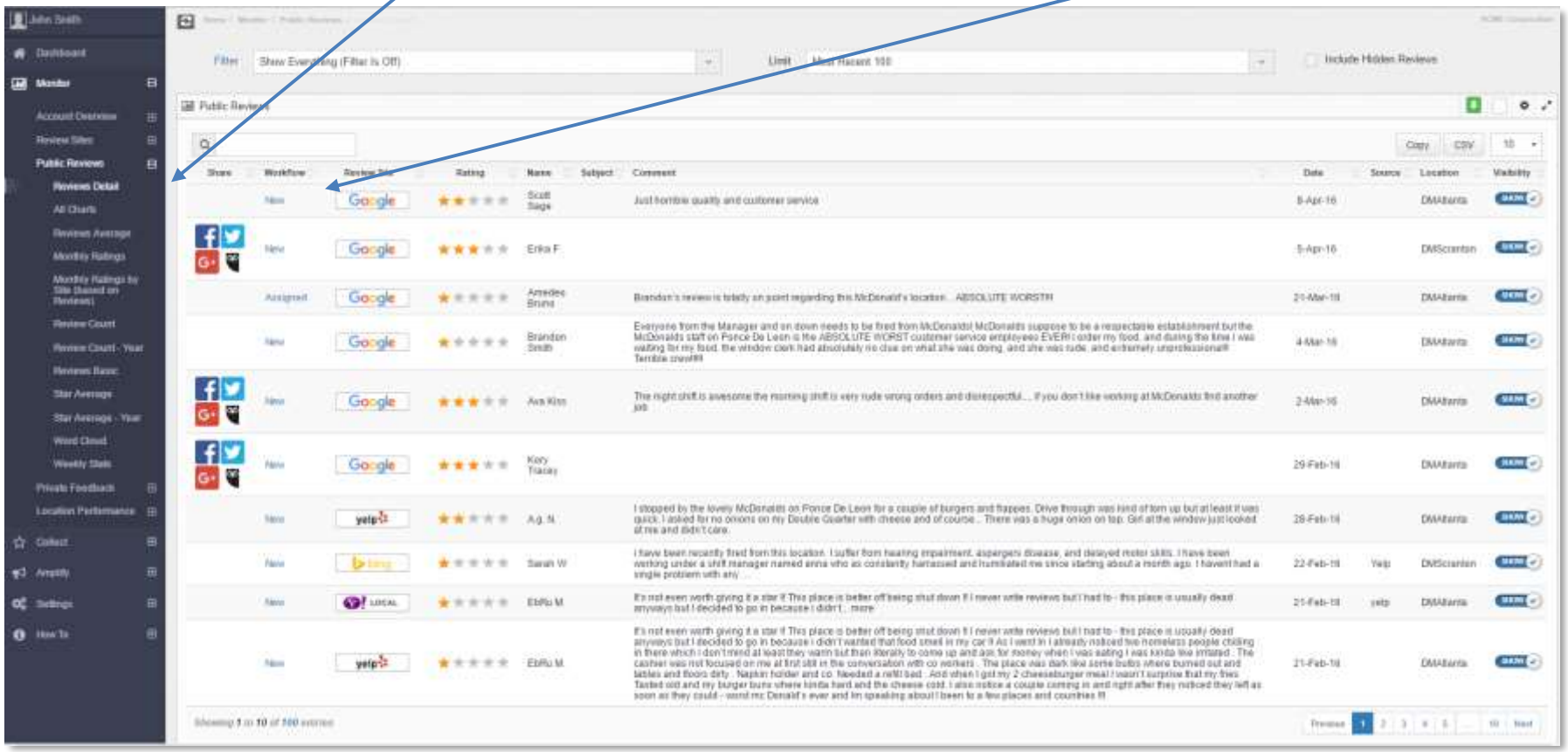
Location Performance: If you have a multi-location business, these reports allow you to compare the performance of each location



Manage all your PUBLIC reviews on one screen

View a consolidated list of recent reviews from all monitored review sites. Sort them by rating, date, review site or download them to a spreadsheet for more analysis. You can search on keyword or even apply advanced "filtering" to view a particular set of reviews

One Click Push of reviews to Facebook, Twitter, Google+ and spread the word about a positive review.
Use HootSuite for even more social media sharing options

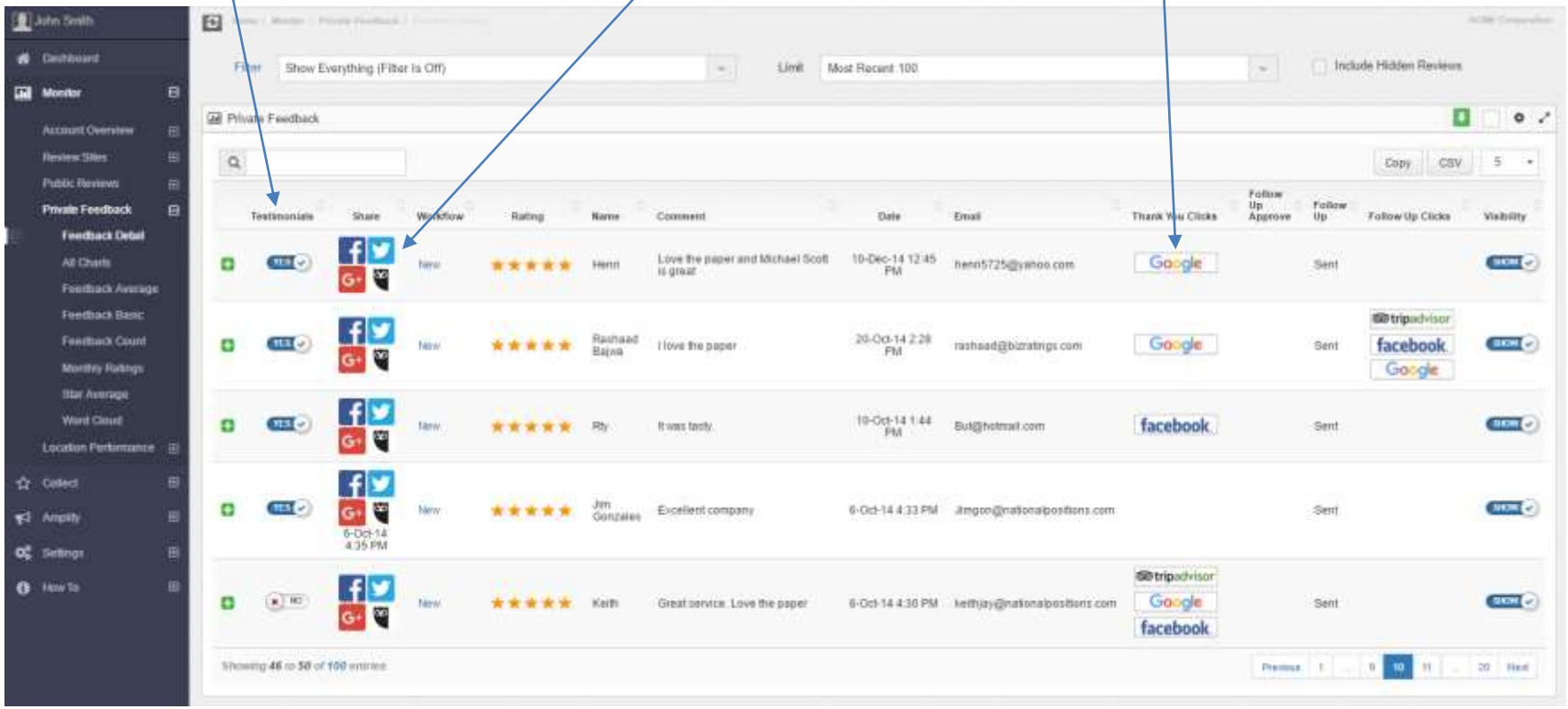


Manage all your PRIVATE feedback on one screen

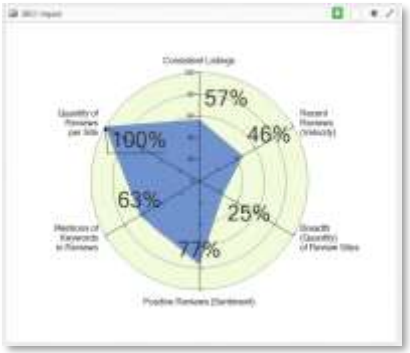
New reviews can be reviewed and approved/disapproved for follow up and testimonial feed – in real time

One Click Push of reviews to Facebook, Twitter, Google+ and spread the word about a positive review.
Use HootSite for even more social media sharing options

Hover over with mouse to see date stamp of click through or even if the review matches the private review



More Chart Samples

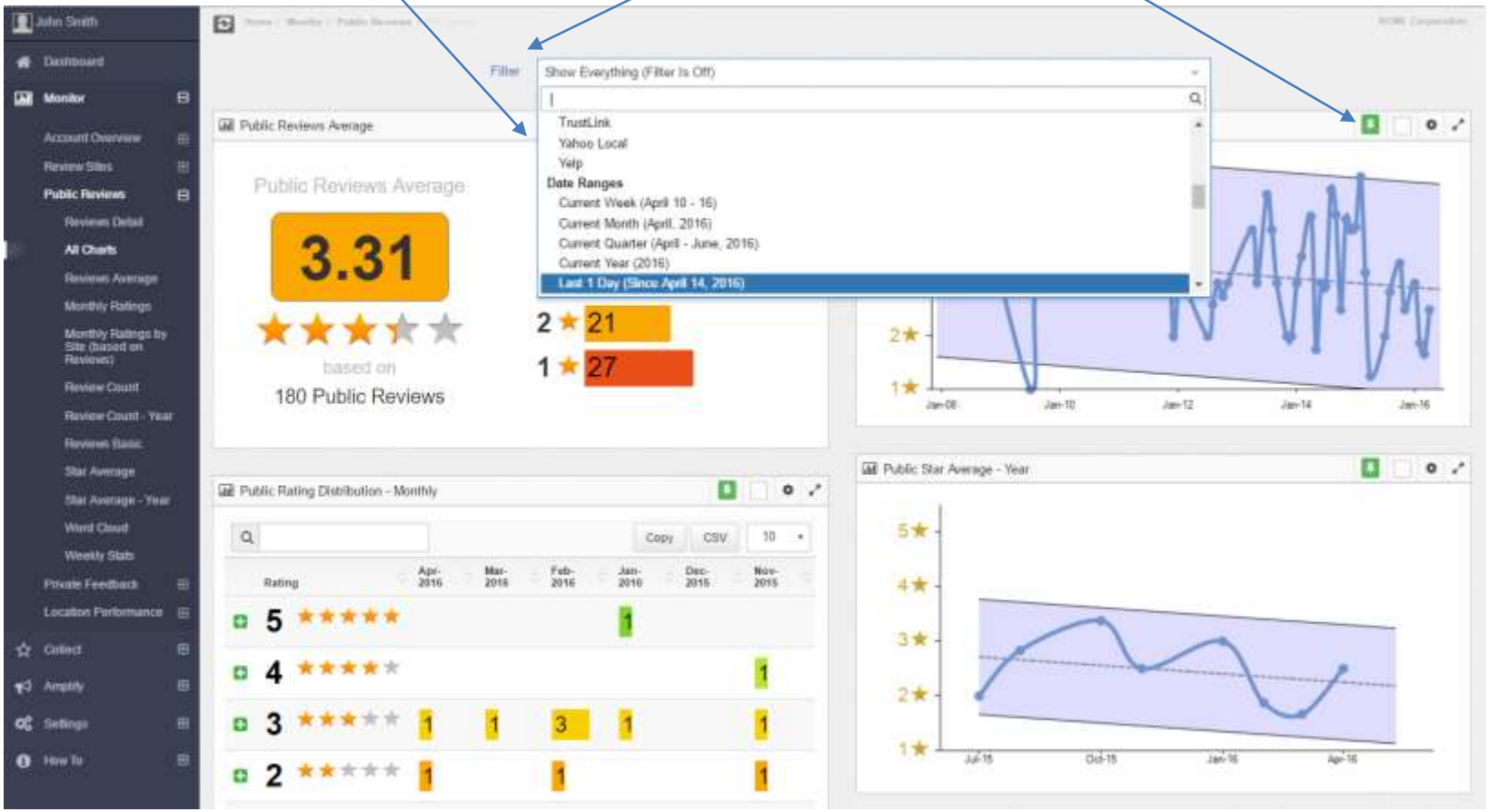


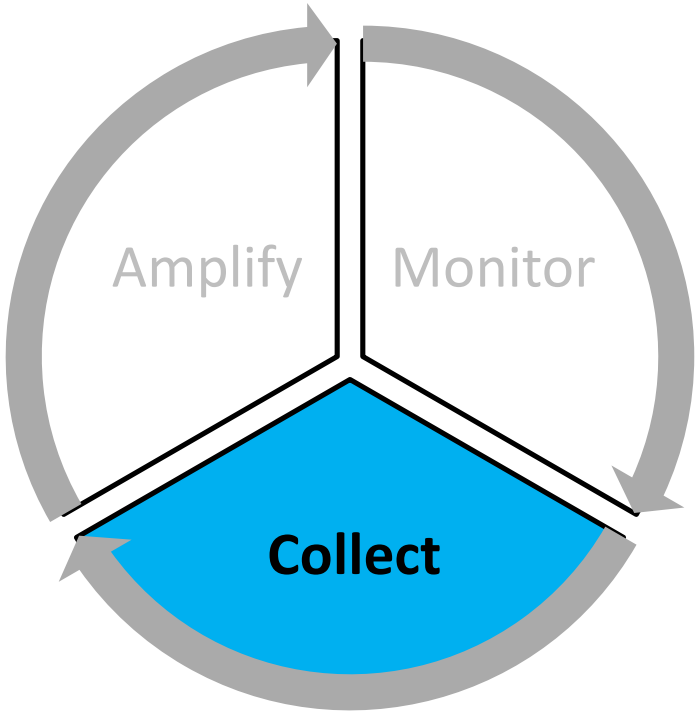
Advanced Charts with Filters

Customize charts with advanced filters based on date ranges, review sites, specific locations and more.

Click on the filter link to create your own custom filters.

Using the “Pin” charts with an applied filter can be added to the dashboard or email reports




Amplify
Monitor
Collect

Automatically Campaign for Reviews

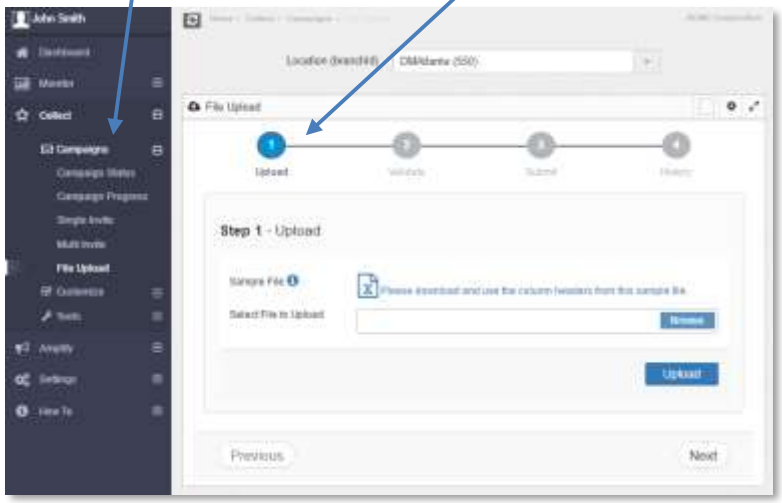
Launch email or SMS campaigns to automatically collect more reviews

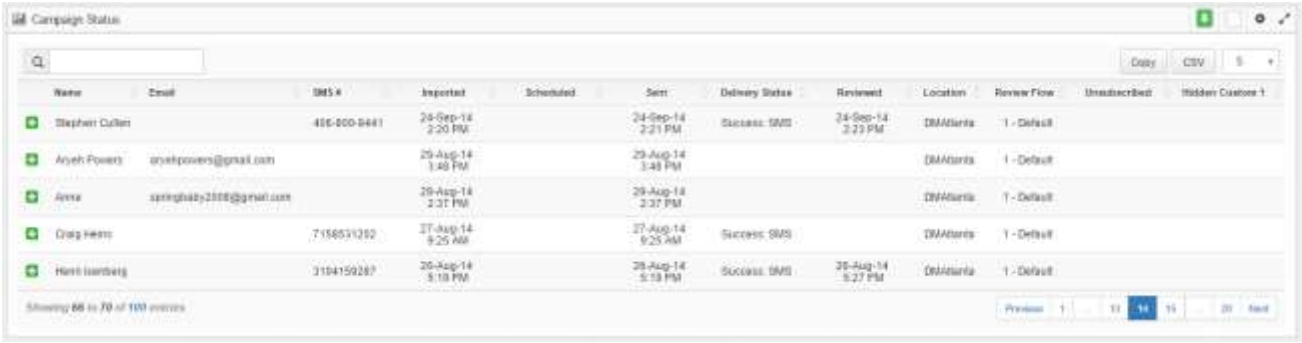
Bulk upload contacts from a spreadsheet

Or invite reviewers immediately to provide feedback

Or use APIs to connect with your other apps

Monitor campaign progress





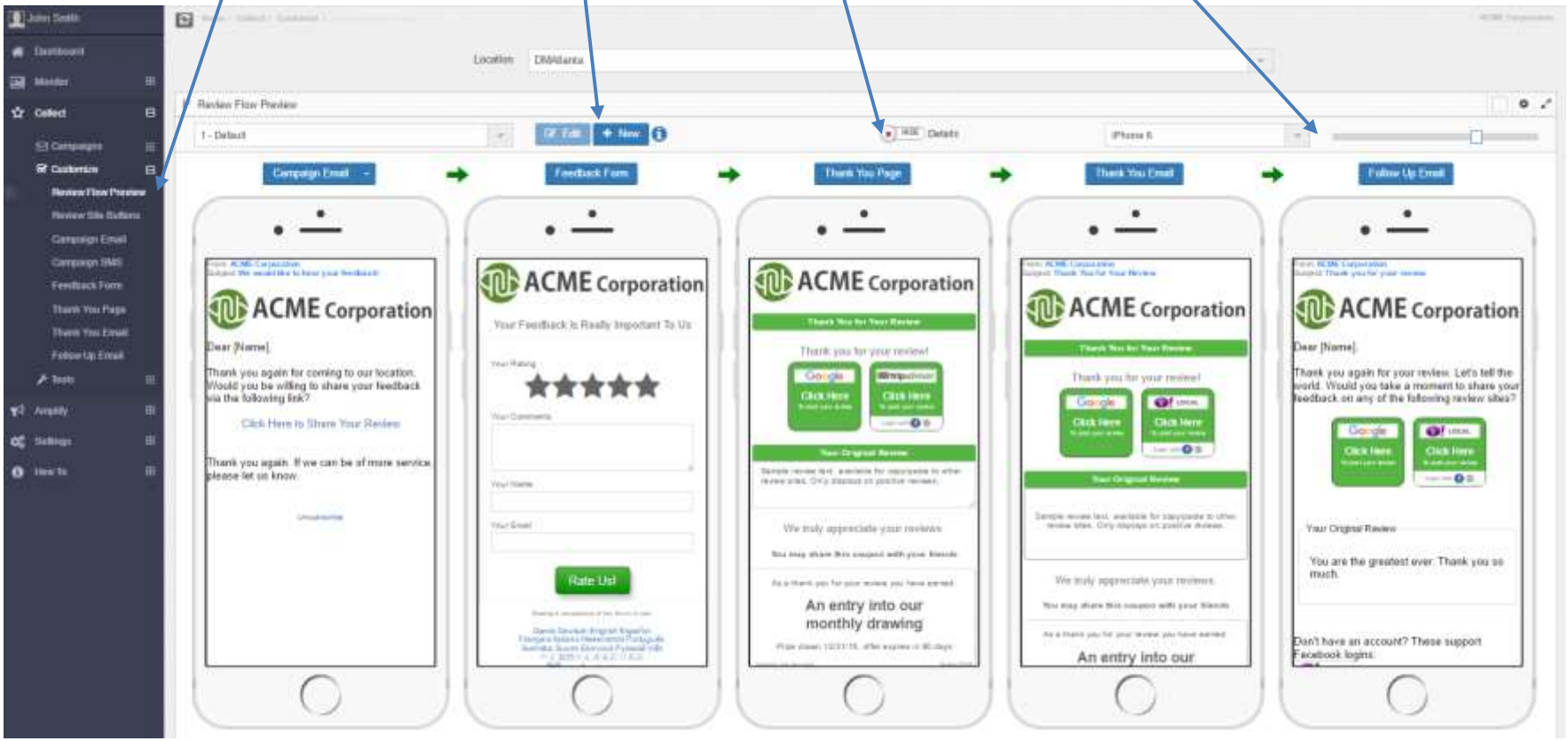
Fully customizable, fully automated workflow to help you get reviews

Preview the entire review flow. You can even click on the buttons and stars to see how the review flow changes

Add, edit or preview additional review flows

Click here to show more details about the review flow

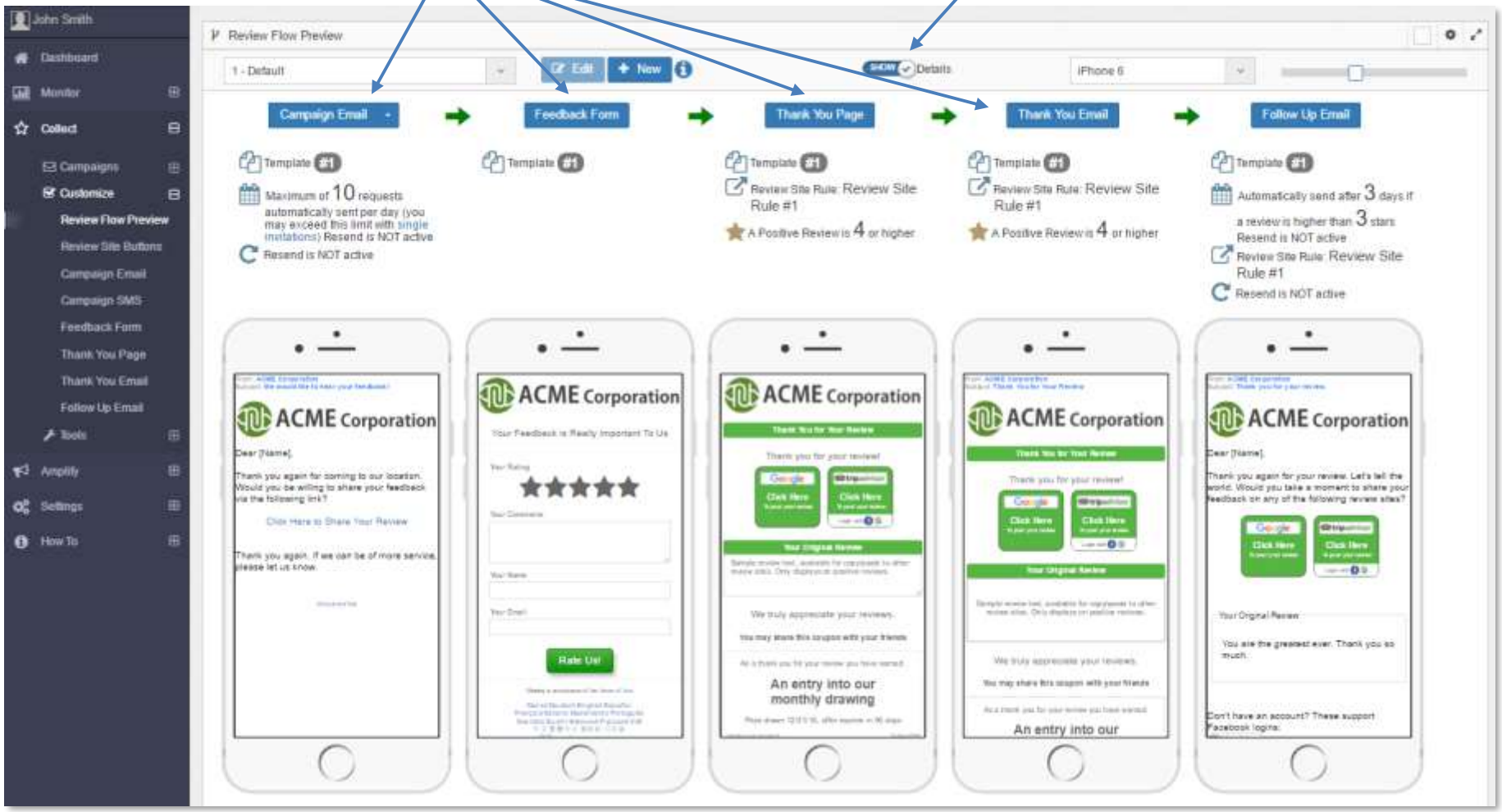
See how the review flow look on different devices. Zoom in/out on the previews



See Rules For the Review Flow

Configure rules and each element of the form by clicking on the button (title)

Click here to show more details about the review flow



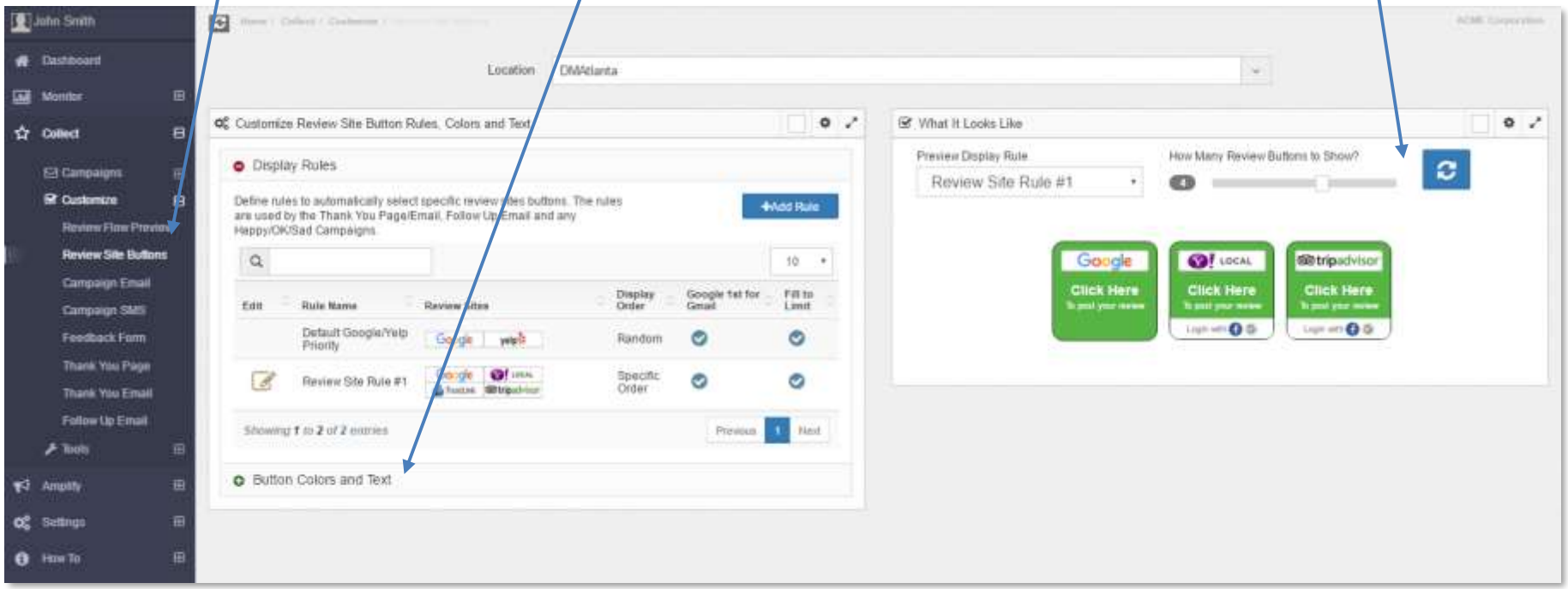
Review Site Button Rules

Create or edit custom rules to determine which review sites to show and how many

Customize button colors, text and even add alternate login tips to the button

Reference any rule within elements of the review flow

Test the rule and press the refresh button to see multiple uses of each rule

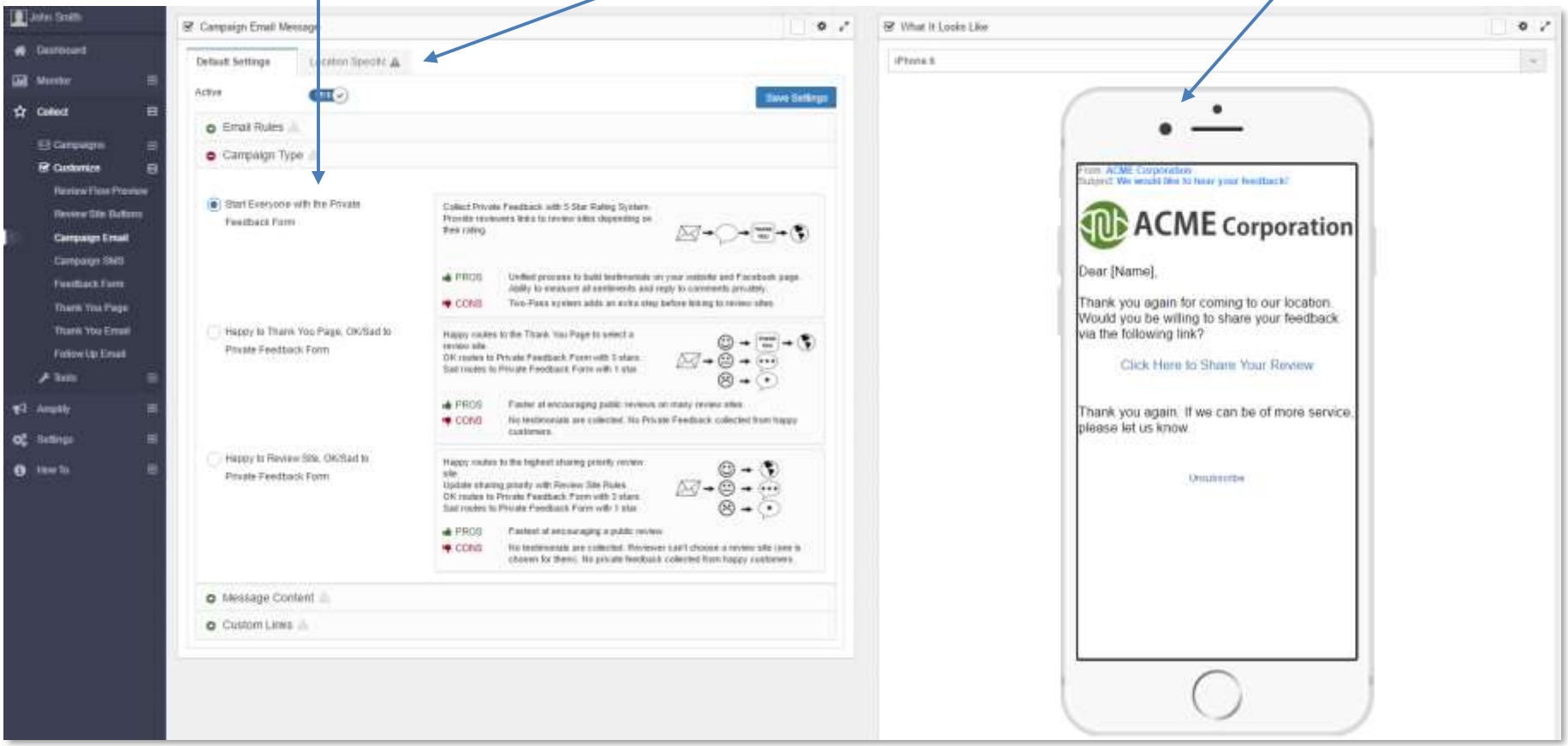


Customize Campaign Elements

Various Campaign Types are available that change the review flow. Each has benefits and drawbacks that are described in the Campaign Type Selector

Optionally, override default company settings with settings that a specific to one location.

As you customize the form, see a preview as it would appear on different devices

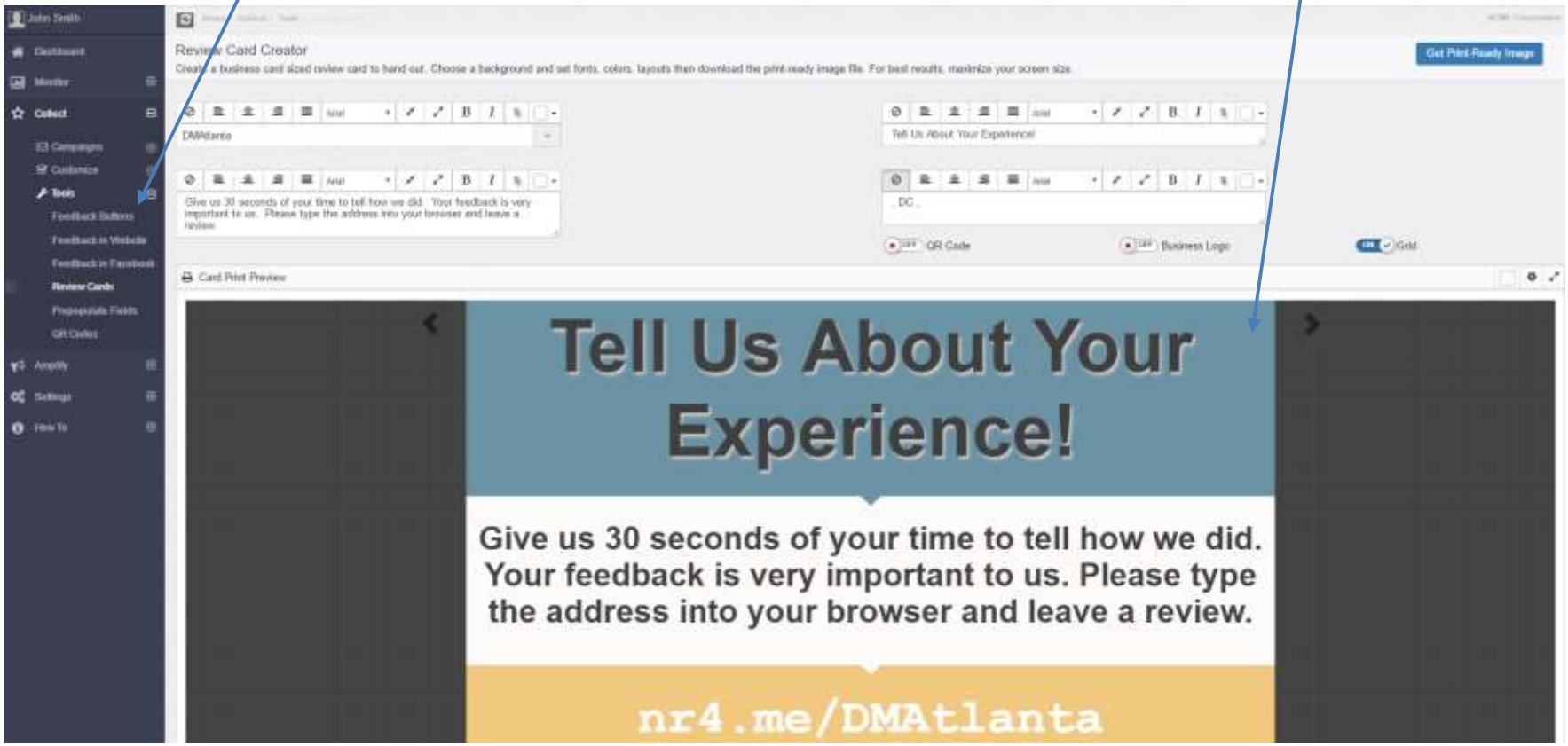


Tools To Get Even More Feedback

Several tools are provided to enhance review collections such as Website Buttons, Embedded Feedback Forms, Review Cards, QR Codes and Widgets to add to your website

Use advanced features to create custom survey questions fields and hidden fields to help categorize feedback

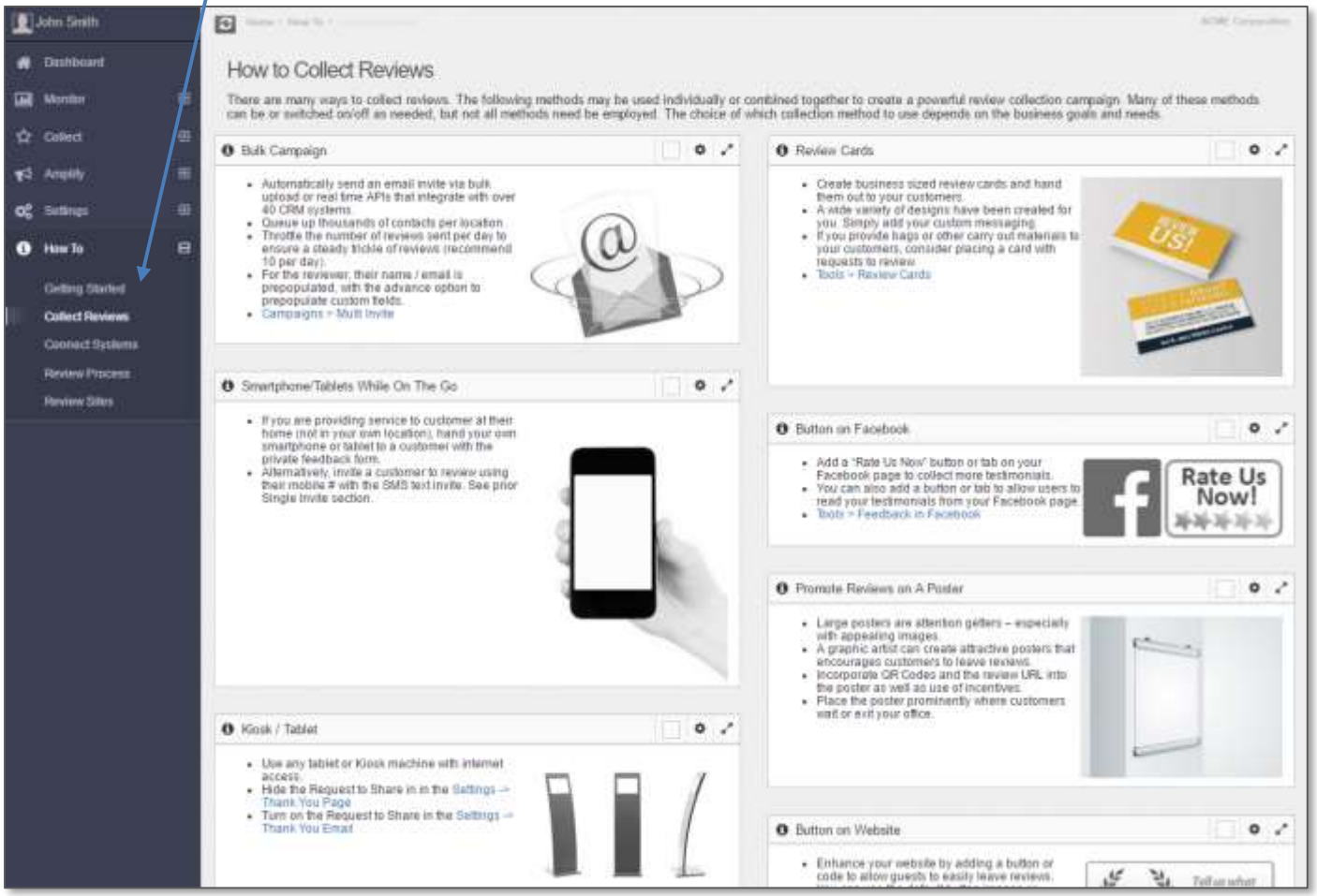
Select from dozens of review card templates, customize them and download a graphic ready file that is compatible with most online printing services

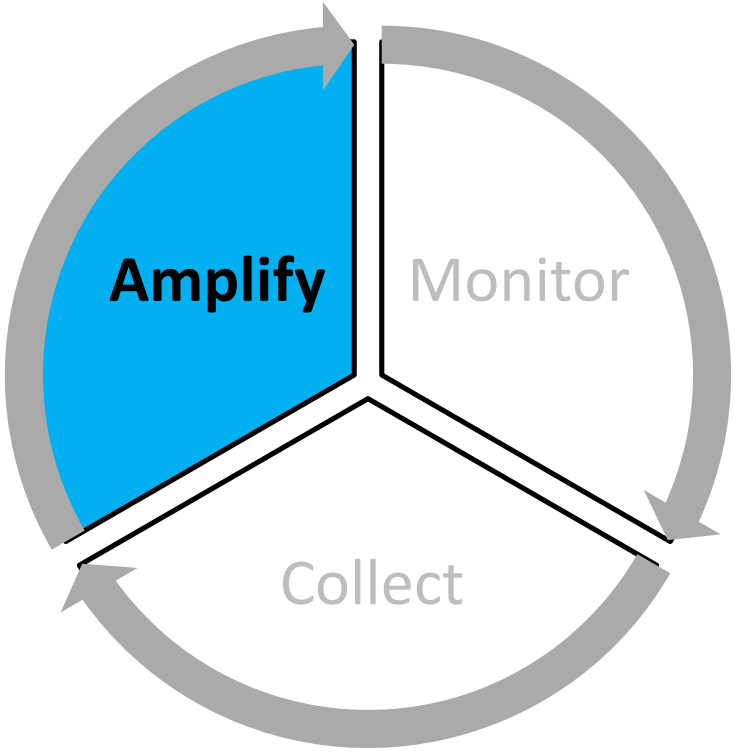


More Ways To Get Reviews

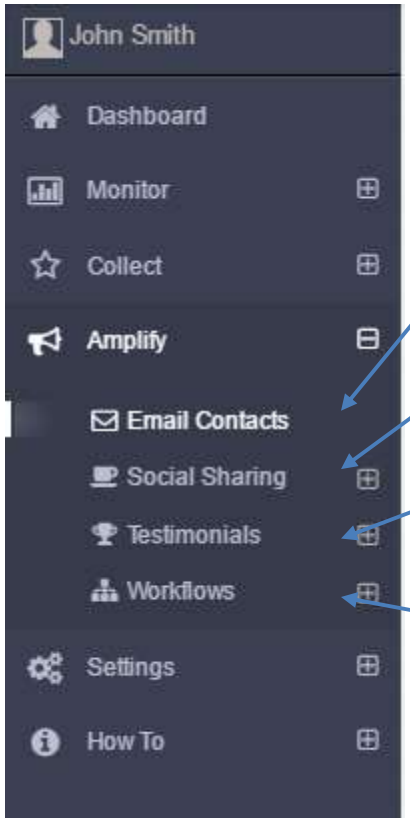
For a more complete list and “recipes” for review collection, go to the ***How To*** section

A broad set of solutions are available to automate and enhance review collection. Successful review collection is the fuel of the review management platform.




Amplify
Monitor
Collect

Amplify Feedback and Reviews



View and download all emails collected from your campaigns. Use them in your newsletters.

Share feedback and reviews on social media with a single click

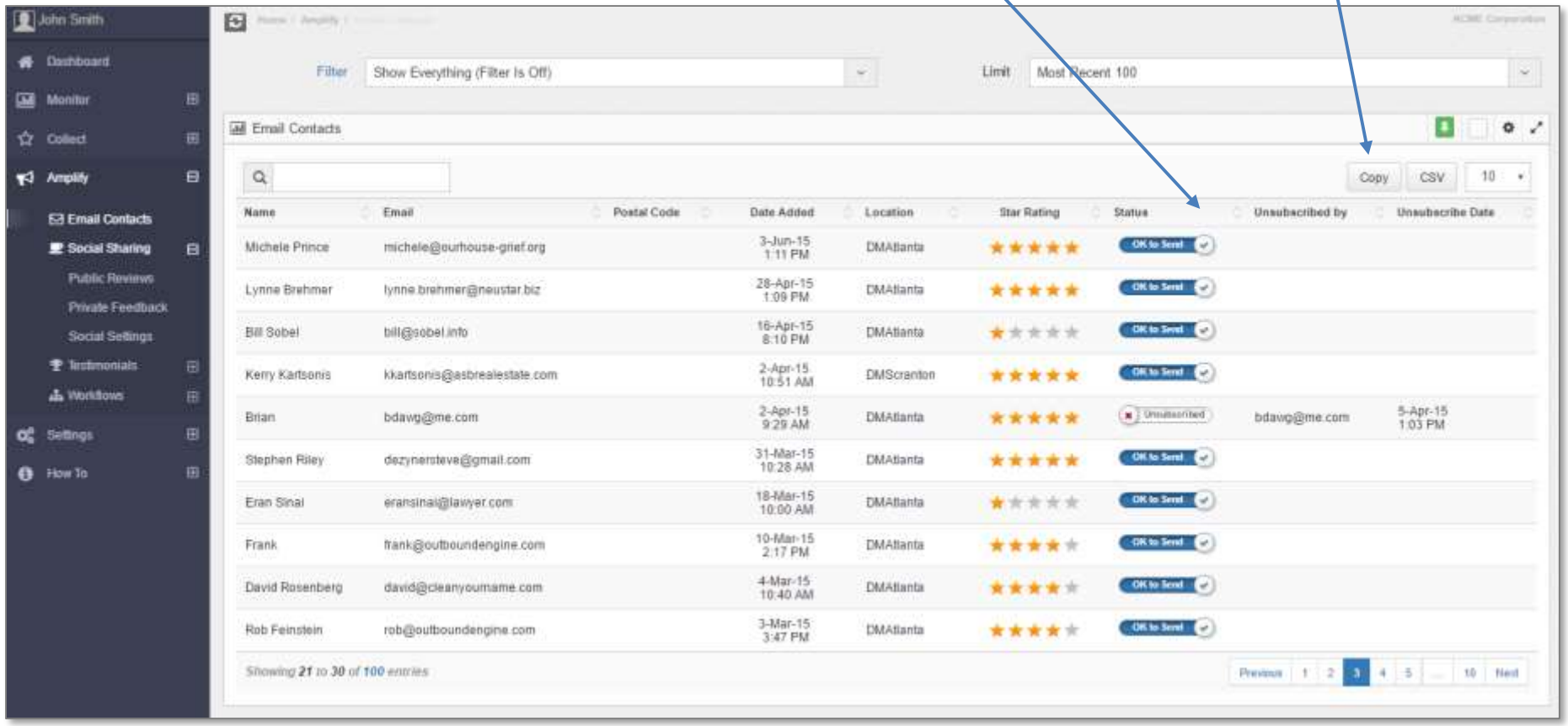
Add a live updating testimonial feed to your website, facebook page or blog

Manage how reviews and feedback are processed with workflows. Assign each feedback and review a workflow "state" to indicate what needs attention

Manage Email Contacts

See who has unsubscribe or manually unsubscribe them

Download all your contacts to a spreadsheet



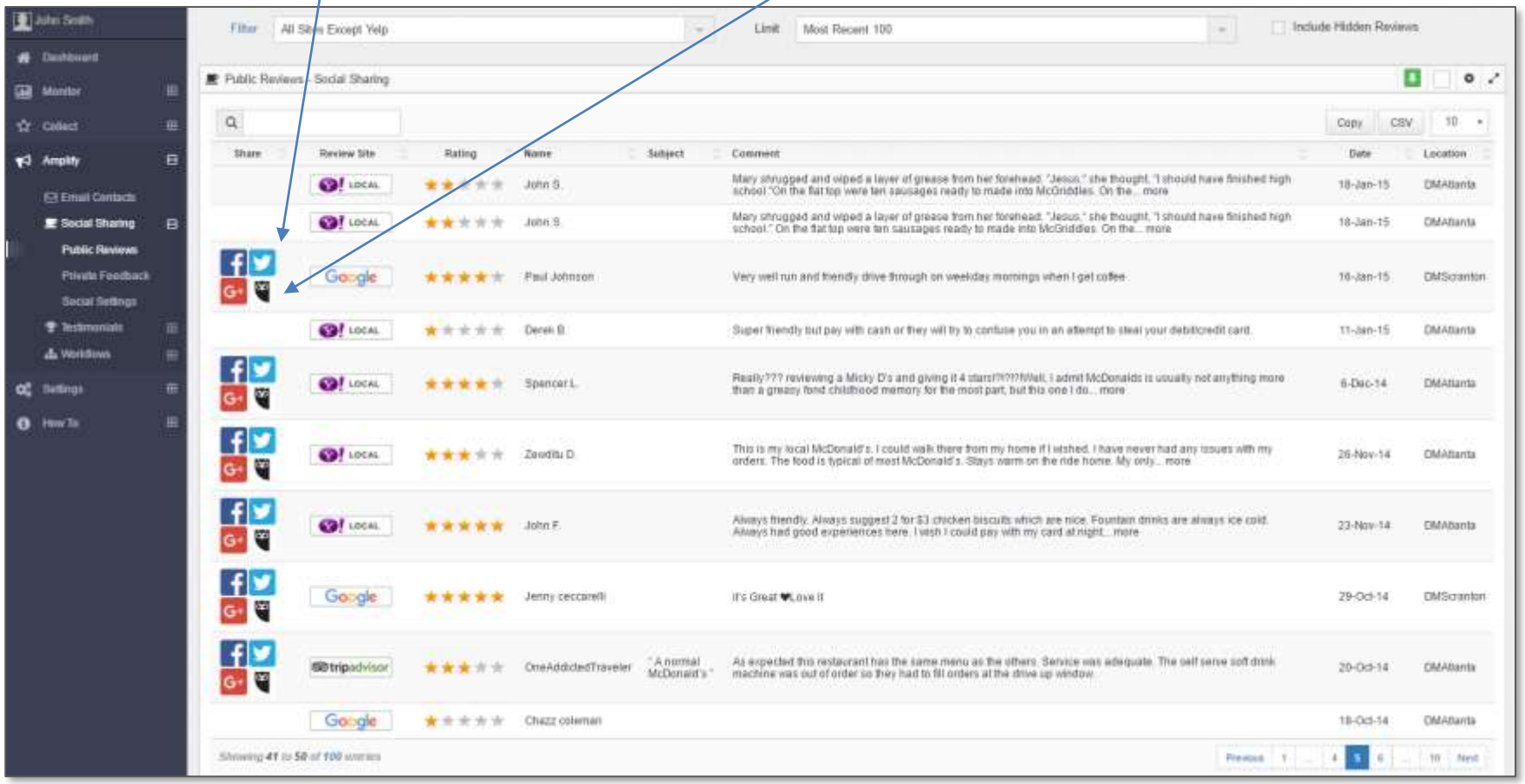
LEVERAGING SOCIAL MEDIA

One-Click Social Media Post of Reviews

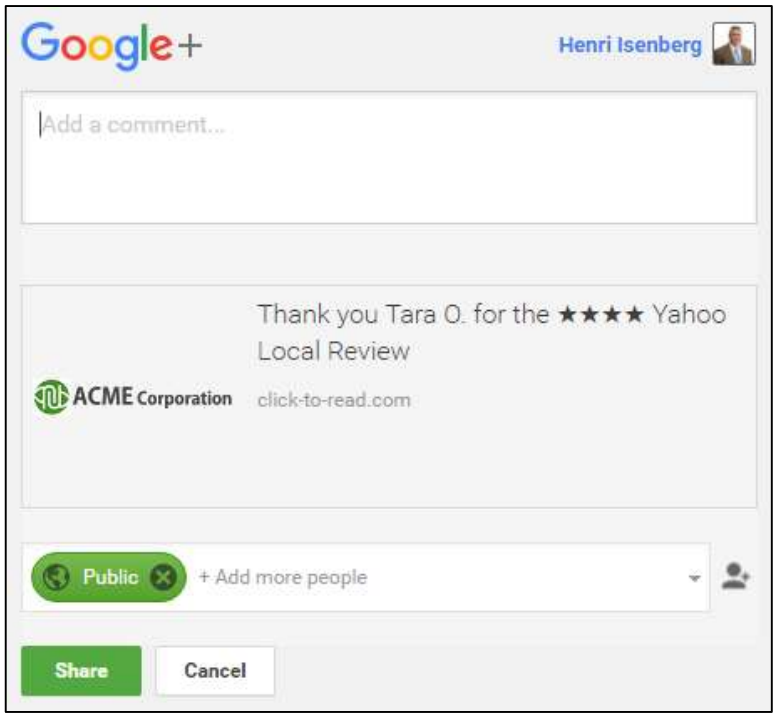
One Click Push of reviews to Facebook, Twitter, Google+ and spread the word about a positive review. You can push both public reviews and private feedback.

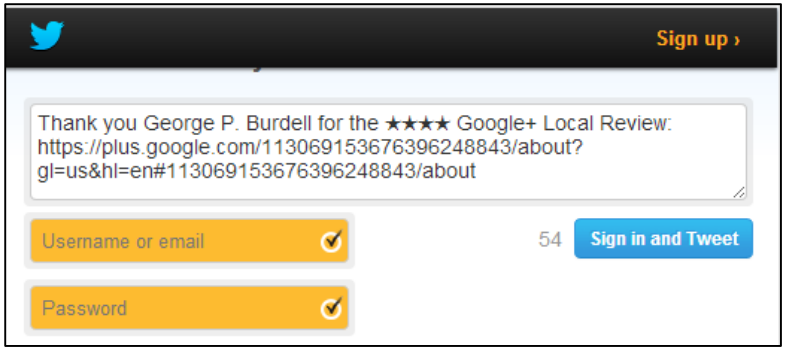
Use HootSuite for even more social media sharing options.

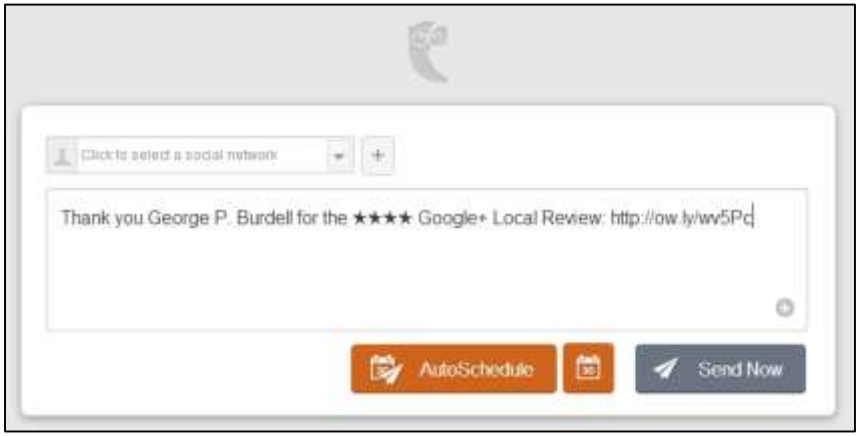
Look for time-stamp when a review was shared



Share Reviews with a Single Click







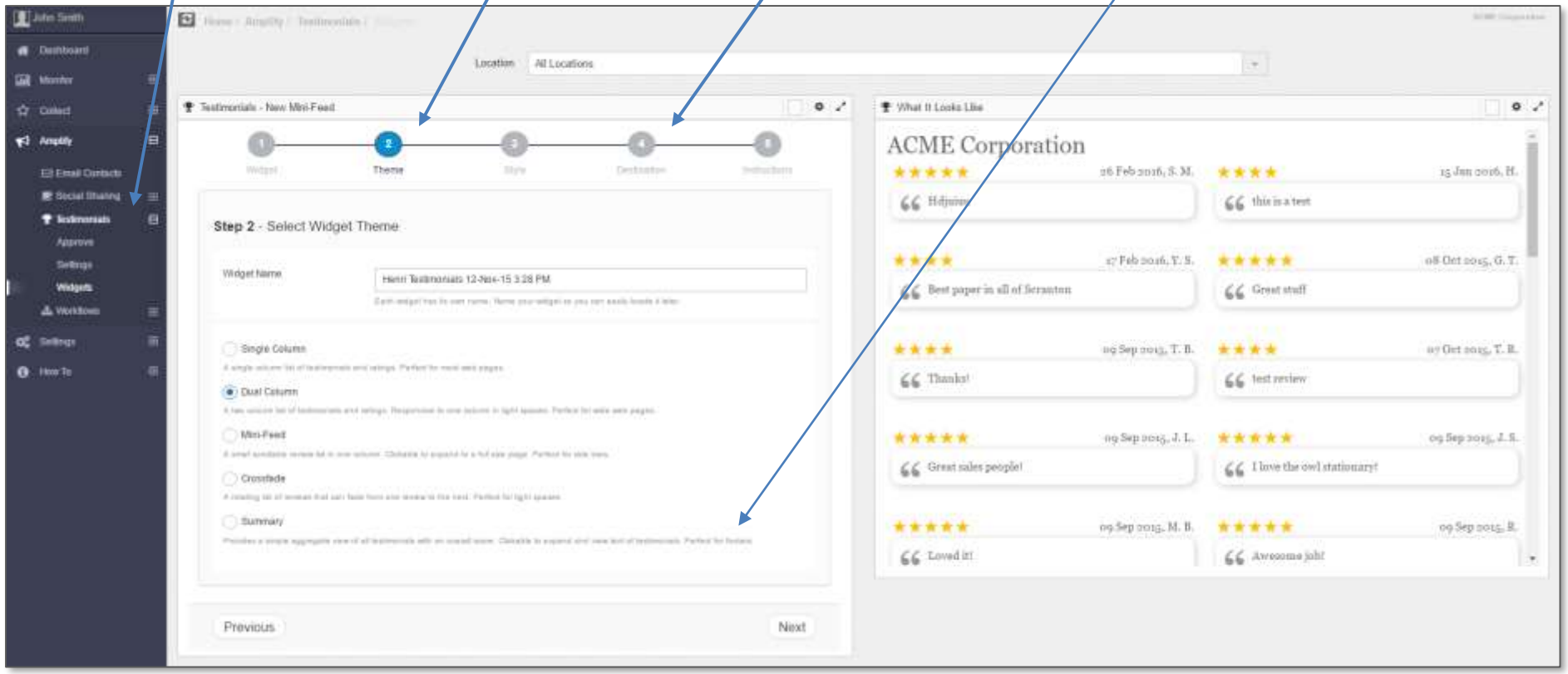
Testimonials

Easily add live-updating testimonials to your website completely customized

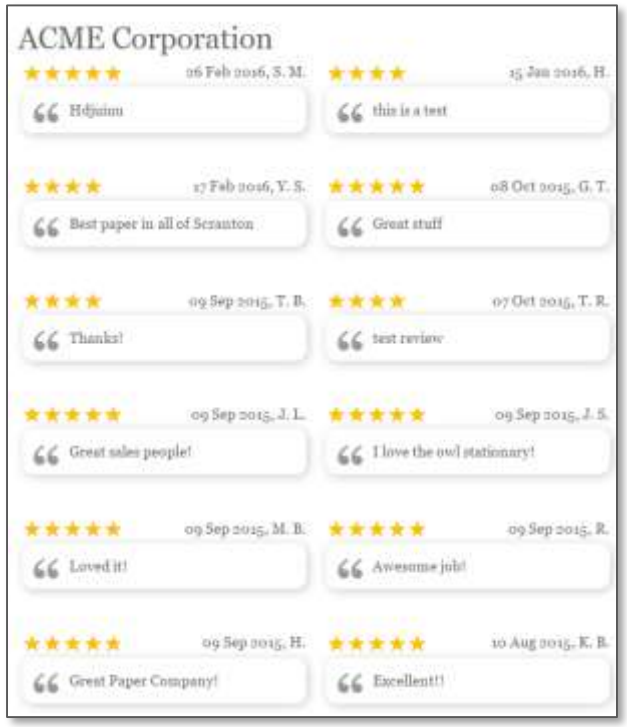
Choose from different themes and see a preview on the right

You can even add these testimonials to your Facebook page

Show an overall rating on your website that shows up in Google search with a star rating next to your website



SAMPLE WEB BASED TESTIMONIAL COMPONENTS



You can even have a rotating review widget where you can set the fade in/out and the rotation speed

Rich Snippets

Google search result showing a website with a “rich-snippet” with 4 out 5 star rating

Pacific Hut Restaurant **Calgary** 403.668.2930
www.**calgary**restaurants.com/**PacificHut**Restaurant
Pacific Hut Restaurant, **Calgary**. menus share. For Inquiries or Reservations call: 403.668.2930. **Pacific Hut** Restaurant Description: In general, Filipino cuisine ...

Pacific Hut - 17th Ave SE - **Calgary** | Urbanspoon
www.urbanspoon.com › Calgary › Metro Area › 17th Ave SE
★★★★☆ Rating: 82% - 178 votes - Price range: Under $10 per entree
Pacific Hut, Asian Restaurant in 17th Ave SE. See 8 photos, 1 critic review, 1 blog post and 27 user reviews. Reviews from critics, food blogs and fellow diners.

Pacific Hut Restaurant | Filipino Restaurants **Calgary** - **Calgary** Filipino
www.calgaryfilipino.com › Business Directory › Restaurants
★★★★☆ 1 vote
At **Pacific Hut** Restaurant in **Calgary**, you will find lots of delicious Filipino food such as Sisig, a popular Filipino dish, Brasso de Mercedes, Halo Halo and many ...

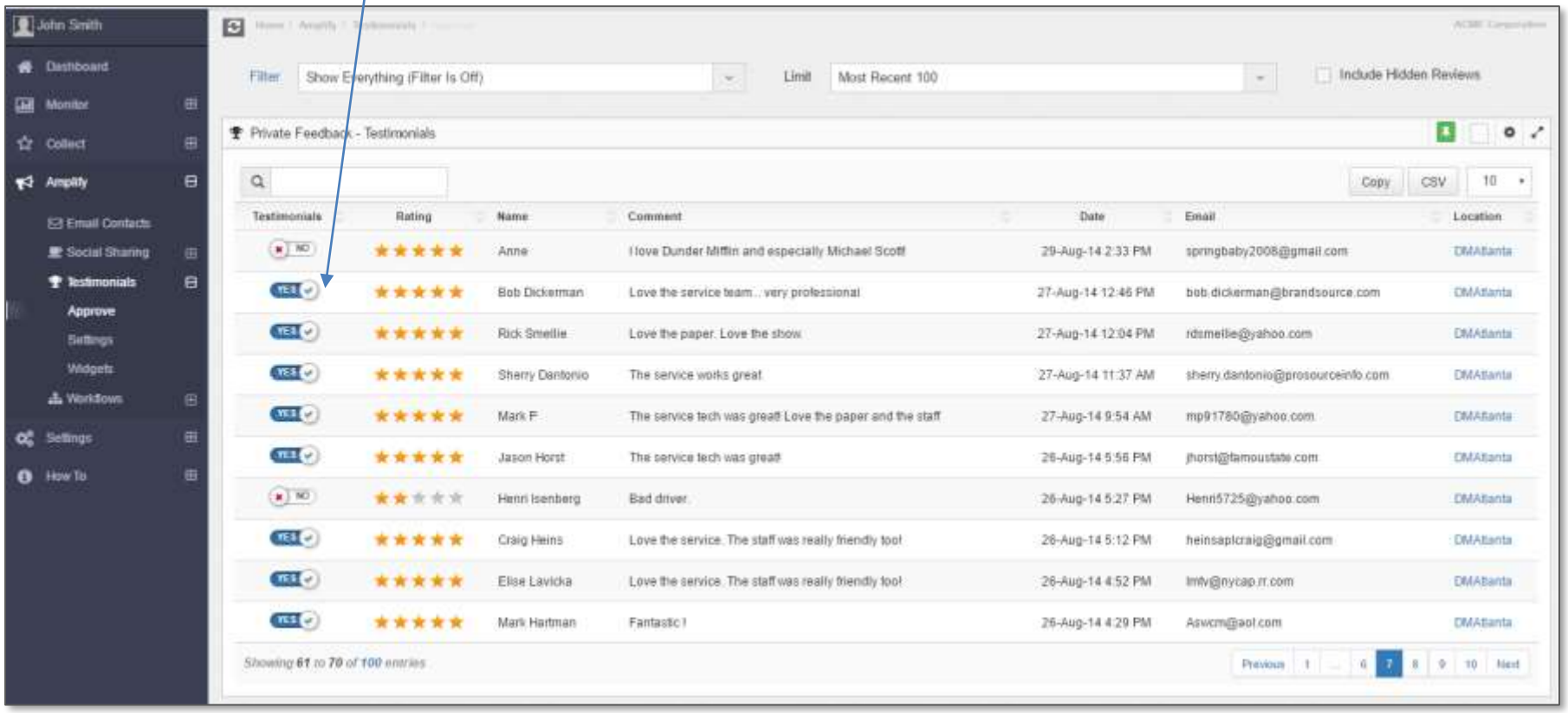
Pacific Hut Restaurant & Bake Shop
maps.google.ca
Place page

3223 17 Avenue Southeast Calgary, AB T2A 0R1
(403) 248-2466

Pacific Hut Restaurant - **Calgary**, AB
www.yelp.ca › Restaurants › Filipino
★★★★☆ 1 review - Price range: $$
31 Dec 2010 – 1 Review of **Pacific Hut** Restaurant "Four stars all the way for what I think is thier true speciality dish. Thier lumpia sariwa, which is a fresh egg ...

Only Show Testimonials That You Approve

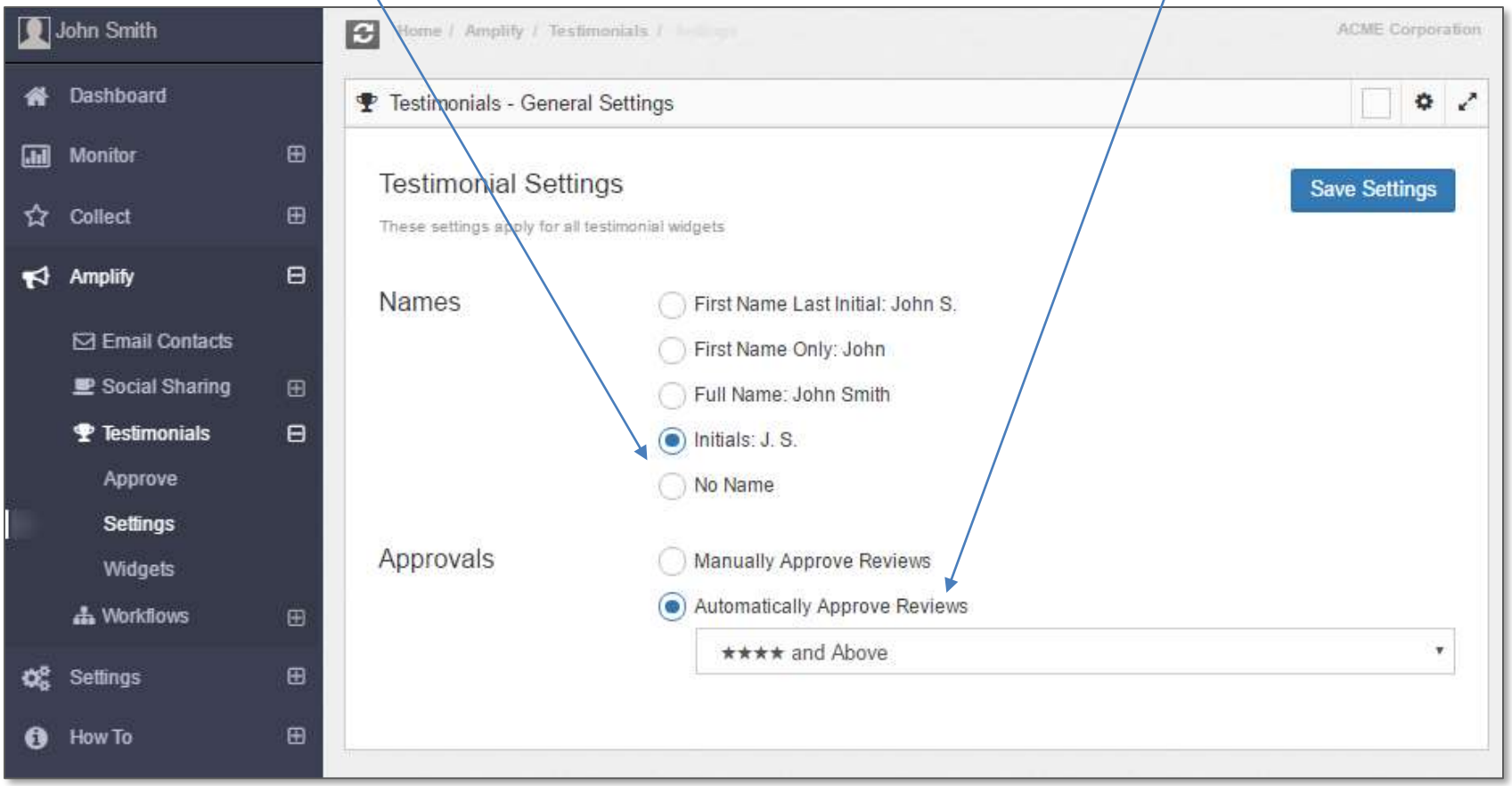
You decide which individual testimonials are appropriate for your website.
Add or remove testimonials with a single click.

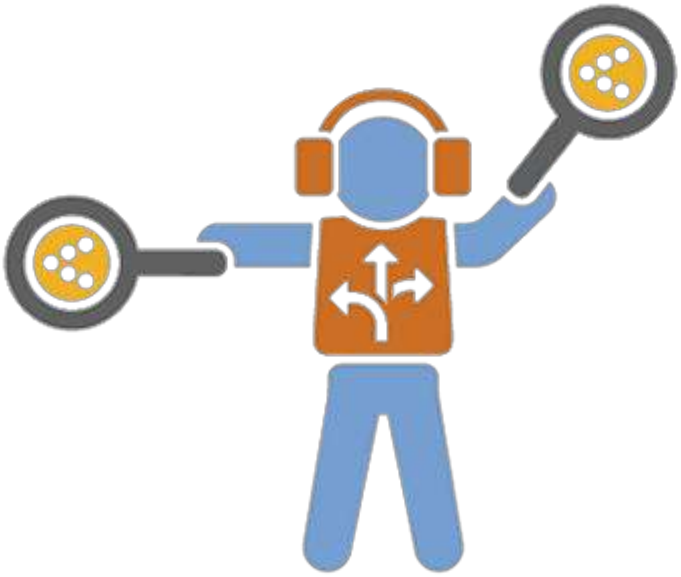


Anonymize Testimonials

Configure testimonials for any privacy or HIPPA requirements.

Set up rules to automatically approve or manually approve testimonials for your website or Facebook page





REVIEW HANDLING WORKFLOW

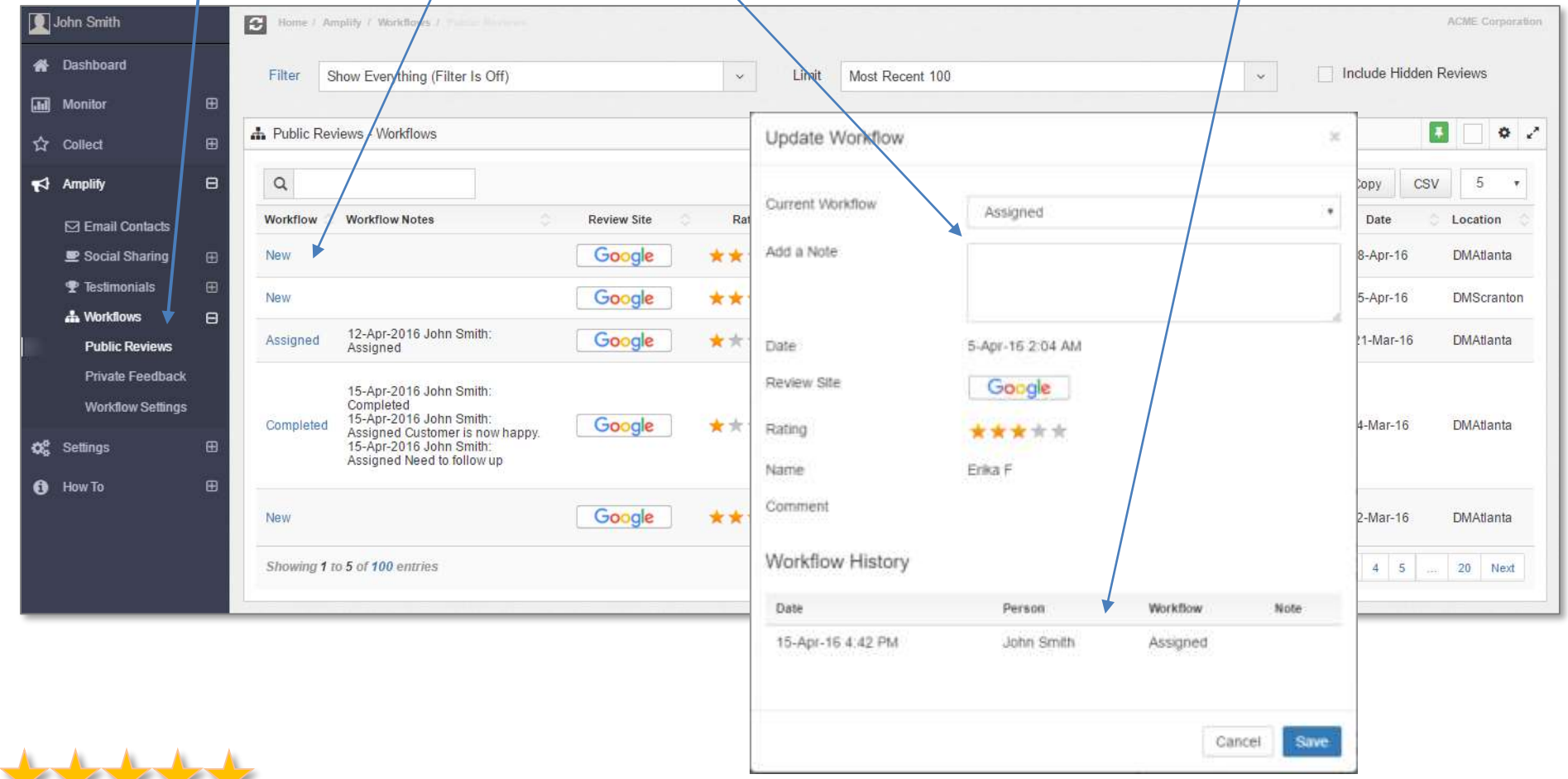
Manage the Workflow of New Reviews

Workflows can be set for both private feedback and public reviews

Tag every review with a workflow status

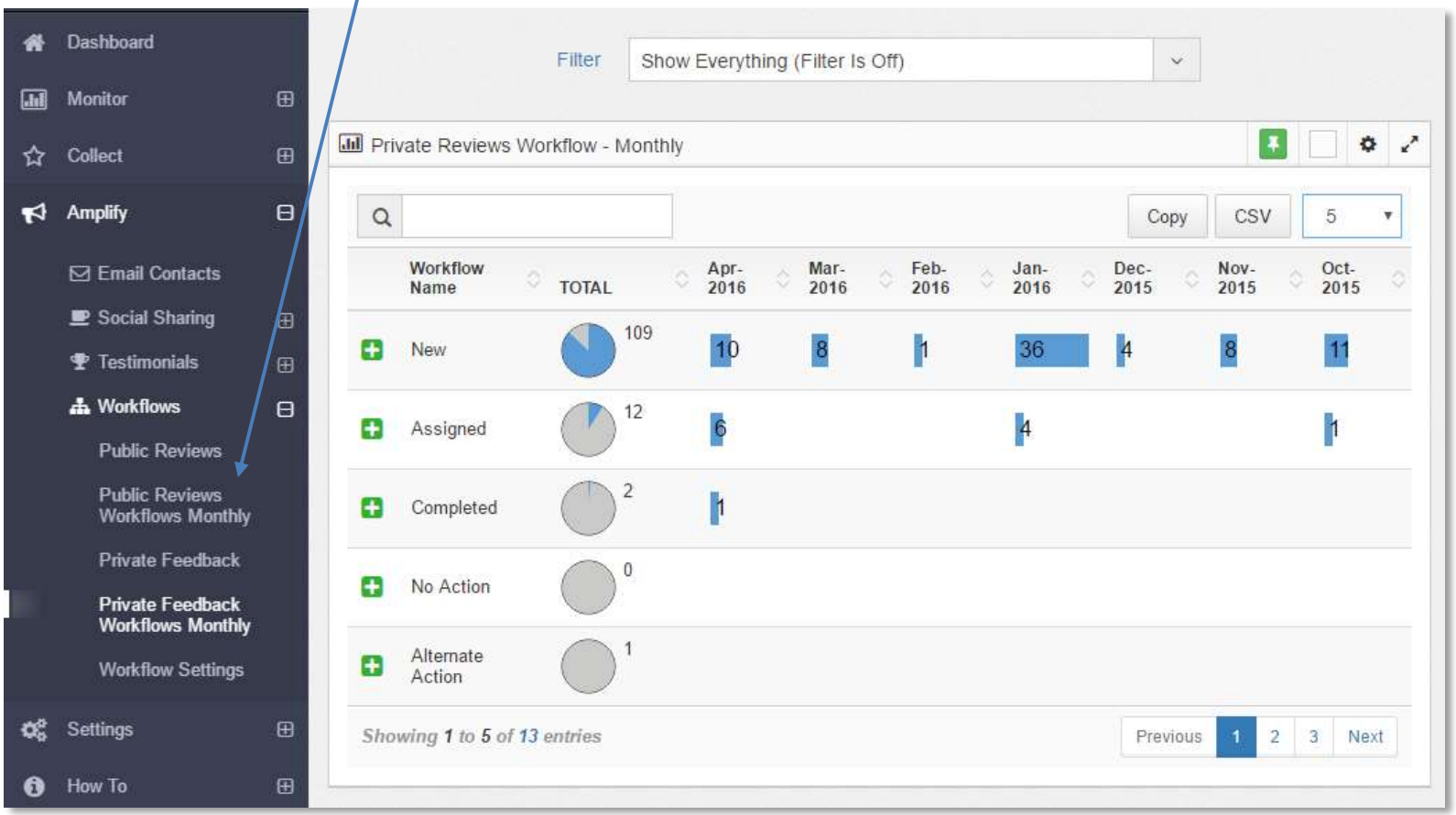
Add notes to each status update for a review

Automatically maintain a workflow history so you can track updates to your response process



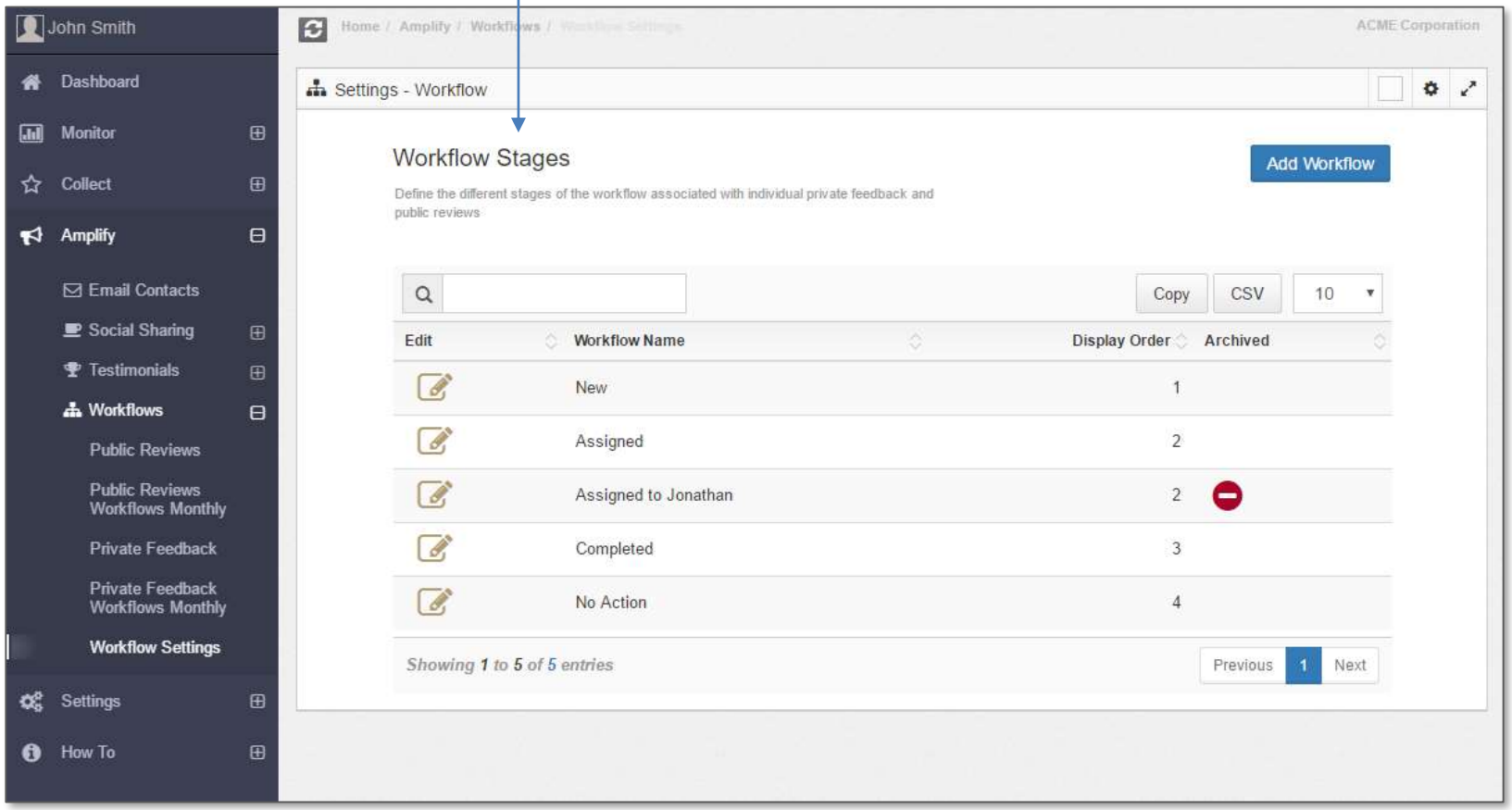
Workflow Reports

Reports available for both public reviews and private feedback

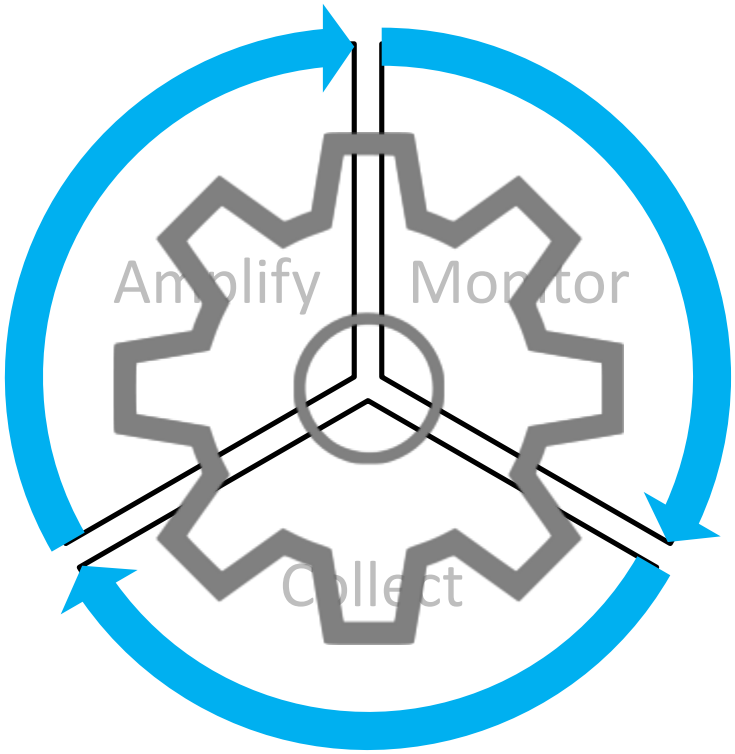


Customize Your Own Workflow

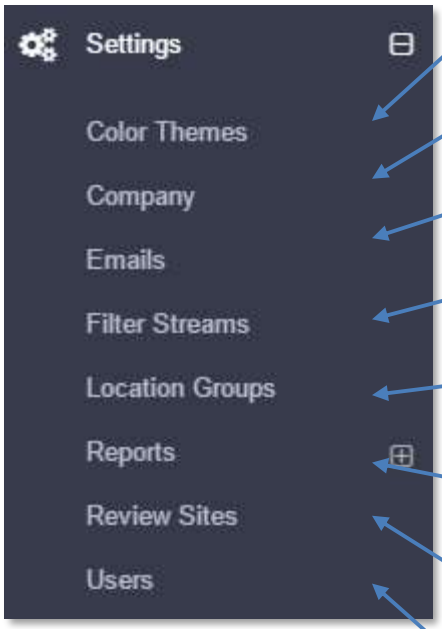
Add or Change workflow status to match how you want to track reviews. Customize the workflow to your particular business needs.



More Settings and Customizations



Settings



Customize the color theme of the portal to your taste

Customize Company wide and location specific settings including logos and color themes

Settings specific to Email Reply Address, Anti-Spam and Domain auto-correction

Manage all filters used for charts and reports

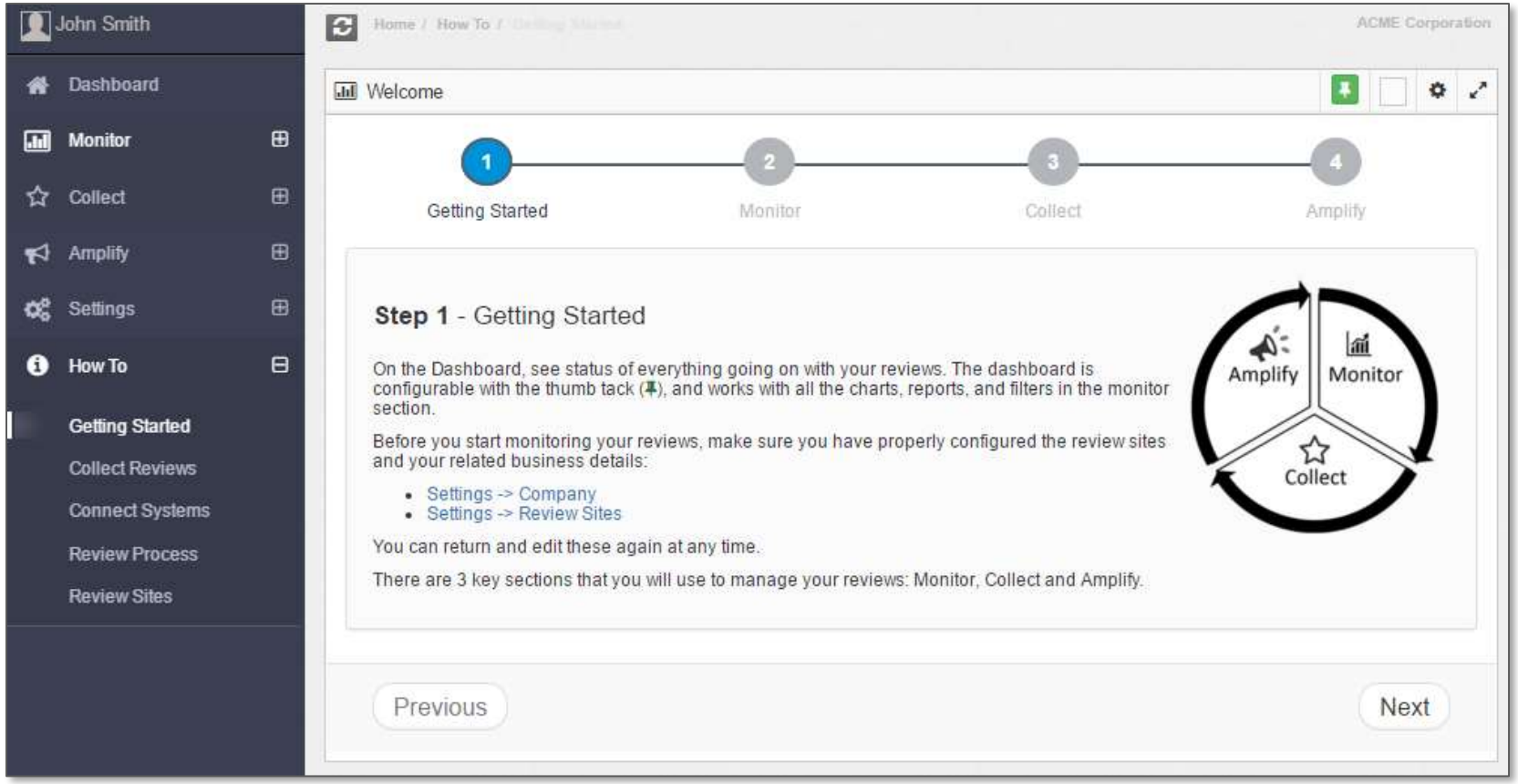
Define location groups (only applicable for multi-location accounts)

Customize reporting schedule as well as preview the daily, weekly and monthly email reports

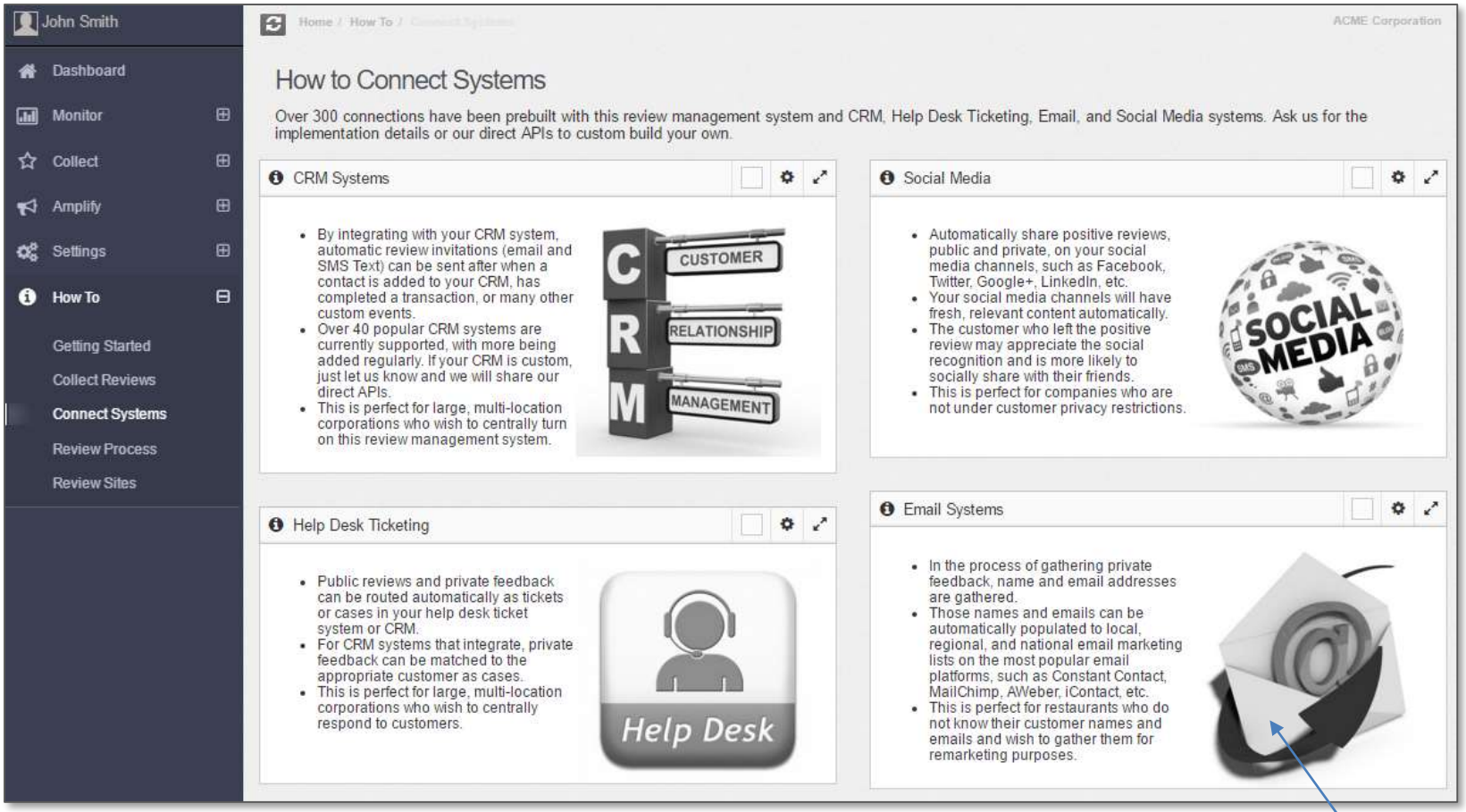
See which site are currently being monitored for each location. Request additional review site here.

Add/Edit/Disable additional users (only available for administrator accounts)

Use the Get Started wizard to walk you through the product



Connect to Other Apps



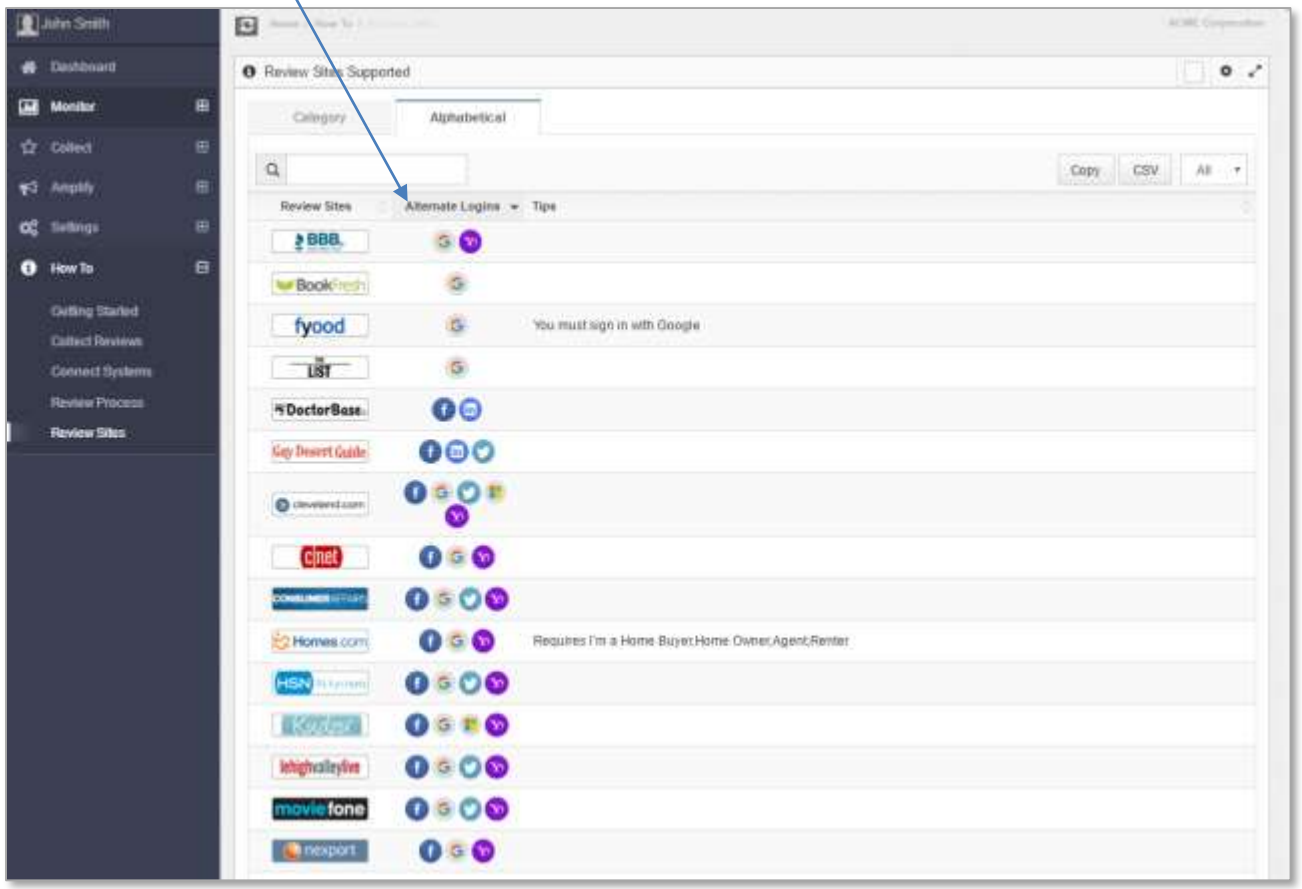
Integrate with your applications with advanced integration options to automate review collection, logging, report aggregation, accounting and more

Available Review Sites

Customers can leave reviews by logging in with their Facebook, Google+ or LinkedIn accounts on many review sites. View the list of supported review sites

Over 500 review sites are currently supported

We add new review sites every month so be sure to view an updated list.



Thank you!

Questions & Answers

PRODUCT WALK THROUGH

Version 6.0

Last Update: April 15, 2016