Dashboards

User Guide

Reputation

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Dashboard Overview

> The dashboard provides insight on your company's performance regarding Reputation Score and additional metrics.

The **Dashboards** tab provides pre-populated, public dashboards to track sentiment, Reputation Score, survey performance, and high-level metrics per solution.

You can also view your saved custom dashboards as well as dashboards others have shared with you.

To expand the Dashboards menu, click the arrow in the upper right-hand corner of the navigational menu along the left side of your screen.
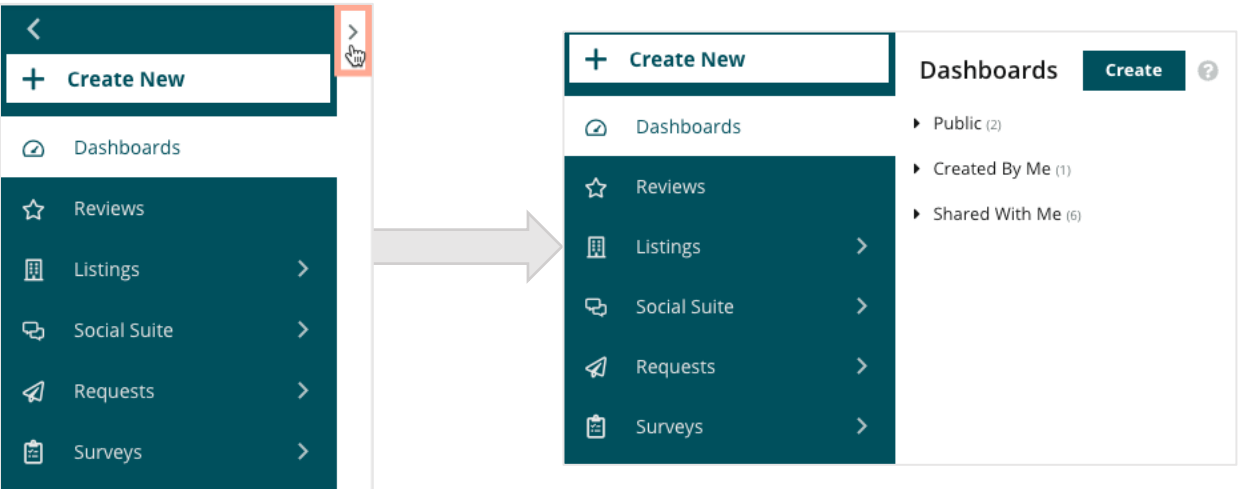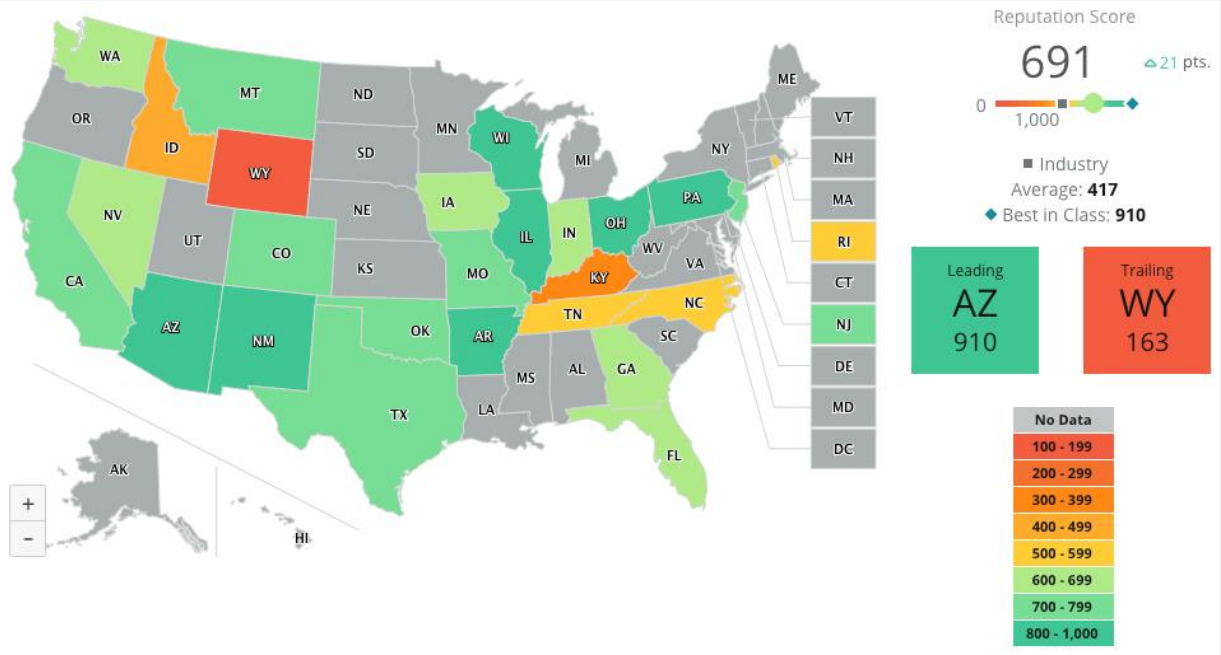

Filters

Top line filters affect the data shown on the tab. You can also add customizations to each dashboard.

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Map Dashboard

The Map Dashboard is the default screen after logging into your account (if you have access to more than one location).

Dive deeper into the map's dashboard data and insights by clicking into different states and following the steps shown below:

1

Hover over colored areas on the map to view Reputation Score for a region.
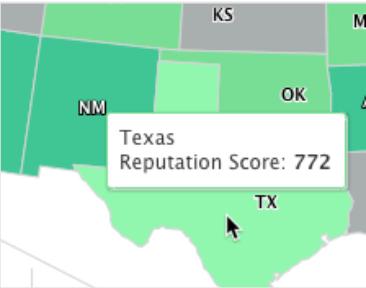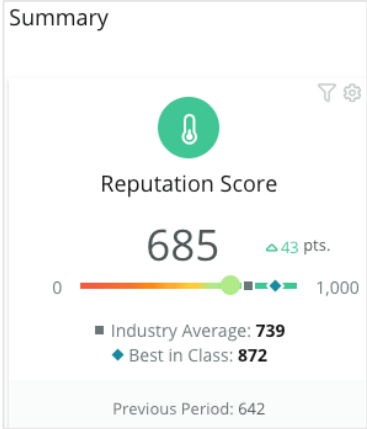

2

Click a region to view a snapshot of individual locations.

3

Click an individual location to open the Summary Dashboard for that specific location.

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The following four components make up the Map Dashboard:

Reputation Score

The average Reputation Score of all locations selected.

- **Industry Average** represents 1,000 businesses in your industry (Reputation.com customers and non-customers).
- **Best in Class** represents the highest scores within that 1,000 business sample.

Reputation Score

691 △21 pts.

0 ━━━━━━━━━ 1,000

■ Industry
Average: **417**
◆ Best in Class: **910**

Leading and Trailing

The regions with the highest average Reputation Score and the lowest average Reputation Score.

If you color the map by Star Rating as opposed to Reputation Score, Leading is the location with the highest average star rating and Trailing is the location with the lowest average star rating.

If no location qualifies for the selected filters, a blank gray box appears.

Leading
AZ
910

Trailing
WY
163
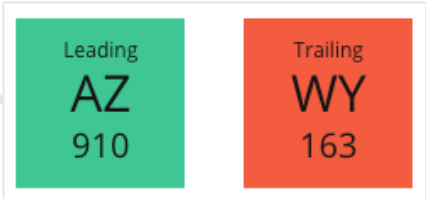
Legend

Data is segmented into a range depending on the Color Map By filter (Reputation Score or Star Rating) selected in the Customize settings.

No data indicates that no region in the selection is associated with your account or no reviews have been associated with that region.

No Data
100 - 199
200 - 299
300 - 399
400 - 499
500 - 599
600 - 699
700 - 799
800 - 1,000
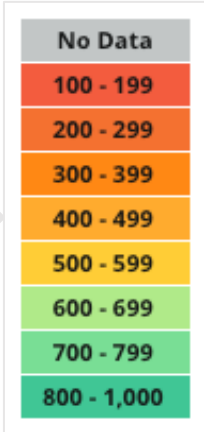
Benchmark

The Benchmark filter under Customize allows you to colorize the map to see which regions fall above or below the Industry Average, Best in Class, or My Locations' Average.

Additionally, if you have a Competitive Insights solution enabled, you can colorize the map to compare against a specific competitor or all competitors.

■ Industry
Average: **417**
◆ Best in Class: **910**

Reputation

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Summary Dashboard

The Summary Dashboard provides benchmarks for the solutions your account has enabled. If you selected a specific location from the Map Dashboard, the location filter is already set. _Not all solutions may be available to your account._

Reputation Score

Displays your account's Reputation Score for the selected period. Below the results, the industry average and best in class scores are available to see how you compare. Additionally, your account's score for the previous time period is also available for comparison.
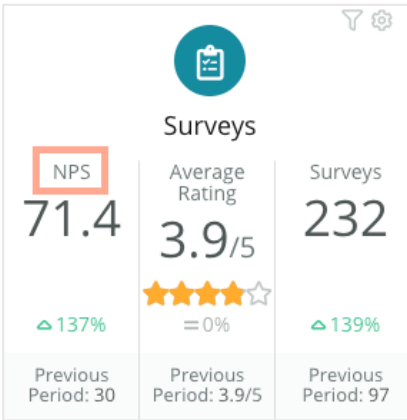
Surveys

Displays Net Promoter Score (NPS), average star rating, and volume for survey submissions (different from online reviews) from surveys. Below the results, the percent change is indicated based on the previous comparable period selected.

Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend your products and services to others. This score is based on an "NPS" survey question type as shown in the image below:


Customers who give you a 6 or below are Detractors, a score of 7 or 8 are called Passives, and a 9 or 10 are Promoters. To calculate your Net Promoter Score, the system detracts the percentage of Detractors from the percentage of Promoters. So, if 50% of respondents were Promoters and 10% were Detractors, your Net Promoter is a score of 40.
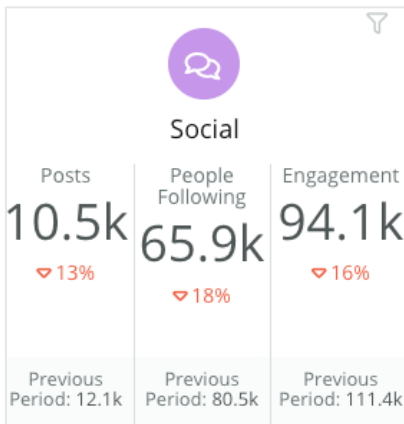
Reviews

Displays the average star rating and volume of reviews for the selected filters.

Below the results, the percent change is indicated based on the previous comparable period.
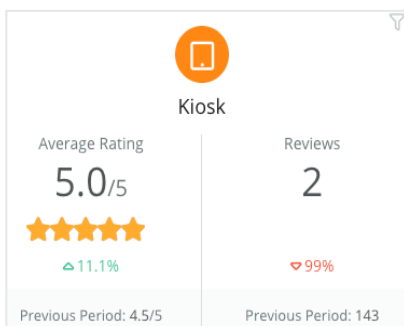
Reviews

Average Rating	Reviews
4.4/5	87k
★★★★☆	
▽ 4.3%	▽ 8%
Previous Period: 4.6/5	Previous Period: 94.5k
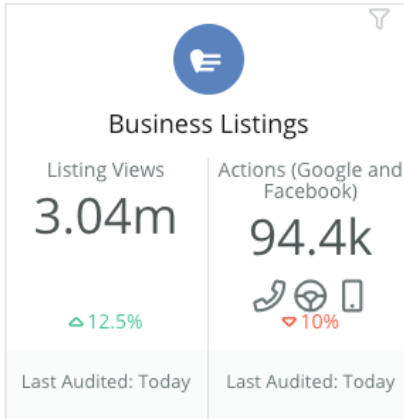
Listings

Displays listing views and actions taken with regards to clicks to phone calls, clicks to driving directions, and website visits invoked from your business listings.
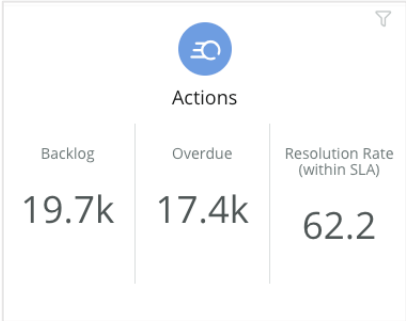
Business Listings

Listing Views	Actions (Google and Facebook)
3.04m	94.4k
△ 12.5%	▽ 10%
Last Audited: Today	Last Audited: Today

Social

Displays social metrics for total posts, number of followers, and total engagement (e.g., comments, likes). Below the results, the percent change is indicated based on the previous comparable period.

Social

Posts	People Following	Engagement
10.5k	65.9k	94.1k
▽ 13%	▽ 18%	▽ 16%
Previous Period: 12.1k	Previous Period: 80.5k	Previous Period: 111.4k

## Kiosk

Displays review results submitted from Kiosk-enabled systems (legacy feature). The number of reviews refers to completion of the onsite (first party) survey.

Kiosk

Average Rating	Reviews
5.0/5	2
★★★★★	
△ 11.1%	▽ 99%
Previous Period: 4.5/5	Previous Period: 143

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Actions

Displays actions metrics for ticket backlog, number of overdue tickets, and the percentage of tickets closed on time.
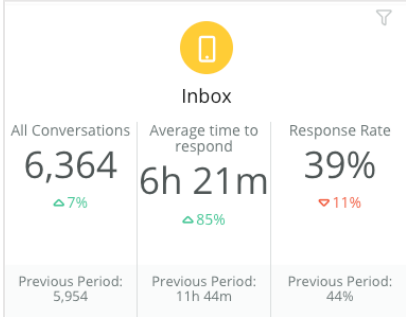
Inbox

Displays metrics for quantity of conversations, average time to respond, and response rate.

Below the results, the metric indicated is based on the previous comparable period.

Note: Use the filters at the top of the page to sort through data. Customize your filters in Summary, as well as any of your dashboards within the platform.

STATE	CITY	LOCATION	ZONE
All	All	All	All

BRAND	DATE RANGE
All	Last year

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Surveys Dashboard

The Surveys Dashboard provides a high-level overview of performance across your active surveys. This dashboard includes special "dashboard widgets" that allow for aggregation of all data from all surveys. You can customize each widget if you do not want to include all surveys in your dashboard.
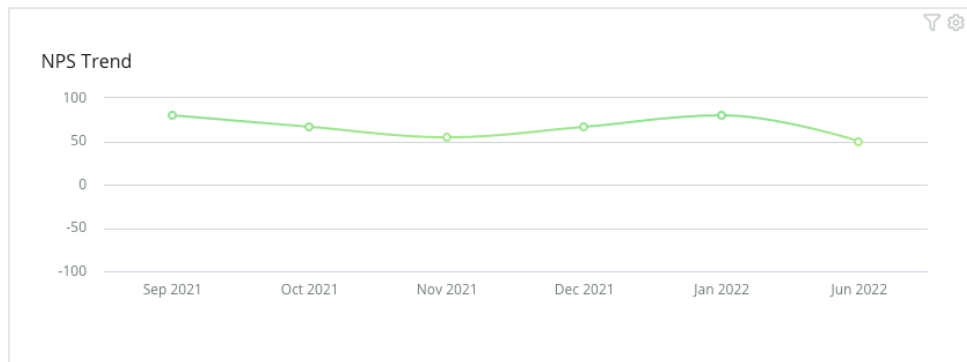
Overall NPS

Displays the overall NPS for the surveys selected. View your percentages of promoters and detractors.
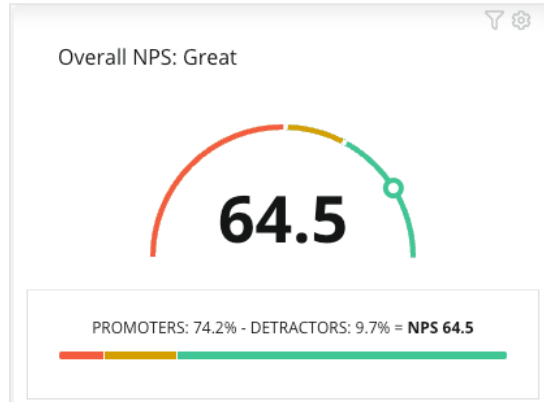

NPS Trend

Displays the NPS over time for the surveys selected. Hover over the chart to view NPS data for each period.

Note: Adjust the Customize settings for Overall NPS and/or NPS Trend to view star rating as the KPI type instead of NPS.

Survey Health Metrics

Displays click-through rate and completion rate for all surveys selected. View metrics for sent, clicked, completed, and abandoned at the bottom of the widget and by hovering over the circles in the chart.

Survey Health Metrics

100.00%
Click Through Rate
(CTR)

91.27%
Completion Rate

57	252	230	22
● Sent	● Clicked	● Completed	● Abandoned
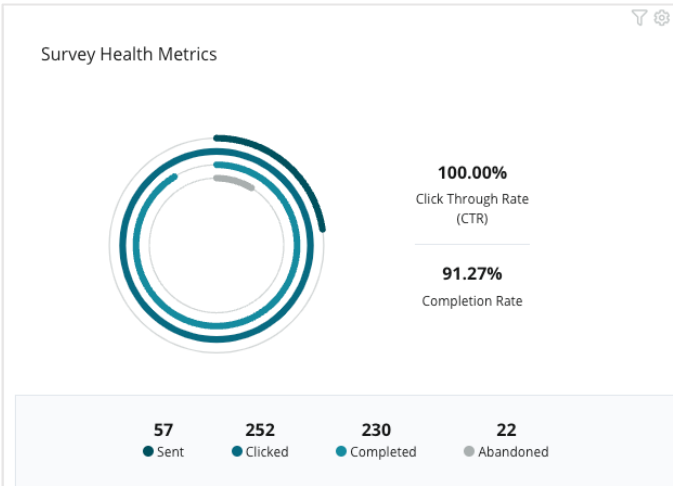
Comment Snapshot

Displays comments from the surveys included in the selected filters. Click **Show More** to view the full comment and rating provided.

Comment Snapshot

It was meh.
Show More

This place is great! Staff is very friendly!
Show More

Horrible! Dr. Grosse was the worst!
Show More

Great!
Show More

Dr. Kershner was amazing! She was very knowledgeable about my exam.
Show More

I definitely don't recommend this place. Parking was a nightmare and Dr. Grosse was very inappropriate during my visit. Someone needs to talk to him about his conduct.
Show More

This place is terrible! I really dislike Dr. Grosse-- he was awful to work with and I think he intentionally overcharged me for the service. It was NOT the price I was told when...
Show More

BDP is great! Always take care of my eyes and Dr. Repiso is awesome!
Show More

Reputation

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Customize Existing Dashboards

Combine widgets from each solution into a custom dashboard that you design.

The Dashboard menu is broken into three categories:

- **Public** – System dashboards available for you to customize.
- **Created By Me** – Custom dashboards that you configure.
- **Shared With Me** – Custom dashboards that were configured by someone else in your organization.
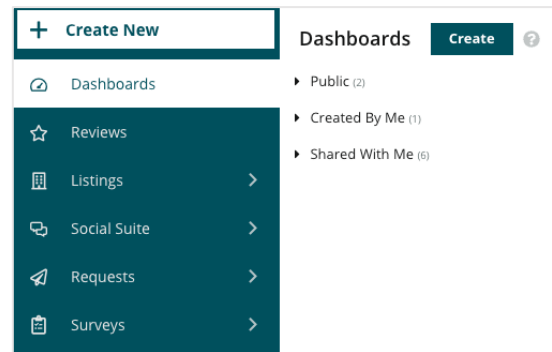
To access Dashboards:

1. Expand the Dashboard menu by clicking the expand arrow on the left side of the screen. Click to open a dashboard.

2. Hover over a dashboard widget for additional configuration options:

   - **Override Filters –** Filter only the data in the widget based on different settings than the top line filters.
   - **Customize** – Apply custom settings to the widget, such as title and other settings specific to each widget.
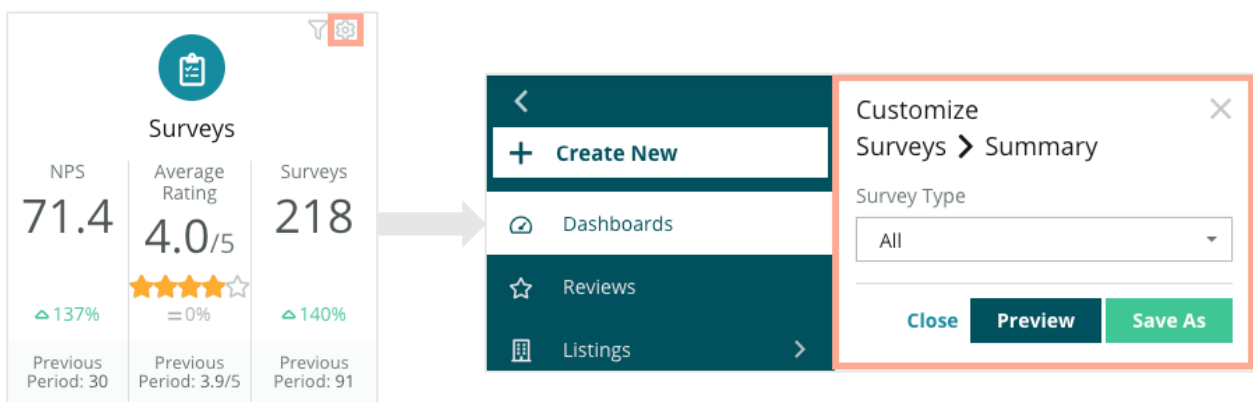
3. Preview the changes to see them reflected in the dashboard live or click **Save As** to save them under a new dashboard.

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Build Custom Dashboards

Create a custom dashboard including the metrics that matter most to your business.

How to Create a Custom Dashboard

1. From the Dashboards menu, click **Create**.

2. In the Dashboard Builder, add a **Name** and Description for the dashboard.

3. Set the filters you want to apply to the widgets.

4. From the list of Modules, expand the module you want to use, and then drag-and-drop the widget(s) onto the dashboard. You can create multiple columns by rearranging on the screen.
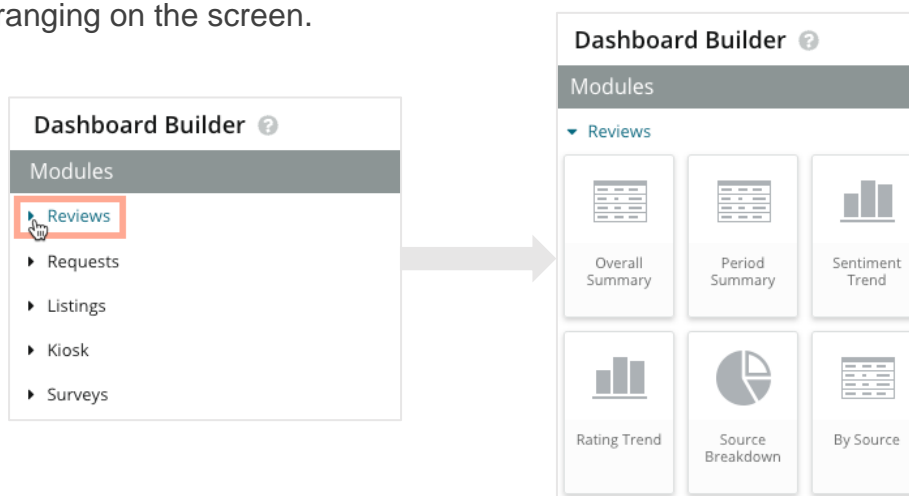
5. Click **Save**. The dashboard appears under the **Created By Me** heading on the Dashboard homepage.
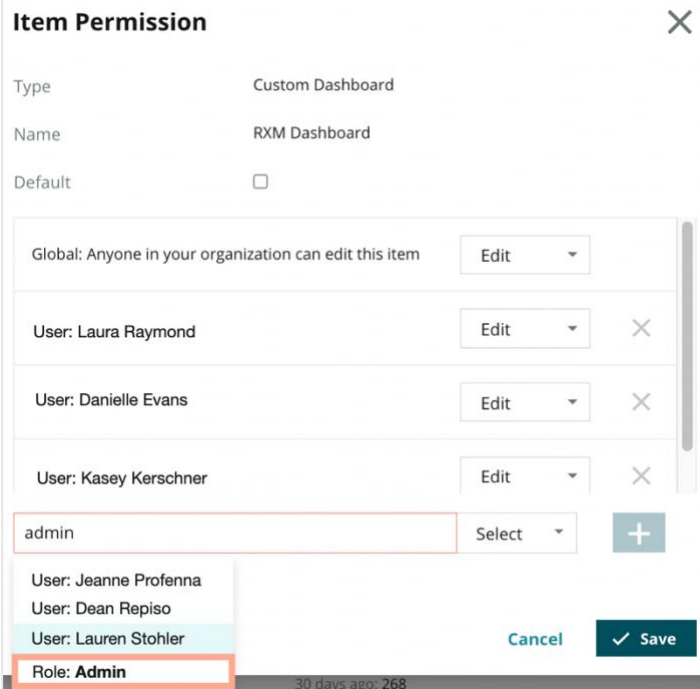
Dashboard Options

To access additional options, click the ellipses in the top, right corner of each dashboard.
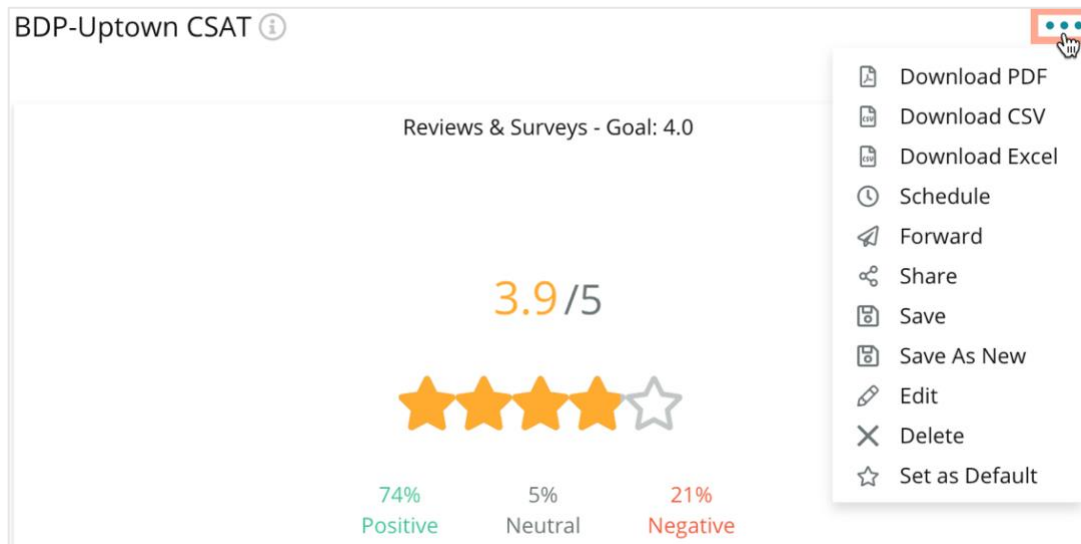
Dashboard options available are defined as follows:

Option	Description
Delete	Remove a custom dashboard from the **Created By Me** section. Public dashboards and dashboards in **Shared With Me** cannot be deleted.
Download PDF	Export the current dashboard into a PDF report. The Title Page of the report includes your account logo, name of the dashboard, time period selected, and locations selected.
Download CSV	Export the current dashboard data into a CSV format. One zip folder will download, containing an individual CSV file for each widget in your dashboard.
Edit	Make changes to an existing custom dashboard.
Forward	Send the current dashboard via email with a PDF or CSV attachment to other users within the platform (individual or role) or email addresses outside the account. Specify a Subject and Message to include in the body of the email.

Option	Description
Schedule	Create a scheduled report to automatically send an email with the current dashboard as a PDF or CSV attachment to other users within the platform (individual or role) or email addresses outside the account. Specify a report Name, Frequency (Daily, Weekly, Monthly, Quarterly, Yearly), Format, and Message to include in the body of the email. You can edit scheduled reports from the Reports tab.
Share	Share your dashboard with others in your organization. Search for the user or role that you want to set permissions for, and then set the desired permission (None, View, Edit). Click + to add the permission and Save when finished. The dashboard will then appear under Shared with Me menu for anyone you shared with.
Save	Save any changes made to your dashboard.
Save as New	Create a copy of an existing dashboard. Add a name and description for the copy, set a delivery schedule (if desired), and save to continue. Your dashboard copy is now available under Created By Me.
Set as Default	Select one dashboard as the default to show upon logging in to the platform. The system defaults to showing the Map dashboard.

Delivery emails include a link to view the report as well as a link to launch the report within the platform to interact with the data and add customizations (available to users with account credentials). *Report links will remain live for 7 days.*

Use the Mobile App

> Use the Reputation mobile app to access your reputation dashboards and other data on the go on your mobile device.

With the Reputation Mobile app available in the Google Play Store and Apple's App store, easily access your data and view your dashboards with multiple ways to log in, including a "Magic Link" option, email and password entry, and Single Sign On.

The Home Page provides an overview of performance metrics across the solutions enabled for your locations. You can see your Reputation Score; a Sentiment trend of your reviews; "All Time" metrics, including Average Rating and Volume of Reviews; trend data for connected social accounts; and survey metrics, including NPS Average Rating and Volume of Surveys.

In addition to viewing your data on your mobile device, the Reputation mobile app allows for convenient reputation management in the following ways:

- Monitor, respond, forward, and reply to reviews from third-party sites.
- Request reviews for your locations
- Create content, manage conversations, and reply to comments on connected social sites
- Take action on tickets by adjusting queues, stages, and tags, updating comments, adding attachments, or closing tickets altogether
- Create new tickets as needed right through the mobile app
- Manage and respond to survey feedback, or forward surveys to a team member

Download the free Reputation mobile app through the Google Play Store or Apple's App Store to start accessing your information on the go.

> **Contact your Account Executive or the Support Team for more information.**
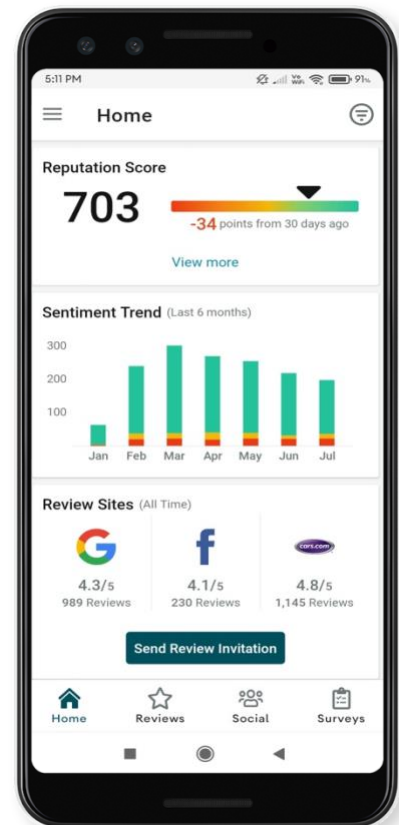
Premium Paid Services

> 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 can guarantee 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)
- The Brand That **Cares** the Most, **Wins** (Managed Review Response)

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

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Additional Resources

Check out our full set of user guides to learn more about the Reputation platform.

- Actions
- Admin
- Business Listings
- Customer Journey Insights
- Experience
- Inbox
- Mobile App
- Rep Connect

- Reports
- Reputation Score
- Requesting
- Reviews

- Social Listening
- Social Publish
- Surveys

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