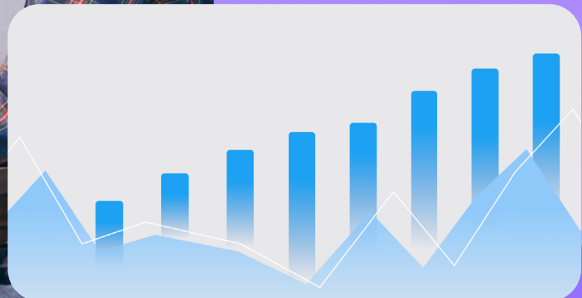




# 9 Ways to improve online reputation & customer experience



## Introduction

Customer acquisition and retention, as we once knew it, has rapidly evolved. Strategies like loyalty programs and paid advertising have less influence on purchasing decisions, while experiences have emerged as a pivotal competitive differentiator, significantly impacting buying choices. People now find the businesses they patronize through searches, social, online listings, and referrals - not merely through ads.

Furthermore, your existing customers are now more than just managed and retained by customer service or internal operations teams as they once were. Enhancing their experience - and helping nurture and drive repeat business - has become vital to the marketer's core responsibilities.

Every customer interaction and touchpoint — from a review left online to a webchat to a survey response — becomes an opportunity to start or deepen a relationship and a way to extract valuable insights from the experience.

To effectively fuel growth through this approach, businesses need to leverage relevant channels and tools. In this guide, we will share **9 critical strategies your marketing team can leverage** to delight your customers, amplify brand messages, and attract new leads.

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A screenshot of a Google search for "real estate broker near me". The search results include a link to "reviews.birdeye.com/estate-star-denver", a snippet for EstateStar with a 5.0 rating and 327 reviews, and two Google reviews from Shimul Damle and Keshav Arumili, both with 5-star ratings. On the right, there is a business listing for EstateStar, a real estate agency in Denver, CO, with a 4.9 rating from 231 reviews. The listing includes the address "10298 Toree St, Denver, CO 98710", a "Closed" status, and a "Reviews from the web" section showing 5/5 ratings from Facebook (82 votes), Houzz (53 votes), and Birdeye (504 votes). There are also two Google reviews for EstateStar, both with 5-star ratings. A "View all Google reviews" link is at the bottom.

STRATEGY 1

# Business listings management



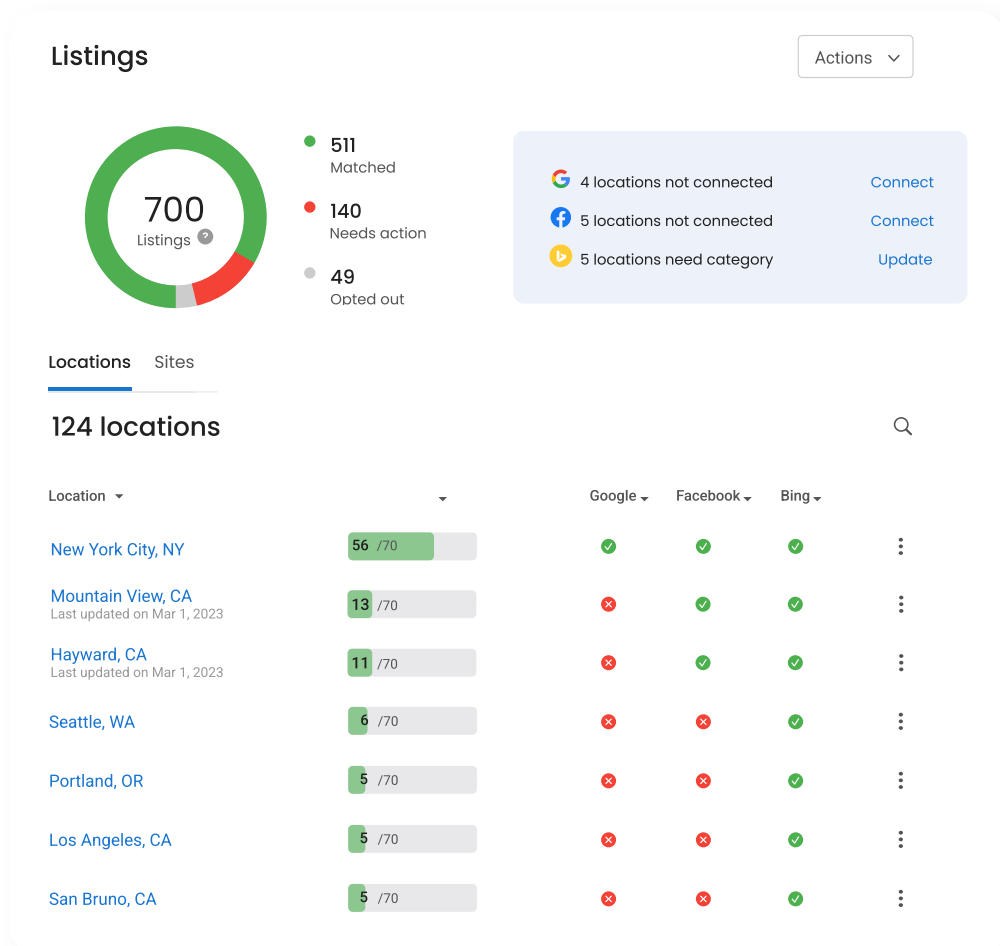
## Business listings management

Local listings or online mentions about your business on sites like Google Maps, Facebook, and Bing are the key to getting new business. You make it easier for prospective customers to find you when you have current and consistent listings. This is especially important for consumers discovering your business for the first time.

At the heart of all of this is your company's contact information - Name, Address, Phone Number, or **NAP**. Ensuring this information is consistently accurate across all your listings for each location is imperative to rank higher on Google and provide a quality experience that attracts customers.

The average number of business listing sites companies are listed on can vary depending on the industry, location, and business size. However, on average, businesses are typically listed on around 50 to 70 business listing sites. Managing and keeping these sites updated at all times manually is time-consuming, and ultimately, the task may fall through the cracks.

71% of consumers reported having a negative experience because of incorrect local business information found online. This can easily cause you to lose leads, as 80% of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names online.



## Business listings management

Centralizing listings management by leveraging technology helps businesses overcome this challenge.

Business listings have also long been a core part of local SEO. From their early dominance of local search rankings to today, where appearing on the core business directories is considered table stakes—the very least a business needs to do to rank.

Ensuring you have an accurate presence wherever potential customers are online can be key to winning new business.

//

**Birdeye brings the cacophony of 50+ location directory listing and reputation management down to a harmonious blend through a single, intuitive platform. Birdeye's solution has given me the perspective I need to effectively manage our expansive footprint.**

//

**Ken Norquist**  
Axia Women's Health



**Next: Online reviews**

A stack of three social media review cards for 'Cafe de Paris'. The top card is an Instagram post, the middle is a Facebook post, and the bottom is a Twitter post. The Twitter post contains a detailed review text and a Google review snippet.

Cafe de Paris

Cafe de Paris

Cafe de Paris

Cafe de Paris is a hidden gem that offers a warm and welcoming atmosphere, along with scrumptious food and drinks.

- Robert Sweetens via Google on Sep 20

4.9 ★★★★★ 1,300 reviews

STRATEGY 2

## Online reviews

Few people want to spend their hard-earned money on a business they know nothing about. This is why 82% of consumers read reviews for local businesses. Reviews can either attract new customers or send them searching for a competitor.

The experiences of your past and present customers play a pivotal role in influencing the purchasing decisions of your prospective customers. In a recent consumer survey conducted by Birdeye, 92% of respondents claimed to read at least 2 reviews before forming an opinion, and a whopping 50% read 5 or more reviews! This is why it's vital to regularly generate new reviews and manage them as they scale.

## Here is how you can make the review collection process easier for your business and get more responses.

- **Make the process as easy as possible**

At the end of the day, customers are doing you a favor when they leave a review online. They are taking time out of their busy schedule in order to help your business's reputation. Because of this, make sure the review process is as straightforward as possible. Include the appropriate link within the review request so that your customers don't need to do anything more than click and respond.

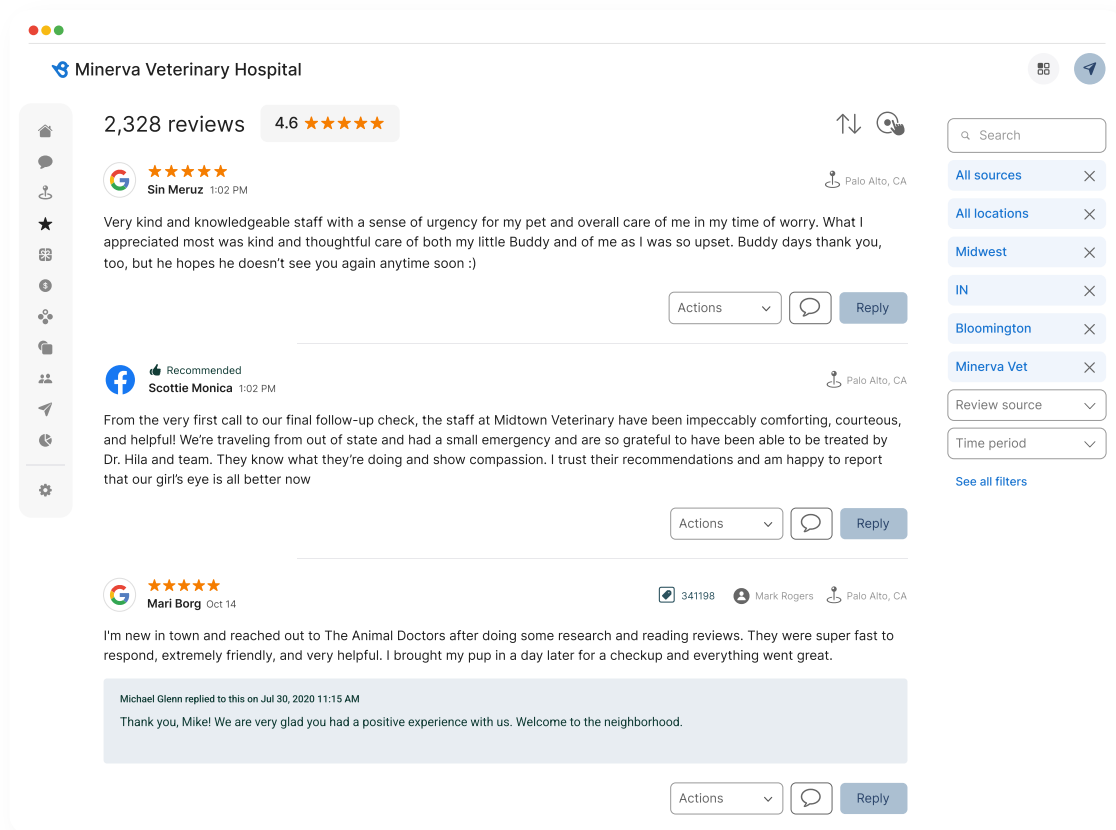
- **Automate review requests**

When it comes to collecting reviews, you want to strike while the iron is hot. The longer you wait to ask a customer for feedback, the less likely they will give it. Automate your review requests to trigger a review request immediately after a product or service is delivered to increase the chances of a response. With an automated system, you can send timely review requests without overwhelming your staff.

There's strong evidence to suggest that responding to reviews — both good and bad — can significantly increase your chances of winning new business. More review responses mean more reviews to manage. It's essential to monitor your reviews so you can respond to them accordingly and have the best picture possible of your customer experience.

## Reputation Management software can help you streamline this process by:

- Triggering automatic review requests right after a customer interaction.
- Tracking your reviews over time and identifying trends to know what your business is doing well and where you need to improve.
- Notifying you of negative reviews so that you can respond quickly



Regularly requesting and responding to reviews means your business can show positive, recent reviews that prove to consumers that your business delivers a superior experience. Another benefit of reviews is that they help identify happy customers, creating the opportunity to ask them for referrals.





**Our online reviews have increased exponentially! As a result, we're getting more business because we know our potential customers make buying decisions based on current customer reviews. It's a cycle — and it works!**



**Gina Svendsen**  
Director of Marketing, Affordable Family Storage





STRATEGY 3

## Google Seller Ratings

🔍 lawn care services ✕

About 97,000 results (0.42 seconds)

**Lush Landscaping**

Ad • [www.lushlandscaping.com](http://www.lushlandscaping.com)

4.7 ★★★★★ (3,401)

**Green carpet**

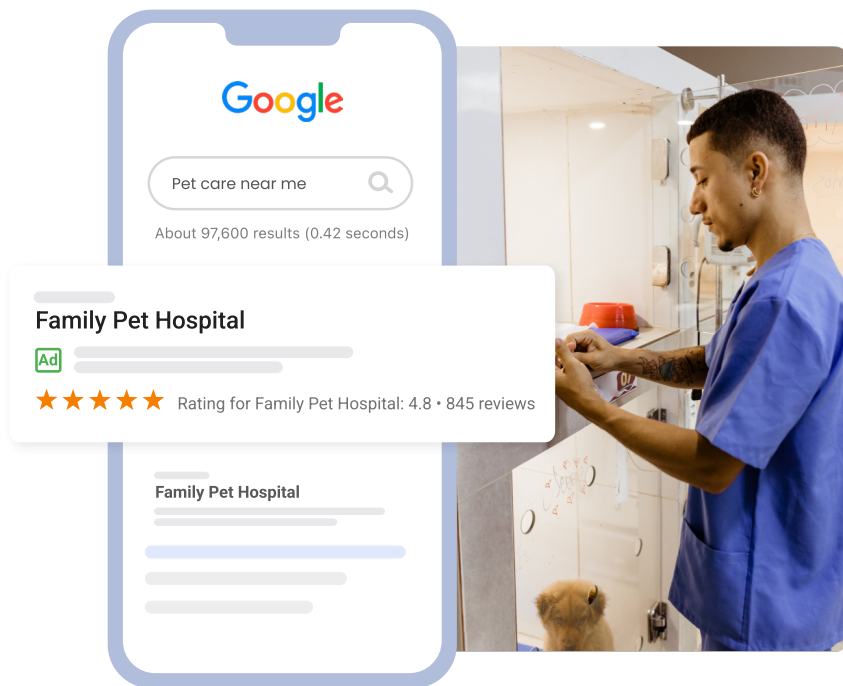
Ad • [www.greencarpet.com](http://www.greencarpet.com)

4.5 ★★★★★ (1,983)

In today's digital world, standing out from the crowd can be challenging for businesses of every size. To stand out competitively, local businesses and national chains rely on Google advertising to outshine competitors online and generate more leads.

But even after writing a compelling ad copy and connecting your ad to an optimized landing page, your Google Ads might not perform as well as you expected. That's where Google Seller Ratings comes in.

Google Seller Ratings is an ad extension that allows you to display your customer reviews on your Google Ads. Your ads will show the collective number of reviews your business has and an average rating out of five stars from those reviews.



## Benefits of Google Seller Ratings

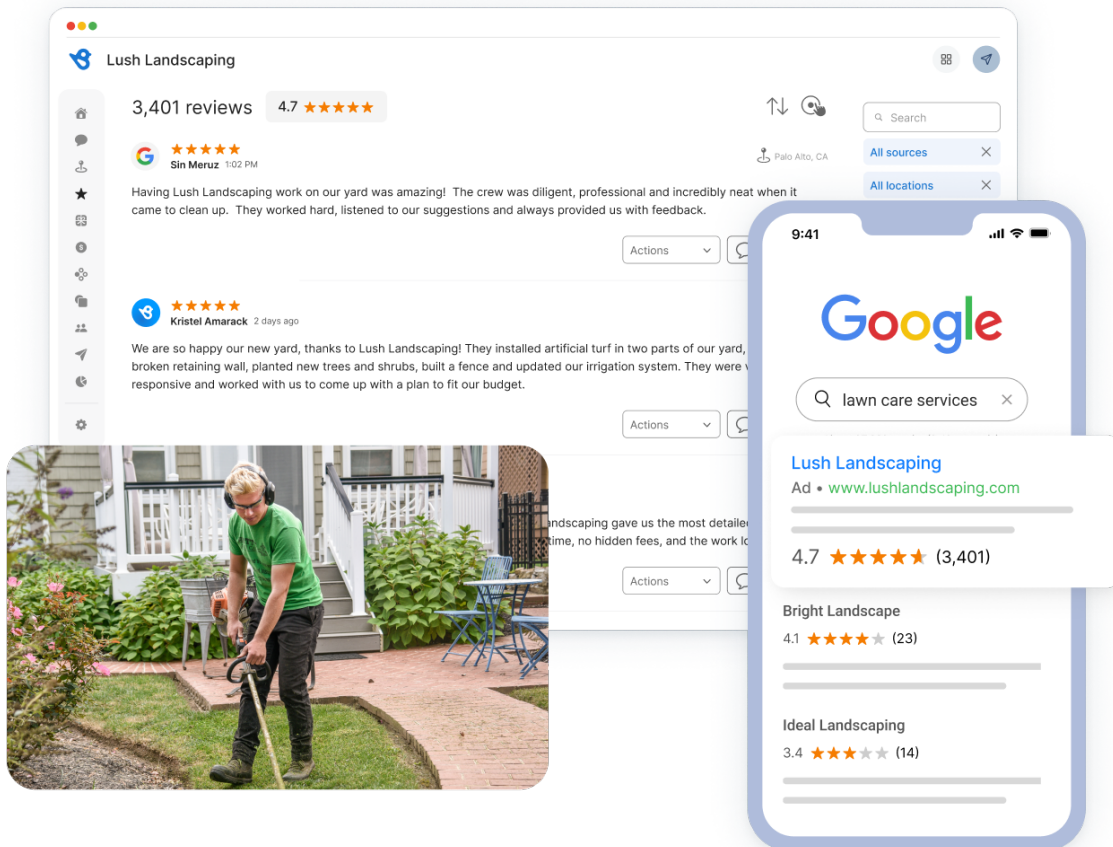
- **Google Seller Ratings convert more customers**

Potential customers want to know they'll be treated right when patronizing your business. Reviews work because they're the unbiased opinions of your products and services from past customers, which provide this assurance.

When your star ratings appear within the Google Ad, that assurance can encourage leads to click on your ad and land on your website. The data backs this up. According to Google, using Google Seller Ratings leads to a 17% increase in click-through rate on paid ads.

- **Google Seller Ratings improve your ad quality score**

Not only do Seller Ratings convert more customers, but they also help you improve your ad quality score and, over time, reduce your cost-per-click on your Google Ads.



Sign up with a platform that allows you to collect authentic online reviews from your customers and is also a certified Google Seller Ratings partner. By growing your online reputation and leveraging reviews to enable Google Seller Ratings on your ads, you'll increase visibility, improve conversion rates, and build trust with potential customers. This is a powerful way to take your business to the next level and establish credibility in the digital marketplace.



We saw a 2.7% improvement in CTR, a conversion rate that is 48.4% higher, and a CPA that is 19% cheaper than ads that did not include a seller rating. That's better click-through, higher conversion, and a lower CPA, and Birdeye makes it simple to set up. A busy digital marketer's dream!

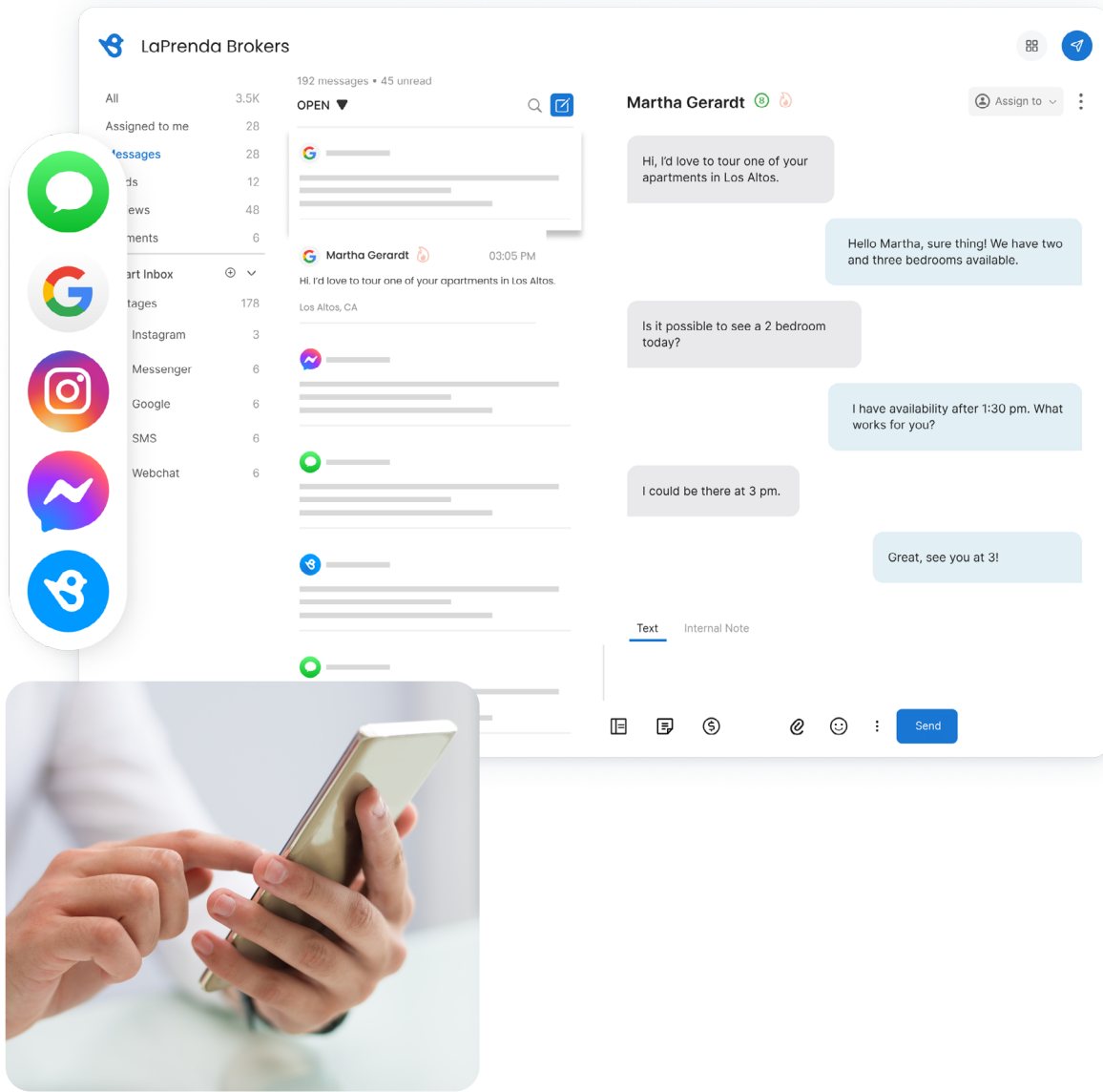


Justin Shook

Southern Careers Institute



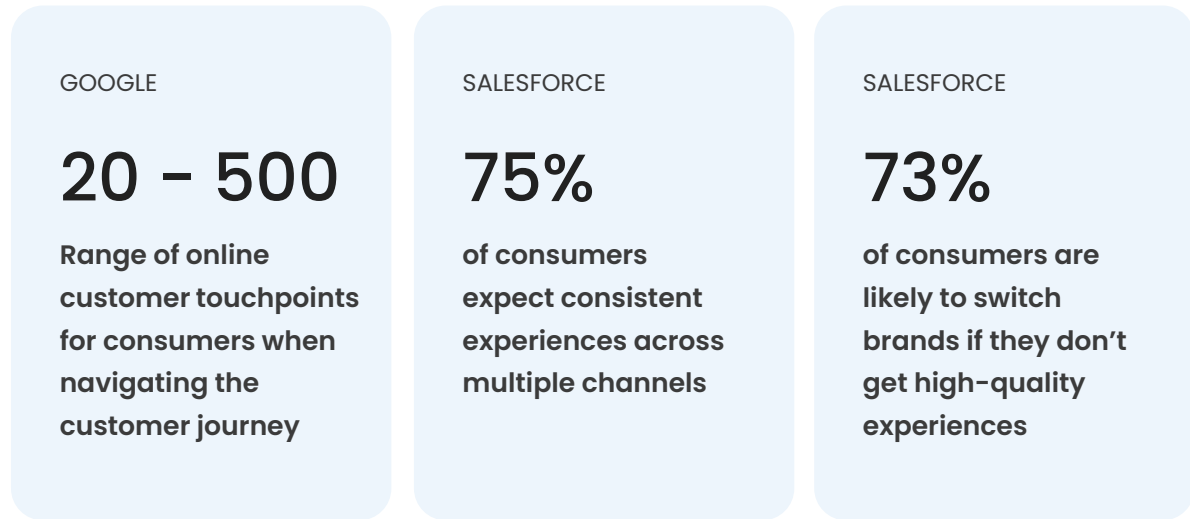




STRATEGY 4

## Centralized customer interactions

## Research has found that:



Staying on top of customer interactions across multiple channels can be overwhelming, especially since each interaction happens in silos. It can be challenging to consolidate the data from all conversations for a single customer.

Yet, as society has become more dependent on digital communication, engagement on such channels has skyrocketed.

- **Phone calls** - 61% of local mobile searches end with a phone call
- **Email** - 78% of marketers have seen an increase in engagements (including click-throughs) in the last 12 months
- **Social Media** - More than 20 billion messages are exchanged between businesses and users monthly on Facebook Messenger alone
- **Texts (SMS)** - SMS open rates are as high as 98%
- **Webchat** - Live chat has the highest consumer satisfaction rate at 92%
- **Video Chat** - Nearly 1 in 3 U.S. citizens use live video to communicate with businesses

## Managing multi-channel customer interactions

In order to manage customer interactions that delight your customers effectively, you need to evaluate the following core areas.

- **Interactions across multiple channels**

Today's digital customers interact with a brand through various channels like phone, email, social, webchat, messaging, etc., at their convenience. Even if they swap between channels, they view their conversations across these mediums as one single interaction. For customers, your brand is a single entity, and changing the mode of communication should not result in losing the context of previous interactions. Thus, your business needs to be present across all relevant channels and should be able to manage interactions in a seamless, omnichannel manner.

- **Maintaining cross-functional data synchronization**

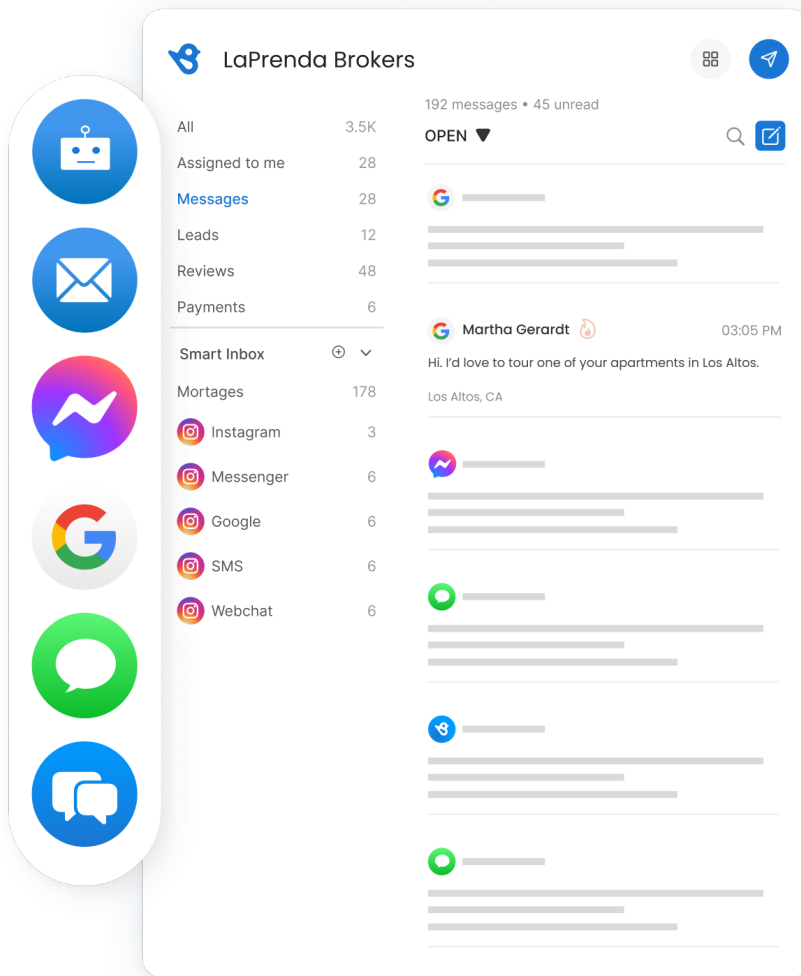
Whether it is sales, customer support, or account management, how businesses manage their customer interactions across departments is key to retaining and increasing your customer base. Consumers typically interact with different departments as they navigate the buyer's journey. It is your responsibility to ensure that all the information regarding their queries and feedback is visible to respective teams in a cohesive manner. Ensuring data transparency gives better insights to help relevant teams deliver personalized service and identify upselling and cross-selling opportunities.

- **Empowering your team to deliver better interactions**

Managing multiple inboxes has become a harrowing task for even the most robust teams. Toggling between multiple channels hampers productivity and deteriorates the quality of customer interactions. Your team should be equipped with the right tools that reduce the complexity of accessing customer interactions and delivering better customer experiences.

Customer Experience software centralizes all of these channels into one Inbox, enabling your team to craft the perfect response for every customer interaction, centralize customer communications, and engage teams across the company to deliver a winning customer experience consistently.

## Centralized customer interactions



Personalized interactions are paramount to providing high-quality customer experiences as more consumers engage on digital channels. Centralizing customer interactions breaks down internal data silos and allows your teams to create consistent, personalized experiences at every touchpoint.

### The right integrated customer communication tool enables:

- Increased automation
- Better up-selling and cross-selling opportunities
- Seamlessly audit all present and past customer conversations
- Optimize customer service
- Quickly identify and resolve customer issues



**Birdeye's Unified Inbox allows us to easily respond to every customer interaction – even from online reviews – and have the correct team member respond. It's helped us increase our customer engagement and satisfaction, and ensures we never miss a thing. Total game-changer.**



**Marisa Endy-Vanchieri**  
Director of Social Marketing, Sunburst Shutters







**EstateStar Los Angeles**  
Dec 05, 2022 · Los Angeles

Now offering 1 month FREE for all 14 month leases at EstateStar Los Angeles.  
[Schedule a tour](#)

**EstateStar Portland**  
Dec 05, 2022 · Portland

Now offering 1 month FREE for all 14 month leases at Overlook Heights.  
[Schedule a tour](#)

**EstateStar Tahoe**  
Dec 05, 2022 · Tahoe

Now offering 1 month FREE for all 14 month leases at Tahoe Properties.  
[Schedule a tour](#)

STRATEGY 5

## Social media management

Social media has emerged as a prominent channel for customer engagement, referrals, and brand discovery. It enables businesses to connect and engage with prospects and customers across different geographies while maintaining a unified brand image.

Even multi-location businesses with little or no local presence can leverage local social media marketing to establish a cohesive reputation in their local markets. While this is true, managing social media for multiple locations poses significant challenges. On the one hand, you want to maintain a cohesive brand identity across your locations. And on the other hand, you want to reach out to each location's customer base and connect with them on a personal level.

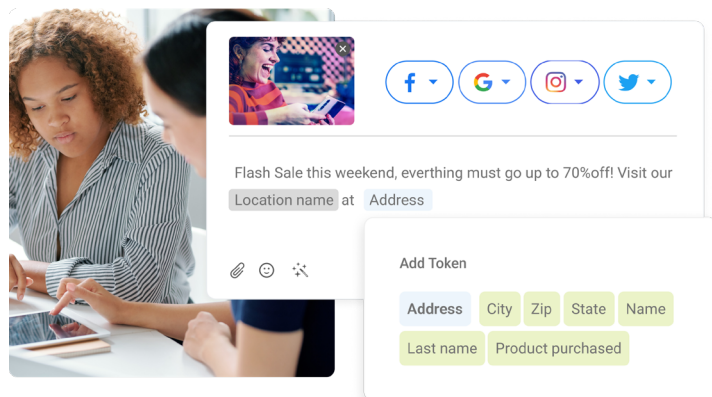
## Key challenges faced by multi-location businesses when managing social media channels

- Bulk social media content creation
- Maintaining a consistent brand voice and messaging
- Posting personalized content on multiple locations efficiently
- Managing engagement and feedback for multiple locations

These challenges can be easily overcome by investing in a social media software designed specifically for multi-location businesses.

- **Publish everywhere all at once**

Turn one post into hundreds. From a single dashboard, create, publish, and manage business posts for each and every location and channel — Facebook, Instagram, Twitter, Google, LinkedIn, and more.



## Social media management

- **Social built for local**

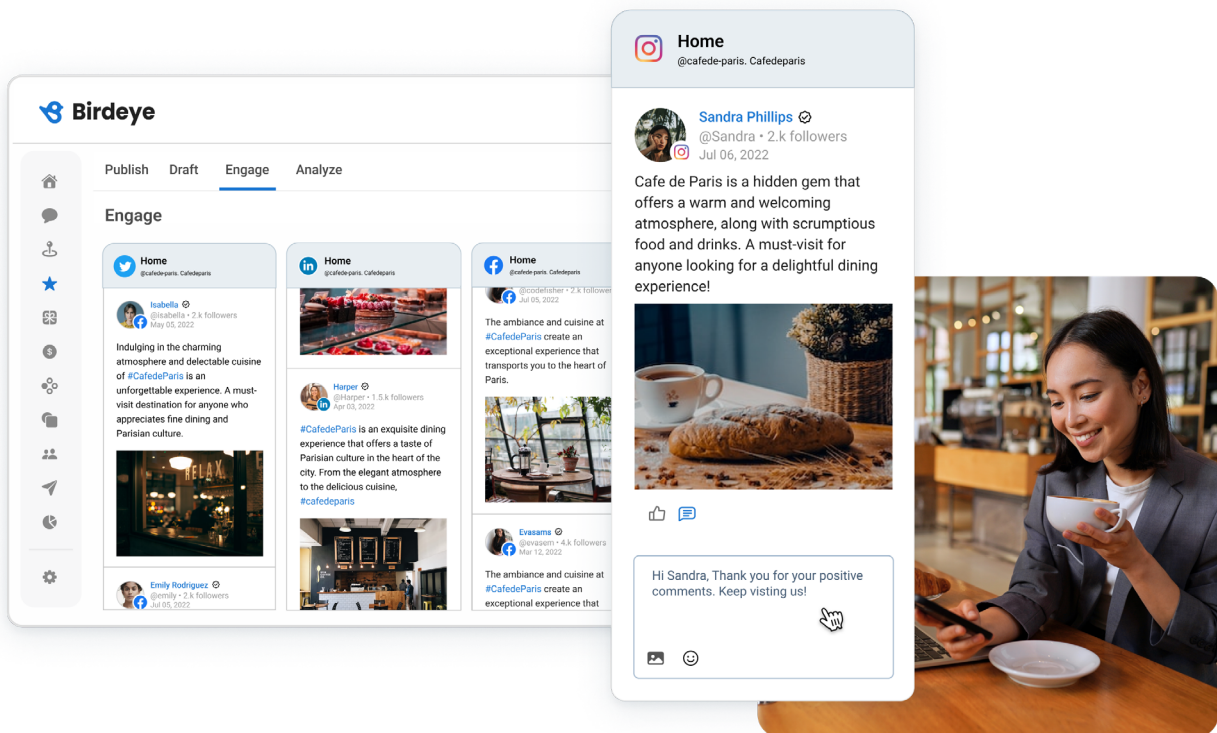
Personalize your posts with relevant and unique details for each business location, such as address or phone number

- **Create and post engaging content in bulk**

Create engaging content complete with images, emojis, hashtags, and links. Accessing a built-in visual editor to customize your design with ease.

- **Schedule posts in advance**

Schedule posts well in advance of a desired date and time in your local time zone to maintain a steady stream of quality content.

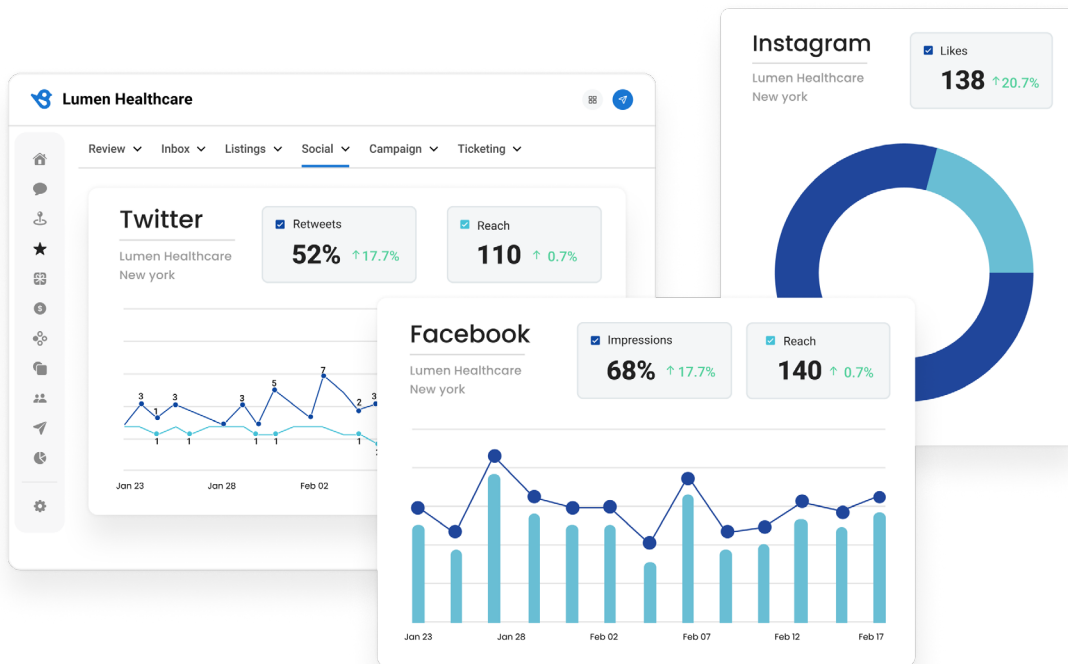


- **Engage with followers with ease**

Track and view all likes, comments, shares, and reactions in one place and respond immediately from a centralized dashboard.

- **Track performance across channels and locations**

Create custom reports that compare social performance across locations and regions – uncovering insights to optimize social strategy. Measure social reach and audience engagement by channel and location over time to uncover trends and opportunities for improvement.



“

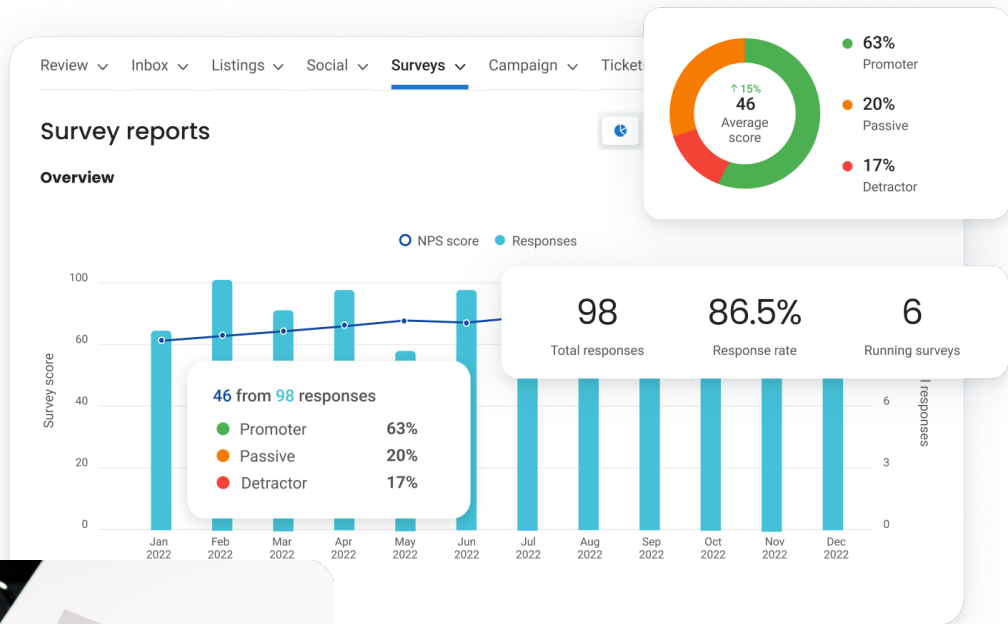
The fact that I can plan social media posts months in advance, get all of my messages from different sites all in one place, as well as survey employees and clients, is reason enough to use them. I would just go with them for that alone!

”

Laura Cousins  
Spa Atlantis



Next: Surveys



STRATEGY 6

# Surveys



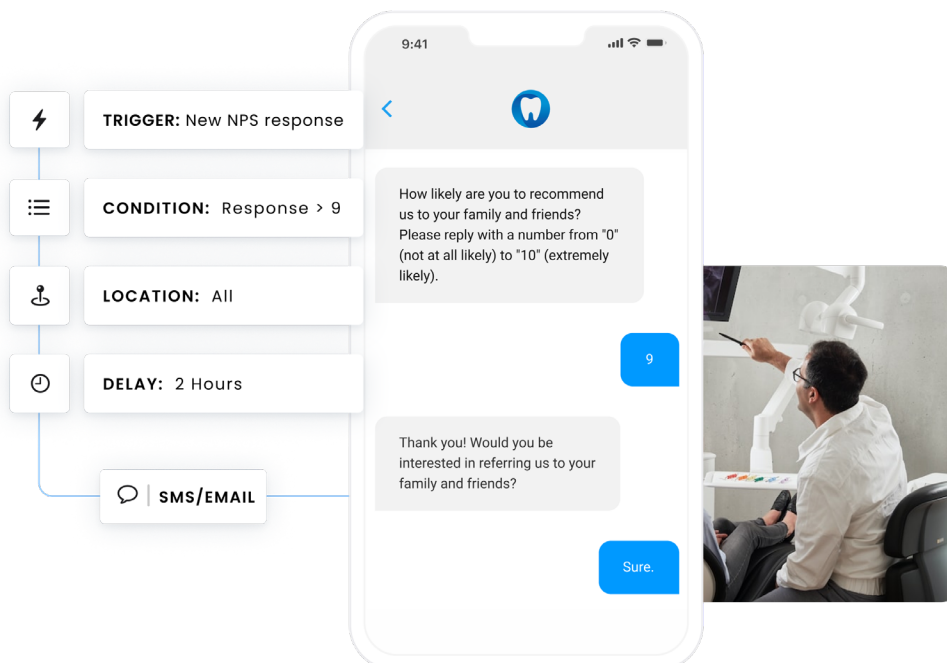
Surveys allow businesses across all industries to efficiently collect honest feedback, opinions, and responses from customers and employees. You can then use that information to improve operations and make any necessary adjustments to your processes. Actionable insights from surveys help businesses increase sales, reduce costs, improve onboarding processes, and uncover product development opportunities.

Depending on the stage in the buyer's lifecycle, companies use different types of surveys to capture different types of feedback. The most common types of Surveys companies use are CX surveys (CSAT, NPS, CES); Product surveys; and Brand and Marketing surveys.

## When deciding on a survey software, here are some essential things to consider:

- **Custom-built surveys**

You should be able to create, test, and modify surveys in just a few clicks. And once you have tailored the surveys to your business goals, you should be able to save the templates and repurpose them when required.



- **Send survey requests on autopilot**

The survey platform should be able to automate survey campaigns, reach your audience anywhere and boost response rates with automated text and email to continuously get feedback.

- **Use insights to improve customer experience**

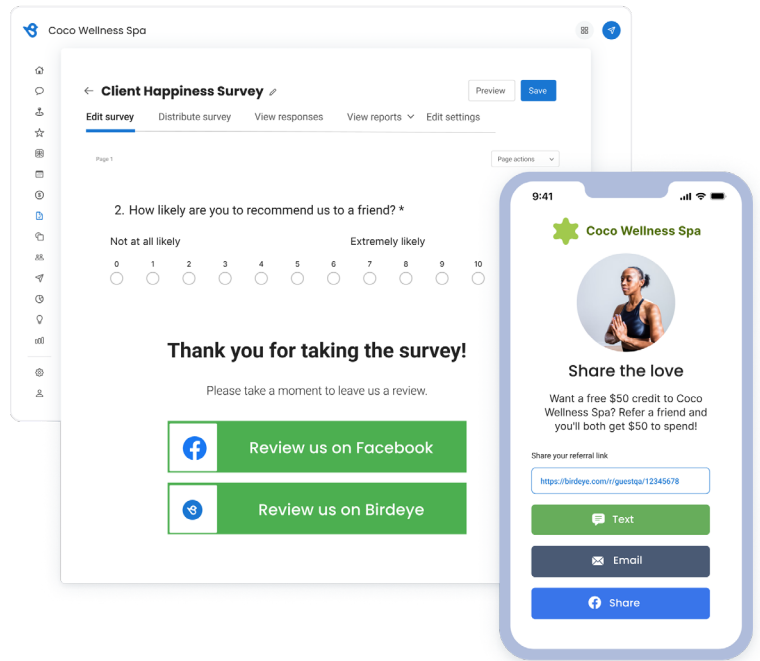
The platform should provide robust analytics and reporting to help you make data-driven business decisions. Ability to filter and compare survey data by business location and employee to identify top performers and opportunities for improvement can help you make hyper-local improvements.

- **Uncover trends with AI**

Ability to analyze sentiments from short answer questions in a scalable way with a reliable Natural Language Processing (NLP) engine.

- **Ask for reviews and referrals**

Adding review or referral requests to the end of your surveys will help you get more reviews and generate more leads.



“Customer experience is paramount for all our employees. These surveys help us tweak our strategic plan. Without Birdeye, there was no way to act on feedback.



Ericka Smith

Vice President-Marketing, Waterstone Mortgage



**Next: Actionable insights from customer feedback**

**HotzPizza**

Overview Insights Reviews

### Competitive Ranking

Download Excel

Brand	Rating	Reviews
Pizza My Heart	4.4	248519
Mod pizza	4.3	248036
John's pizza	4.4	160382
Pizza Hut	4.3	136439

Pizza Rev

---

**Fast auto company**

Locations Categories Topics Snippets

### Performance by Categories

JV's After Sales Service	A+	25312
JV's Buying Experience	A+	25123
JV's Car Demo	A+	24789
JV's Customer Service	A+	23983
Customer Experience	A+	20383
Speed of Service	A+	20114
Customer Experience - AK	A+	18003
Facility	A+	15864
Attentiveness	A+	12847
Wait Time	A+	9763
Nissan - Customer support	A+	9763
JV's Test Drive	A+	9763
Product Quality	A+	9763

#### JV's After Sales Service

Sentiment: **A** Mentions: **371441**

Most mentioned keywords: Negative

1. Alan Webb Nissan	6. N	All sentiment
2. Nissan South Morrow	7. A	Positive
3. Tynan's Nissan	8. N	Negative
4. Nissan South Morrow	9. A	Negative
5. Tynan's Nissan	10. Alan Webb Nissan	

Locations

Best Locations

- Nissan of Cool Springs A+
- Nissan of Cool Springs A+

See all snippets of JV's After Sales Service

STRATEGY 7

## Actionable insights from customer feedback

## Actionable insights from customer feedback

Delighting your customers start by listening to the voice of your audience and then turning that voice into **insights**. Surveys and online reviews can give you a direct look into what customers appreciate about your business and what needs to be improved.

However, gleaning any sort of real insights from CSAT surveys and customer reviews consumes considerable effort: producing multiple reports from various channels; then manually analyzing them to decipher patterns. Consider this: only **23%** of executives are confident in the speed at which they gain accurate insights.

**Action needed**

67 reviews and 24 surveys mention **poor parking** in Mountain View, CA.

Assign to:

Jennifer CS Team +

Send

**94 NPS**

New York, NY

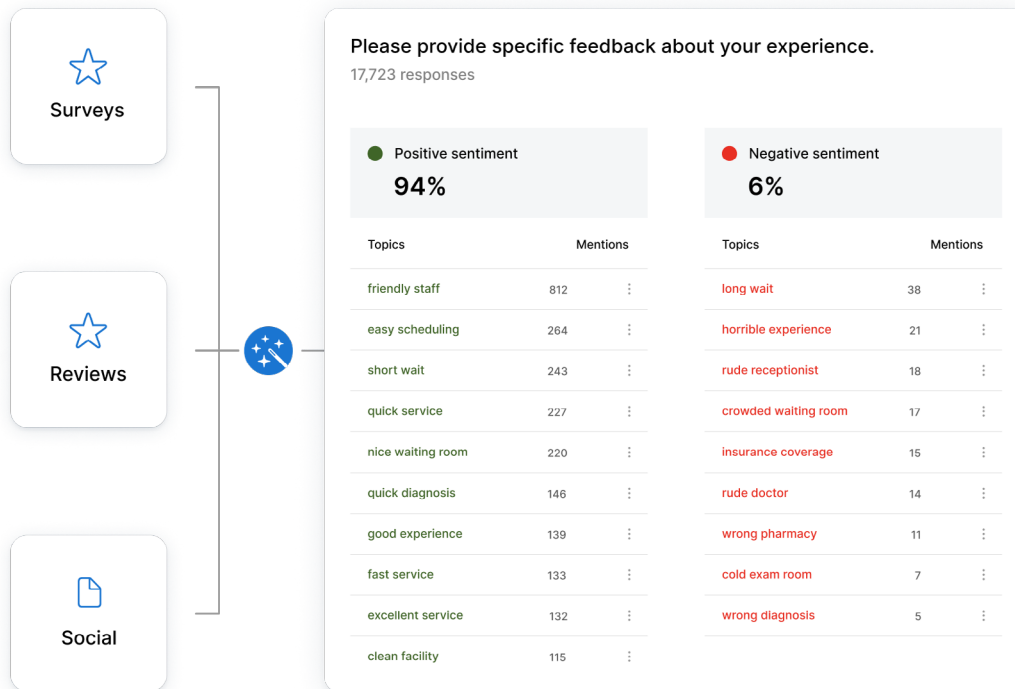
**Waiting Room describes as**

Clean  Boring

Nice  Empty

To simplify things, you'll want to leverage technology with **AI-powered Insights** that combines feedback and sentiment from every channel into a single Experience Score™, giving you both a high-level view of your overall performance and in-depth looks at where you can improve.

## Actionable insights from customer feedback



With all this data at your fingertips, fixing and optimizing broken experiences is far easier, ensuring your next lead becomes your next customer.



We increased the price of our kid's meals from \$0.99 to \$1.99 and customer response was very negative. We lost sales as customers would typically buy the \$0.99 kids meal and an adult entree for \$10. We lost those \$10 purchases due to the price change. NLP powered analysis of our online reviews brought the negative feedback to our attention, so we quickly reverted the price and the sales returned.



Amy Dickey  
Director of Marketing - The Saxton Group



Next: Automated ticketing

The image shows a screenshot of the BirdEye software interface for 'Blaze Fast Fire'd Pizza'. The interface includes a sidebar with navigation options like Overview, Inbox, Listings, Reviews, Social, Surveys, Ticketing, Campaigns, Reports, Insights, Competitors, Settings, and Account. The main content area displays a list of tickets under the heading 'You have 50 tickets'. Two tickets are visible: one from Kyle Smith (Google) dated Jul 22, 2020, and one from Melanie Rogers (Facebook) dated Jul 14, 2020. A 'New auto-ticketing rule' configuration window is overlaid on the interface, showing the following settings:

- Conditions match the following:**
  - Review rating is less than 2 stars
- Assign ticket to:** Sarah Yang

STRATEGY 8

# Automated ticketing

## Automated ticketing

Another core component of delivering quality customer experiences that cultivate loyalty is customer service. According to Microsoft's State of Global Customer Service Report, 95% of customers say customer service plays a significant role in determining their **loyalty** to a brand.

The challenge is that customers needing support often don't reach out directly and make their needs known in reviews, on social, and elsewhere. That's why it's important to address customer issues proactively through ticketing. Leveraging automated ticketing can improve customer satisfaction, reduce churn, convert detractors, and decrease call center load.

### Streamline the process by:

- Automatically creating tickets based on custom criteria like review rating or keyword, then auto-assigning these tickets to specific employees.

### New auto-ticketing rule

Conditions match the following:

Review rating  is less than  2 stars

Assign ticket to:

- Automatically converting texts and Webchat messages into support tickets
- Tracking response rates and resolution times and monitoring all open tickets by owner and status



## Automated ticketing

The rising demand for timely customer service puts customer service teams under increasing pressure. 90% of consumers expect service queries to be resolved within 24 hours. Automated ticketing will keep your team organized, productive, and capable of handling any volume of customer service cases. As a result, you'll improve/strengthen customer relationships and drive brand loyalty.

The screenshot displays a customer service interface for Sunnyside Optical. On the left, a sidebar lists various categories and counts: All (3.5K), Assigned to me (28), Messages (28), Leads (12), Reviews (48), Payments (6), Spam (148), Smart Inbox (with expand/collapse icons), New patients (178), Patients (1,856), and Incoming (4). The main area shows a conversation with Cameron Richards. A blue button labeled 'Survey email' is visible. Below it, a 'New Patient Satisfaction Survey' card shows an 'Overall score 2' with a 'View' button. A blue text bubble contains the message: 'The wait time was way too long and then they rushed his checkup and didn't give him enough time.' A notification bubble states: 'Kelly Davis Assigned this conversation to Sue Williams'. Another notification bubble says: 'Kelly Davis added an internal note: Hi Sue. This is a new patient...'. At the bottom, there is a text input field with a 'Send' button and icons for attachments, emojis, and a menu.

//

Our main goal with Birdeye is to increase our brand reputation as we expand and grow throughout the United States. We also utilize Birdeye's ticketing tool to make sure we resolve problems that arise through reviews/NPS feedback at our clinics.

//

Karlee Robertson  
AllerVie Health





Next: Referrals



STRATEGY 9

## Referrals

 **Fitness Everyday**



**Refer a friend to Fitness Everyday and get \$50**

Give the gift of fitness by referring us to a friend! They will get a free class and you'll get a \$50 reward each time a new friend signs up with your code PQ2ZRT.

Share your referral link

[Text](#) [Email](#) [Share](#) [Message](#)

## Referrals

By providing a high-quality customer experience that generates positive feedback and reviews, you're in a prime position to boost your referral business. Only customers who are truly satisfied with your business and have had a great experience will refer your business to friends and family.

Referrals lead to better ROI and provide a path of minimal resistance to generating leads; 83% of people trust referrals or recommendations from friends or family members more than any other marketing channel.

Efficient deployment, tracking, and progress monitoring are key to any referral program's success.

### The right technology should equip your business with some key features:

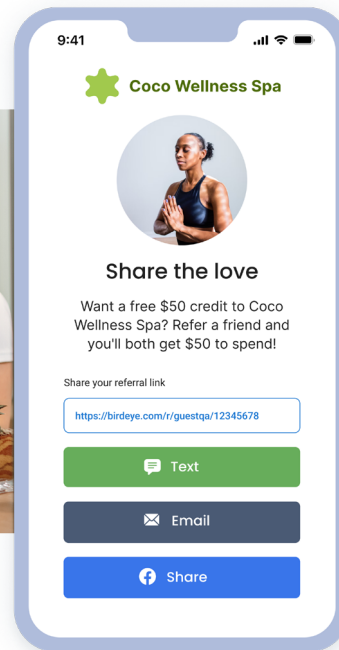
- **Automation**

Invest in a solution that can automate referral requests. This way, you can get new leads without manually requesting each customer to give your business a referral.

The image shows a user interface for managing referral requests. On the left, there is a section titled "Experience score" with five radio button options: "All", "9-10", "7-8", "0-6", and "Unknown". The "9-10" option is selected, indicated by a blue square. To the right, a larger panel titled "Send referral requests" contains two main sections: "Automatically" and "Manually". The "Automatically" section has a light blue background and the text "Send wherever a new contact is added". The "Manually" section has a white background and the text "Send only when you command to do so."

- **Integration**

The right software should let your customers refer your business through multiple platforms like email, SMS text, and social media.



- **Customizable templates**

Does the software have customizable referral request templates? It's important that your requests look and sound like your brand, or customers may think that they are in the wrong place. Make sure that the solution you pick lets you customize your referral requests to deliver an omnichannel customer experience.

- **Notifications**

The tool you use should send you notifications whenever you get a new referral so that you can engage with the prospect right away.

Referrals can boost your marketing ROI and drive conversions, not to mention build up your social proof, helping you develop an engaging way to communicate with customers in multiple channels and hit your target market.



**Referrals are really important. Not every self-storage facility is run well. So when someone is looking for a facility to store their belongings, it can be really helpful to the customer if someone they know had a good experience with us.**



**Brandon Wipperfurth**  
Director of Marketing Superior Storage

## Summary

Equipping yourself with the essential marketing tools we've mentioned in this guide can help you stand out from the competition and drive more leads. Tools like reviews, surveys, centralized customer interactions, Google Seller Ratings, automated ticketing, referrals, and social media make it easier than ever to create an engaging digital presence that drives sales. By leveraging these powerful tools via Birdeye, you can improve sales and marketing initiatives while increasing brand loyalty through improved customer relationships. Ultimately, this will lead to increased revenue growth over time.

### **Birdeye: The only reputation and customer experience platform you need**

Birdeye is the highest-rated all-in-one reputation and customer experience platform for local businesses and brands. Over 100,000 businesses use Birdeye's all-in-one platform to manage online reputation effortlessly, connect with prospects through digital channels, and gain customer experience insights to grow sales and thrive. Combining Birdeye with your marketing efforts will give you an edge over the competition and help you drive more customers to your business.



Want to know more about how Birdeye can help your business?



Visit us at

[birdeye.com](https://birdeye.com)  
to schedule a demo



Give us a call at

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