

Insights

User Guide

 Reputation
2025

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1 | Insights Overview

Insights Overview

Reviews and surveys are critical to understanding overall customer sentiment, but creating exceptional customer experience goes well beyond simply addressing everyday customer service issues. Reputation's Insights provides first- and third-party feedback to pinpoint the moments that matter, engaging cross-functional teams to create strategies that tackle more complex improvements. Only by using these strategies can companies set themselves apart from the competition, drive impressive results, and ultimately succeed in building a loyal and satisfied customer base.

Experience Insights

Experience Insights provides insightful Sentiment Analysis tools offering a visual snapshot of common words, categories, and themes that appear in customer feedback across the web and gathered from first-party surveys. Instantly identify strengths or weaknesses at a corporate level or by location and know where to focus your efforts.

Journey Insights

Journey Insights is a powerful tool that represents each stage of the customer journey and the critical aspects and topics of each. Using Artificial Intelligence (AI) and Natural Language Processing (NLP), it dissects customer feedback, assigns category tags and sentiments, and then provides a comprehensive visual representation of the health and performance of experience delivery.

Competitive Insights

Competitive Insights provides users with a consolidated, single-tenant environment to perform in-depth competitor analysis by comparing a business brand and location against competitors across various metrics like Reputation Score, sentiment, review volume, and more.

Voice of Brand

The Voice of Brand offers AI-generated text to craft brand-aligned responses to customers or other external audiences by providing real-time feedback and suggestions during message composition.

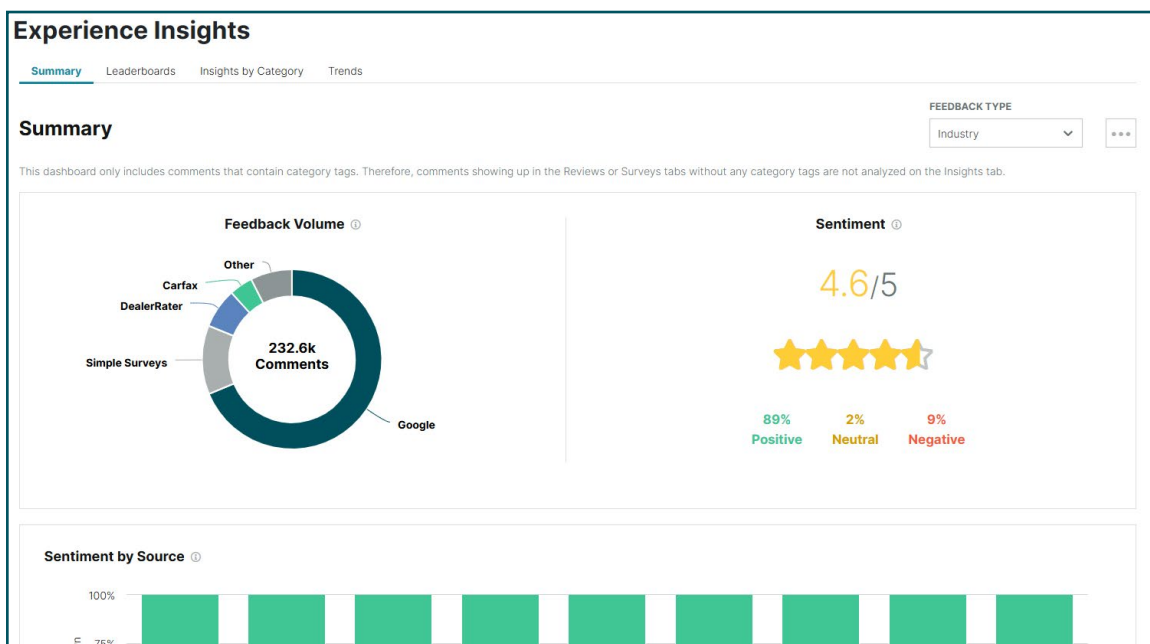
2 | Experience Insights

Experience Insights

Pinpoint and address emerging issues and weaknesses before they impact your reputation.

Experience Insights provides Sentiment Analysis tools offering a visual snapshot of common words, categories, and themes that appear in customer feedback across the web and gathered from first-party surveys. Instantly identify strengths or weaknesses at a corporate or location level.

Group review and survey feedback into categories using text analytics to provide insights into what the business is doing well and what areas need improvement.

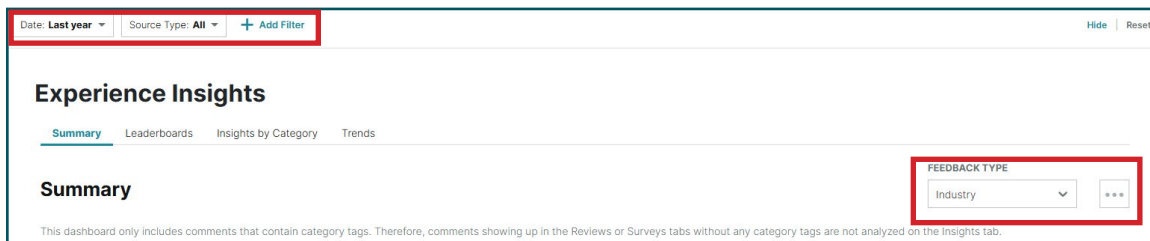


Summary

See a summary of the analyzed feedback, including a breakout of where the feedback is coming from, total comments included, and overall sentiment. View the sentiment by source to identify which feedback source requires the most attention first.

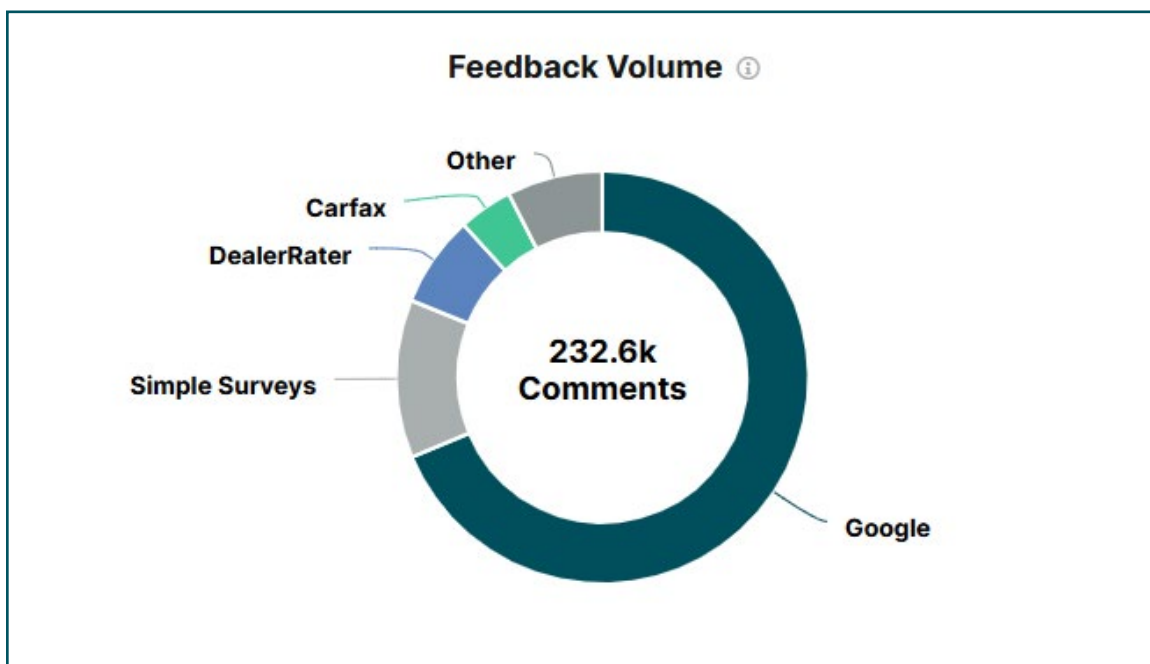
Note: The average star rating from the **Summary** tab represents the average for all locations selected. If it is 4.0 and an individual category has a large review volume but is also rated equivalent to a 4.0, the impact of that category won't be as high compared to a category with the same review volume but with a rating that differs from the average.

Adjust the top line filters in the top left corner to view feedback by source. To view Industry (customer) sentiment feedback versus Employee feedback, use the **Feedback Type** drop-down.



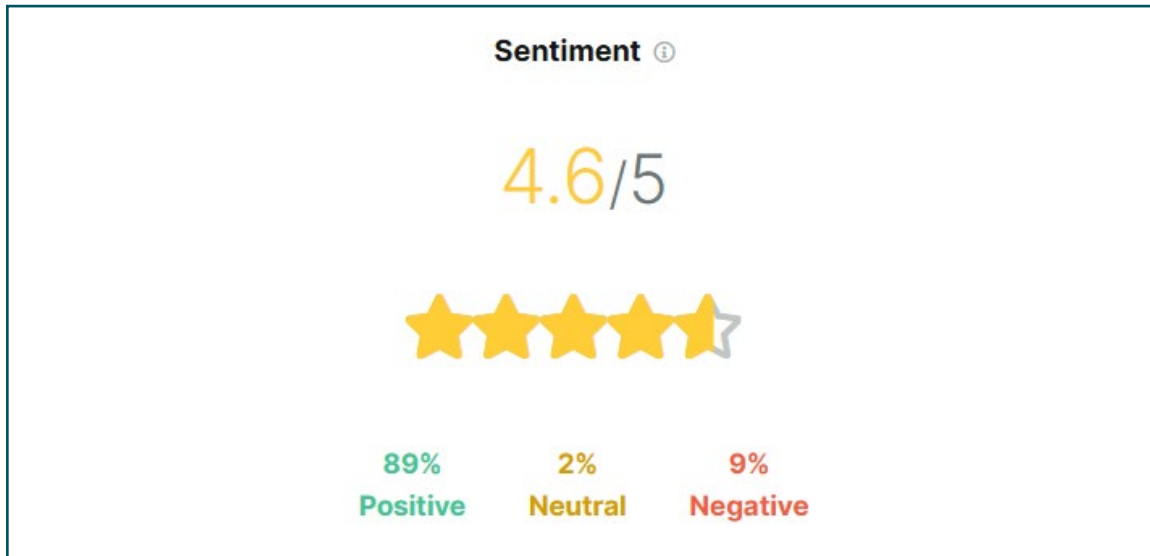
Feedback Volume

This widget shows the total number of comments and their proportional volume by sources. When there are more than five sources to show, the top four sources by feedback volume are shown in four parts and all other sources are combined and shown as Other. Hover over a section to see the specific percentage.



Sentiment

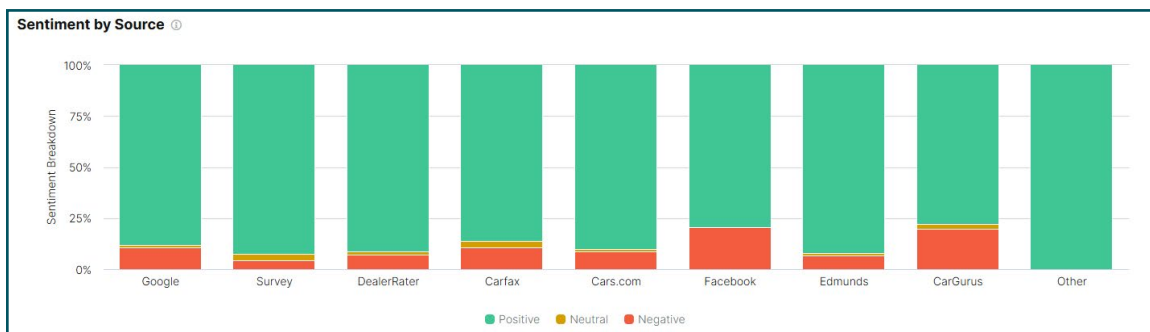
This widget shows the average star rating from reviews and surveys and the percentage of positive, neutral, and negative comments.



Sentiment by Source

View trends in sentiment by feedback source, broken down by positives (green bars), neutrals (yellow bars), negatives (red bars), and sources with no rating (gray bars). Use this chart to compare feedback from surveys against third-party review sources to better understand the questions that should be in the surveys to gauge an accurate sentiment.

This can also be used as a control mechanism against “gaming” the system whenever incentives are offered with first-party feedback (surveys).



Leaderboards

View insights broken out by location, including sentiment by location, top performing locations and their drivers of improvement, and locations that need attention along with their drivers of decline. The **Leaderboards** tab is available with a selection of two or more locations in the filters.

Location Leaderboard

The Location Leaderboard shows each location ranked by an overall sentiment score from 1 to 100. The rest of the table displays the sentiment score for more specific categories.

Location Leaderboard

Hide Location with fewer than 10 comments

Search

Group by: Location

Leaderboard ranks based on a sentiment score of 1 to 100. It also displays performance in different categories.

| Rank | Location | Overall Sentiment | Overall Experience - General | People | Helpfulness | Professionalism | Friendliness | Speed |
|------|----------|-------------------|------------------------------|--------|-------------|-----------------|--------------|-------|
| 1 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 2 | | 100 | 100 | 83 | 100 | 100 | 100 | 100 |
| 3 | | 100 | 100 | 92 | 100 | 100 | 100 | 88 |
| 4 | | 100 | 99 | 86 | 100 | 100 | 99 | 97 |
| 5 | | 99 | 99 | 93 | 93 | 97 | 100 | 89 |
| 6 | | 99 | 98 | 86 | 100 | 100 | 100 | 92 |

| Column | Description |
|-------------------|--|
| Rank | This column defaults to the order of the locations by sentiment score. Use the filters to change how and what is ranked in the chart. |
| Location | By default, this column shows a list of business locations. Use the Group by filter to change the attribute to be ranked. |
| Overall Sentiment | The overall sentiment score of the category listed in the Location column. |
| Categories | The columns in the rest of the chart break down the specific categories that make up the Overall Sentiment score. These change depending on the applied secondary filters. |

Use the leaderboard filters above the table to view different rankings in the chart.

| Filter | Description |
|---------------|--|
| Hide Location | Determine how many comments a location needs to be included in the chart: <ul style="list-style-type: none"> • Don't hide Location with low comment count • Hide Location with fewer than 5 comments • Hide Location with fewer than 10 comments • Hide Location with fewer than 50 comments |
| Search | Use keywords to find a specific location in the chart. |
| Group by | Instead of ranking each location, rank by attributes such as group or market. |

Sentiment by Location

View how groups of locations impact the business's overall star rating. For example, select **State** in the **Group By:** filter to estimate the influence each state and its corresponding locations has on the overall star rating for the business.

| Sentiment by Location | | | | |
|-----------------------|--|--------------------|---|-----------------|
| | | Group by: Location | Hide Location with fewer than 10 comments | |
| Rank | Location | Rating | Rating Change | Feedback Volume |
| 1 | <div>Overall Experience - General Professionalism</div> <div>People</div> | 5/5 | ↗ 0.3 | 10 |
| 2 | <div>Overall Experience - General Helpfulness</div> <div>Professionalism</div> | 5/5 | ↗ 0.3 | 26 |
| 3 | <div>People Overall Experience - General Helpfulness</div> | 5/5 | ↔ 0 | 12 |
| 4 | <div>Overall Experience - General People</div> <div>Professionalism</div> | 5/5 | ↗ 0.1 | 372 |
| 5 | | 5/5 | ↘ 0 | 90 |
| 1 of 10 | | | | |

| Column | Description |
|----------|--|
| Rank | The selected grouping ranked first according to the sorted column. The default is sorted by the grouping with the highest average rating. |
| Location | The name of the grouping selected in the Group By filter and the top three categories that contribute most to the impact score (see below). Click on a category to view details by time, or view customer quotes and a word cloud related to the selected category for that group of locations. |

| Column | Description |
|-----------------|--|
| Rating | The average rating of reviews and surveys for the selected group of locations and time period, color-coded according to sentiment. |
| Rating Change | The rating change (in tenths of a point/star) of the group of location's rating in the previous comparable time period. |
| Feedback Volume | The volume of reviews and survey submissions for the grouping. |

Note: Impact is not displayed when **Group by** is set to **Location** as impact from a single location is typically not significant.

Use the filters above the table to view different rankings in the chart.

| Filter | Description |
|---------------|--|
| Group by | Instead of displaying location groups, show attributes such as group and market. |
| Hide Location | Determine how many comments a location needs to be included in the chart: <ul style="list-style-type: none"> • Don't hide Location with low comment count • Hide Location with fewer than 5 comments • Hide Location with fewer than 10 comments • Hide Location with fewer than 50 comments |

Big Movers

Kudos

The Kudos chart lists the locations with the most rating change (positive) within the given time period and features the categories that contributed most to the improvement. Filter out locations with fewer comments for more meaningful insights.

Click on an individual location or the categories to dive deeper into the data, view details for the received feedback by time or customer quotes, and drive actionable change.

| Big Movers | | | | | |
|---|----------|-----------------|--------|---------------|--|
| Kudos | | | | | |
| Highest average rating improvement from Previous Period (May 09, 2023 - May 07, 2024) to Current Period (May 08, 2024 - May 07, 2025) | | | | | |
| Rank | Location | Feedback Volume | Rating | Rating Change | Drivers of Improvement |
| 1 | | 15 | 4.8/5 | ↗ 3.8 | Customer Service - General Friendliness People |
| 2 | | 79 | 3.7/5 | ↗ 1 | People Friendliness Repair Work |
| 3 | | 84 | 4.8/5 | ↗ 0.9 | Speed Service Staff Overall Experience - General |
| 4 | | 180 | 4.4/5 | ↗ 0.9 | Overall Experience - General Speed Professionalism |
| 5 | | 691 | 4.5/5 | ↗ 0.6 | Customer Service - General Overall Experience - General Oil / Oil Change |

Needs Attention

The Needs Attention chart lists locations with the most rating change (negative) within the given time period and features the categories that contributed most to the decline. Filter out locations with fewer comments for more meaningful insights.

Click on a category to view details by time or view customer quotes and a word cloud related to the selected category for that location.

| Needs Attention | | | | | |
|---|----------|-----------------|--------|---------------|---|
| Highest average rating decline from Previous Period (May 09, 2023 - May 07, 2024) to Current Period (May 08, 2024 - May 07, 2025) | | | | | |
| Rank | Location | Feedback Volume | Rating | Rating Change | Drivers of Decline |
| 1 | | 83 | 3.8/5 | ↘ 0.8 | Overall Experience - General Trade In Speed |
| 2 | | 352 | 3.6/5 | ↘ 0.7 | Professionalism Overall Experience - General People |
| 3 | | 17 | 2.4/5 | ↘ 0.7 | Overall Experience - General Maintenance Wait Time |
| 4 | | 37 | 4.3/5 | ↘ 0.7 | Follow-up Communication - General Fraud |
| 5 | | 127 | 3.9/5 | ↘ 0.7 | Overall Experience - General Professionalism Speed |

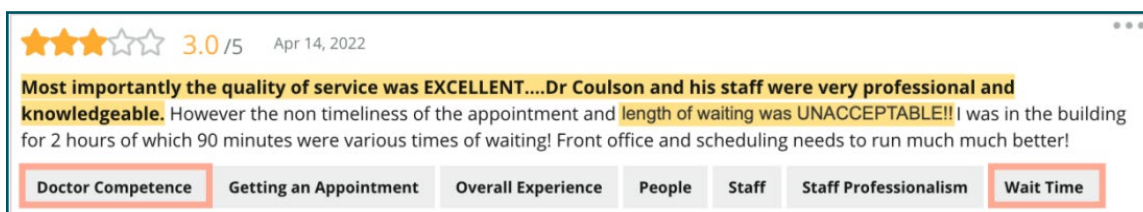
Insights by Category

View insights broken out by category, including strengths and weaknesses with the most impact on the average star rating, an interactive sentiment map, and sentiment broken out by category.

Customer comments within reviews and surveys are transformed into text analytic categories. These categories are grouped within the domains that are customized for the account (e.g., Staff, Transaction, Satisfaction, Experience, etc.). Filter between Industry and Employee feedback types to gauge customer versus employee sentiment.

Categories are then measured by category sentiment, which is a more precise measure of customer satisfaction than a 1–5-star rating. Applied to all legends or charts that show category sentiment, the algorithm breaks down the review content into categories that are scored separately (e.g., a customer gives four stars on a review that raves about the polite doctor but complains about parking).

For example, the image below shows a positive comment regarding doctor competence, but also includes a negative comment on wait time.



The algorithm may score 100 to sentiment in “Staff” (positive) and 0 to sentiment in “Parking” (negative). After all sentences are given a score (0 negative, 50 neutral, 100 positive), each category score is added and divided by the total number of mentions for that category.

Example: 15 total mentions for Parking

5 are negative = $(0 \times 5) = 0$

8 are positive = $(8 \times 100) = 800$

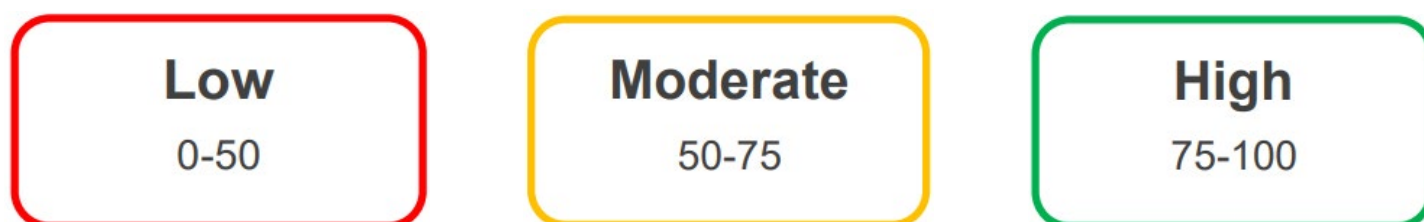
2 are neutral = $(2 \times 50) = 100$

$0 + 800 + 100 = 900$

$900 / 15 = 60$

The Parking category sentiment equals 60.

Rely on the industry average to determine whether each category sentiment score is ideal (above or below industry average). Generally, the sentiment score breakdown is as follows:



Strengths & Weaknesses

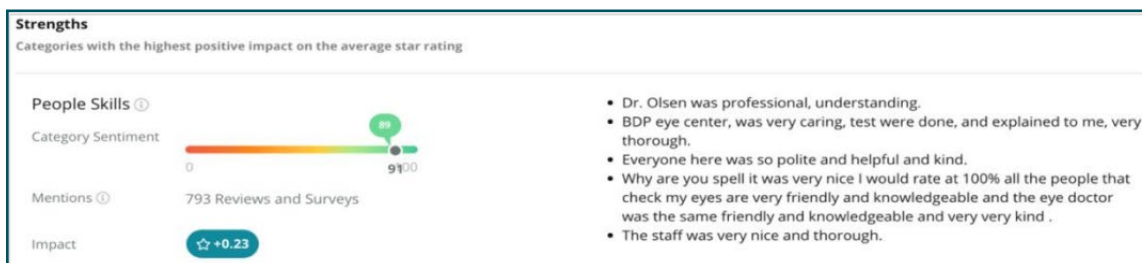
Strengths & Weaknesses provides a list of categories that impact the star rating the most. Strengths are the categories that pull up the star rating, and weaknesses are those that drag down the star rating.

Note: To see the industry your business is listed as, go to **Settings > Admin**. The industry is listed under **Company Information**.

| Item | Description |
|--------------------|---|
| Category Sentiment | <p>Categories that have the highest average rating for the feedback with that tag. (The average rating is not displayed but calculated on the back end.) See Summary on page 8 for how category sentiment is calculated.</p> <p>The gray dot on the bar is the industry average for that category.</p> |
| Mentions | Total number of times that category is present in reviews and surveys for the given filters. |
| Impact | <p>A conservative estimate of influence of that category over the average star rating. Because the categories in Strengths and Weaknesses are sorted by impact in descending order, focus on these categories first, especially the weaknesses. Addressing the related consumer issues is likely to have the highest impact on the average star rating.</p> <p>Impact is tailored to each industry. (Calculates an average star rating for each industry and estimates the impact of each category by comparing it to the industry average.) “Low” impact indicates that the potential impact of a category is less than 1/100th of a star.</p> |
| Quotes | <p>Sample phrases about that topic extracted from reviews or surveys.</p> <p>The comments selected represent those that the algorithm can identify as most positive or negative and are most recent in that category.</p> <p>If no quotes are shown, the platform doesn’t have the phrase or confidence level to display them. To see all quotes, go to the Sentiment Map and drill-down into that category’s tile by Customer Quotes.</p> |

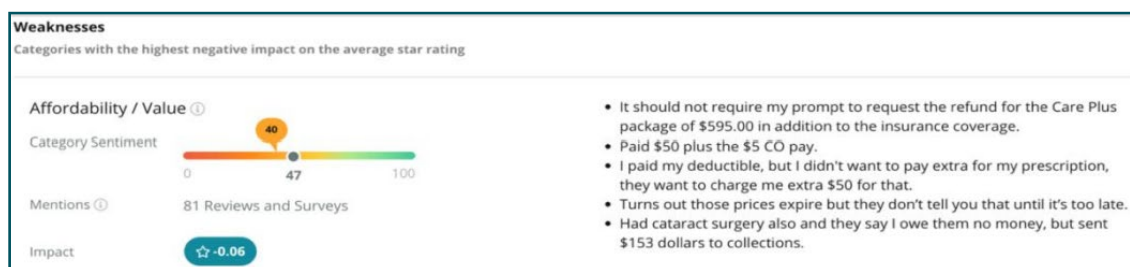
Strengths

Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.



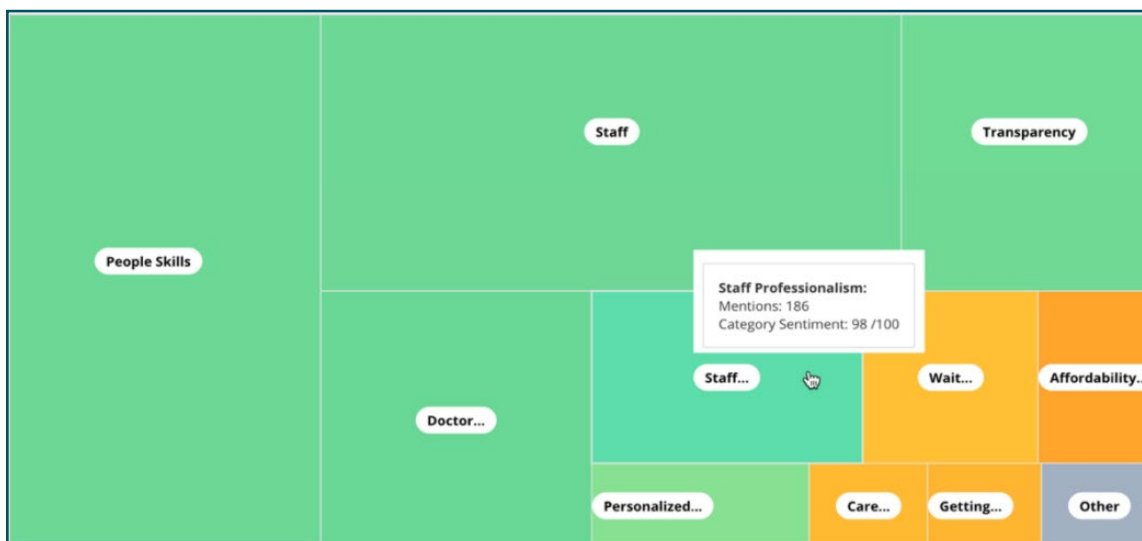
Weaknesses

Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.



Sentiment Map

The size of the box in the map indicates the volume of reviews/surveys associated with the category. Hover over a box to see the review/survey volume in that category as well as the category sentiment score out of 100 points. The **Other** box represents categories that may show up in fewer than 1% of reviews and surveys.



The colors represent the category sentiment rating of phrases within reviews and/or surveys tagged with that category. Each review can have a positive (100), a negative (0), or a neutral (50) category sentiment.



Sentiment By Category

The **Sentiment by Category** chart shows all categories sorted by the highest volume of mentions in reviews and surveys. View by average star rating (1-5) and compare previous and current time periods by category sentiment (0 to 100).

| Category Name | Mentions | Average Rating | Category Sentiment | | | | | Current Period Breakdown | | |
|---------------|----------------|----------------|------------------------|--------------------------|--------------------|----------------------|--|--------------------------|-----|-----|
| | Current Period | | Current Period Average | Change From Prev. Period | Prev. Period Trend | Current Period Trend | | 0 | 450 | 900 |
| People Skills | 793 | 4.6 / 5 | 89 / 100 | -4 / 100 | | | | | | |
| Staff | 736 | 4.5 / 5 | 89 / 100 | -3 / 100 | | | | | | |
| Transparency | 323 | 4.6 / 5 | 88 / 100 | -1 / 100 | | | | | | |

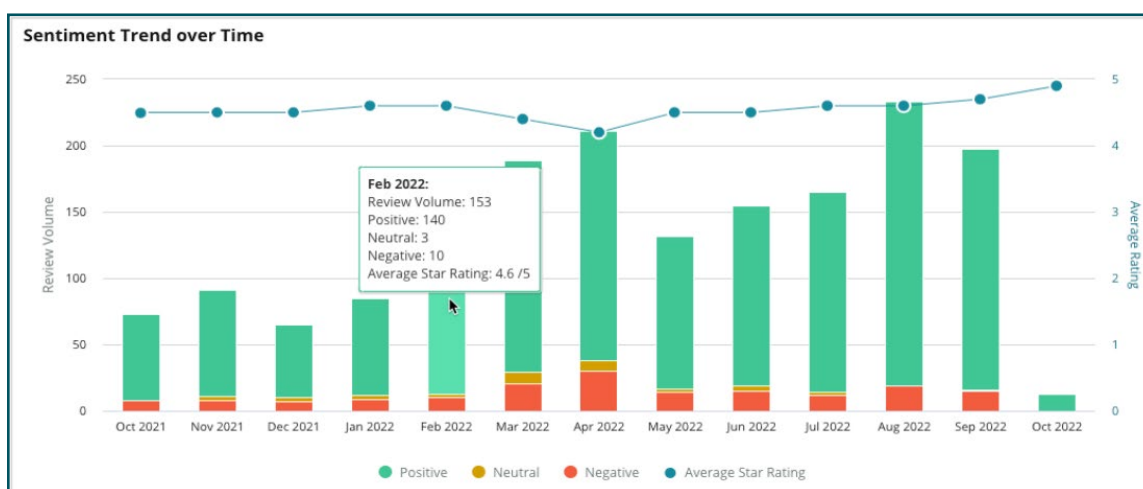
| Column | Description |
|--------------------------------|--|
| Category Name | Name of the topic for related categories associated with the review and/or survey comments. Each review/survey may have multiple category tags applied (e.g., "Staff" may have mentions related to "Staff Professionalism" and "People"). |
| Mentions: Current Period | This is the total number of reviews and/or surveys with this specific category tag. Each review/survey may have multiple category tags, so this number may not correspond 1:1 with total volume of reviews and/or surveys received during the time period. |
| Average Rating: Current Period | The average star rating (1–5 scale) of reviews and/or surveys that include this category. |

| Column | Description |
|--------------------|--|
| Category Sentiment | <ul style="list-style-type: none"> • Current Period Average: The average category sentiment for the current time period. • Change from Previous Period: The category sentiment change compared to the previous time period. • Previous Period Trend: The category sentiment trend from the previous time period's reviews that include this category. The dotted line represents 50. • Current Period Trend: The category sentiment trend from the current time period's reviews that include this category. The dotted line represents 50. • Current Period Breakdown: The total volume of reviews that include this category, broken down by positive (green), negative (red), and neutral (yellow). |

Trends

Sentiment Trend Over Time

View trends over time broken down by customer sentiment and customized categories. The Sentiment Trend Over Time graph shows positive (green bars), neutral (yellow bars), and negative data (red bars). Hover over the different bars to view additional statistics.



Trending Categories

Use the filters above the table to analyze trends by category for volume of customer feedback, volume change between the previous and current periods of time, and sentiment change.

Click into each category to view data by location, time, and customer quotes.

Trending Categories

Sentiment: All

Current period vs Previous period

Hide locations with fewer than 10 commen...

Categories with the most volume change from Oct 06, 2020 - Oct 05, 2021 to Oct 06, 2021 - Oct 05, 2022

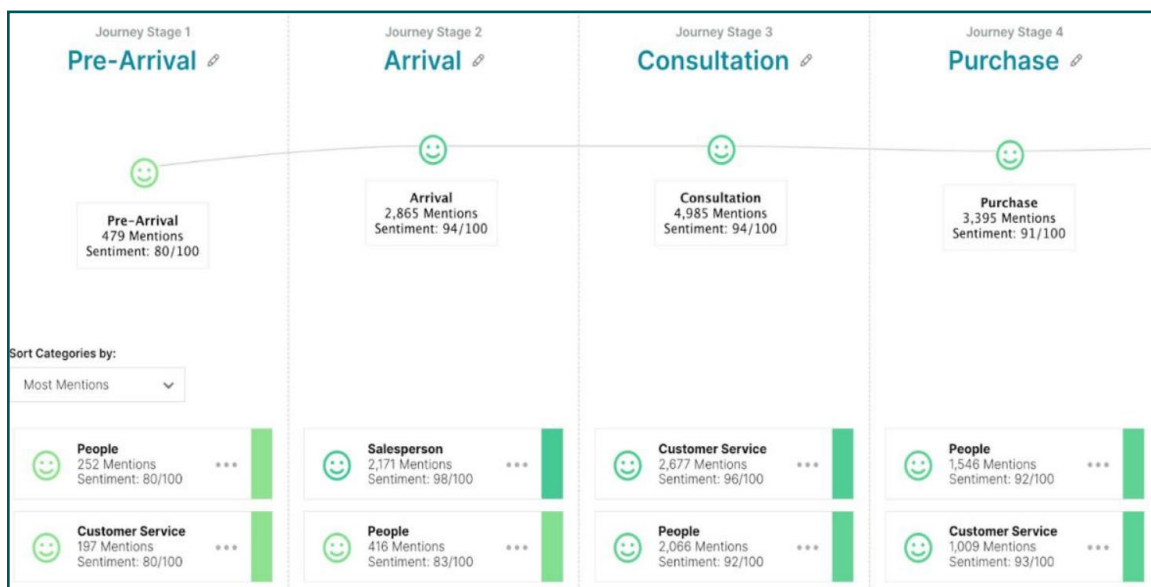
| Rank | Category | Previous Period Volume | Current Period Volume | Volume Change | Sentiment Change |
|------|-------------------|------------------------|-----------------------|---------------|------------------|
| 1 | Staff | 665 | 742 | 77 | ↓ -3 |
| 2 | People Skills | 732 | 792 | 60 | ↓ -3 |
| 3 | People | 669 | 669 | 55 | = 0 |
| 4 | Doctor Competence | 228 | 281 | 53 | ↓ -4 |

3 | Journey Insights

Journey Insights

Dive deeper into customer feedback to better understand what your business is doing well, and where there are opportunities for improvement.

Journey Insights is a powerful tool that represents each stage of the customer journey and the critical aspects and topics of each. Using Artificial Intelligence (AI) and Natural Language Processing (NLP), it dissects customer feedback, assigns category tags and sentiments, and then provides a comprehensive visual representation of the health and performance of the delivered experience.



Navigate Journey Insights



1. From the left navigation menu, go to **Insights > Journey Insights**.

From there, view the different stages in the customer journey. Depending on the industry, the view may look different than the examples shown in this guide, but the steps and actions are similar.

Journey Insights

Journey Stage 1 ⓘ

Sales ▼

Sales ✓

Service

Note: Depending on the industry, users may toggle between multiple journey types using the filters at the top.

Within Journey Insights, determine areas of friction based on category sentiment and mentions within customer reviews and survey feedback. Keep in mind the following definitions:

- **Mentions:** Total number of times a category is present in reviews and surveys for the given filters. A category is only counted once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories with the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Configure the Customer Journey

To customize the Customer Journey,

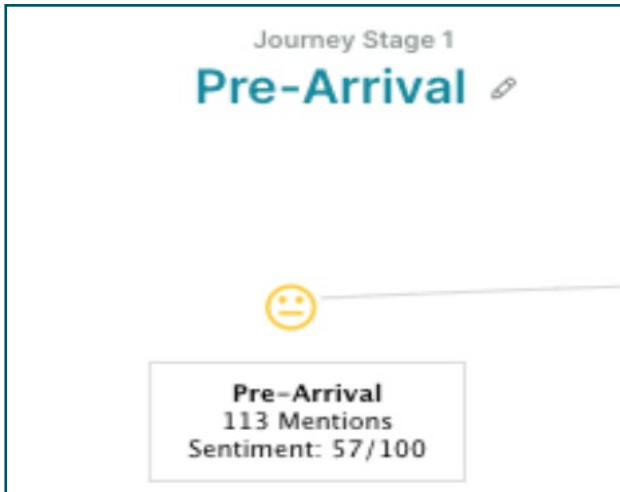
1. Toggle between Sales and Service to change the journey that displays. The suggested stage titles are based on industry standards and taxonomies.
 - a. Click the pencil icon to edit the title of each individual stage in the journey to better fit organization needs
2. Use the **Show** drop-down in the upper right corner to select **Domains** or **Categories**.
 - **Domains:** Displays the high-level themes for each category card in a stage.
 - **Categories:** Displays specific feedback themes for each category card in a stage.

Note: Currently, the Reputation platform does not support adding or removing journey stages.



Sentiment Categories

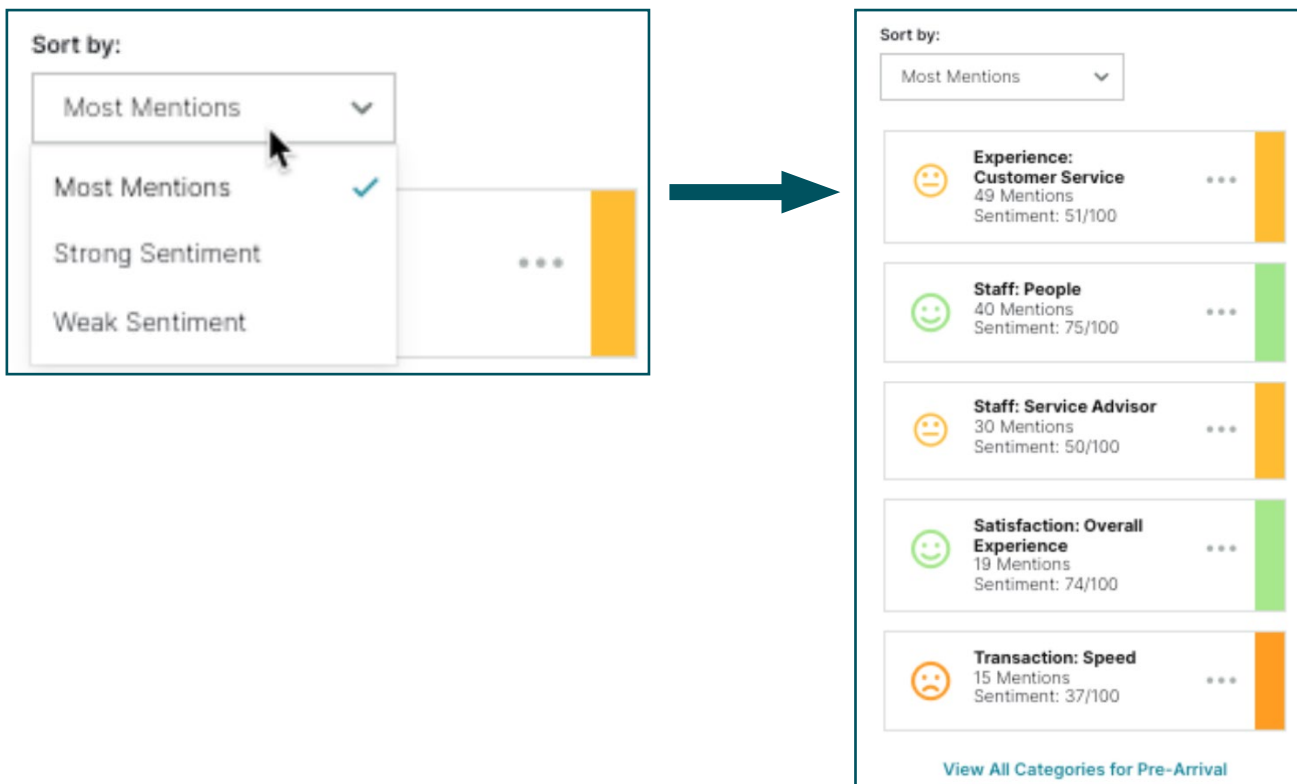
Analyze sentiment trends to make data-driven decisions about investing in areas that better align with business goals and elevate the overall customer experience.



At the highest level, view the overall sentiment and total mentions for each of the stages. The emoji and sentiment score out of 100 provide a quick overview of which stage needs the most attention.

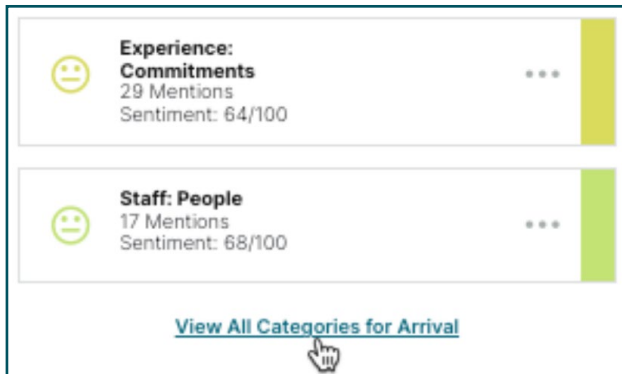
Scroll down to see the distinct categories that make up each stage. Sentiment data is pulled directly from customer feedback via reviews and surveys. By default, the categories are sorted by the most mentions.

Click the drop-down at the top to change the filter to see the strong or weak sentiment categories.



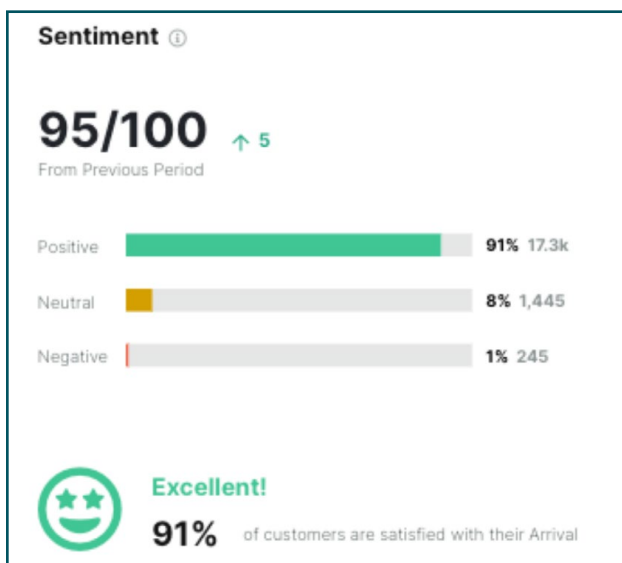
Review and analyze customers' overall sentiment by stage or category before developing improvement plans.

Analyze Sentiment Data by Stage



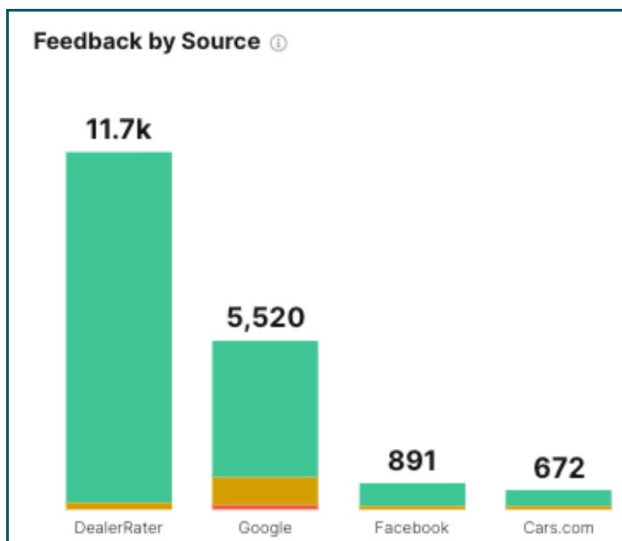
At the bottom of every stage and its sentiment categories, click **View All Categories** for more analytics and visuals for each individual stage.

Sentiment



The **Sentiment** widget displays the sentiment of the stage in the current period and sentiment change in comparison to the previous period in a bar chart.

Feedback by Source



The **Feedback by Source** widget displays a breakdown of the feedback volume by source for the stage based on the sentiment.

Domain and Categories

The **Domain and Categories** data table shows all categories associated with the stage, along with its mentions and overall sentiment scores. Additionally located in this chart is the Sentiment Change—a change in category sentiment from the previous period. The all time date range filter does not show the sentiment change value.

Within this chart, click into an individual category to view its data by location, sentiment trend, and word cloud only pertaining to that specific category.

| Category Name | Mentions ⓘ | | | | Category Sentiment ⓘ | | | |
|----------------|------------|----------|---------|----------|----------------------|--------------------|--------------------------|--|
| | All | Negative | Neutral | Positive | Score | Sentiment Change ⓘ | Current Period Breakdown | |
| ▶ Staff | 13.5k | 114 | 701 | 12.6k | 97/100 | ↑ 5 | | |
| ▶ Experience | 3,259 | 65 | 492 | 2,702 | 90/100 | ↓ 2 | | |
| ▶ Satisfaction | 1,705 | 33 | 117 | 1,555 | 95/100 | ↓ 1 | | |

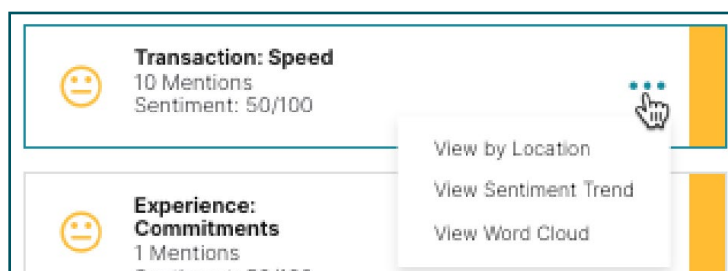
Mentions and Category Sentiment are defined by the following:

- **Mentions:** Total number of times that category is present in reviews and surveys for the given filters. A category is counted only once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories with the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Analyze Sentiment Data by Category

View individual sentiment category data by location, sentiment trends, and word cloud:

1. Within an individual stage, click one of the boxes containing a sentiment category's high-level overview.
 - a. Alternatively, click the ellipsis and choose to view data by location, sentiment trend, or word cloud.

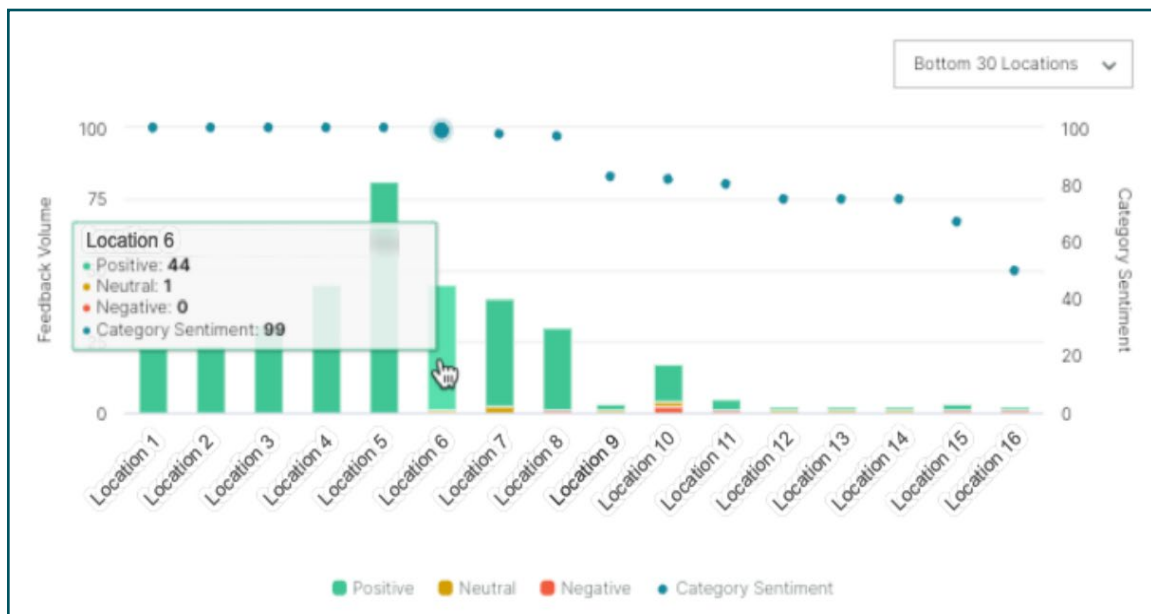


Toggle between different interactive charts to analyze customer feedback. Adjust the top-line filters accordingly to capture results from certain time periods, sentiment categories, sentiment score, and feedback type.

Sentiment Score by Location




This location-level, stage-based data shows which locations are performing well, which are not, and why, so it is possible to develop improvement plans for the locations that need it most. In addition to the top-line filters shown in every view, the Locations chart also filters by All Locations, Top 30 Locations, and Bottom 30 Locations.

Hover over the bars for a high-level overview of sentiment score by location. Click on a bar to drill further into a specific location.



Customer Quotes

In every view (Locations, Sentiment Trend, or Word Cloud), scroll down to see customer quotes from the reviews or survey results that made up the specific category.

October 31, 2023

Responded

Published

★★★★★ 5/5

I had the pleasure of working with Blake when I was in

I had the pleasure of working with Blake when I was in the market for a new car, and I couldn't be happier with the experience. Blake's knowledge and professionalism truly stood out. He took the time to understand my needs and preferences, and he went above and beyond to find the perfect vehicle for me. Throughout the entire process, Blake was patient, attentive, and never made me feel pressured. He answered all of my questions and provided valuable insights, making me feel confident in my decision. His expertise and friendly demeanor made the car-buying experience enjoyable and stress-free. I also appreciated how Blake took the time to explain all the features and options of the car, ensuring I left the dealership with a clear understanding of my new vehicle. Thanks to Blake, I now have a car that I absolutely love, and I can't recommend him enough to anyone looking for a great car salesperson.

OVERALL

★★★★★ 5/5

RECOMMEND DEALER : true

EMPLOYEES WORKED WITH :

Visit Reason : SALES VISIT - NEW

| | | | |
|-----------------------------|---------------------------------|---------------------------|---------------------|
| Competence | Customer Service | Dealer Recommendation | Delay / Timing |
| Explanation / Demonstration | Friendliness | Knowledge / Attentiveness | Likely to Recommend |
| Online Shopping / eCommerce | Overall Experience | Parking / Amenities | People |
| Sales | Sales Experience | Sales Tactics / Pressure | Salesperson |
| Sufficiency of Information | Vehicle Condition / Cleanliness | Vehicle Cost | Staff |

Note: The platform reads and comprehends comments in all customer feedback.

As such, a single review or survey result may appear in multiple customer journey stages. This means the Artificial Intelligence (AI) and Natural Language Processing (NLP) identified comments that fit into multiple stages.

For example, if a customer details their full experience, the AI and NLP recognizes which pieces of feedback fit into specific stages. If a customer had a lower sentiment experience in the pre-arrival stage, but was pleased with their purchase, only the section of the review for that stage will be factored into that journey stage sentiment.

4 | Competitive Insights

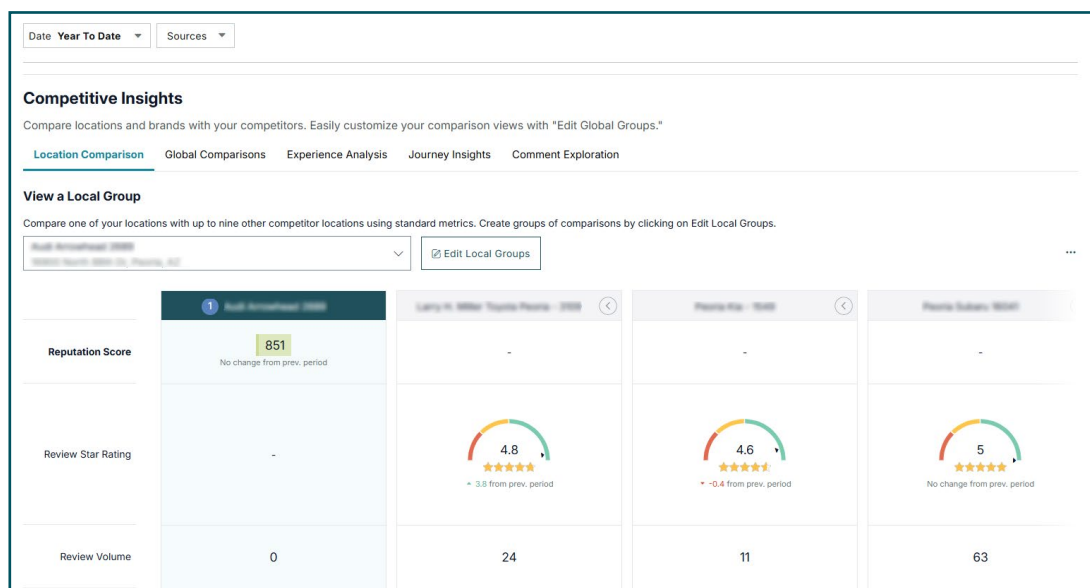
Competitive Insights

Use Competitive Insights to identify competitor locations and view side-by-side comparisons with a detailed competitive experience analysis, broken down by themes. Easily compare business performance against competitors at both brand and location levels to gain a clear understanding of the competitive landscape, identify areas for improvement, inform strategic planning, and ultimately drive business success.

Location Comparison

Compare one location with up to nine other competitor locations. These ten locations create a local group.

1. Use the drop-down at the top to select the local group displayed in the columns.
 - The first column is your business location. The columns to the right display information for up to nine competitor locations.



- For details about the information displayed in the chart, see the [Location Comparison Chart on page 33](#).
- The blue number in each column heading shows the rank of the location by Reputation Score.
- Use the arrow in the top right of each column to collapse the column.

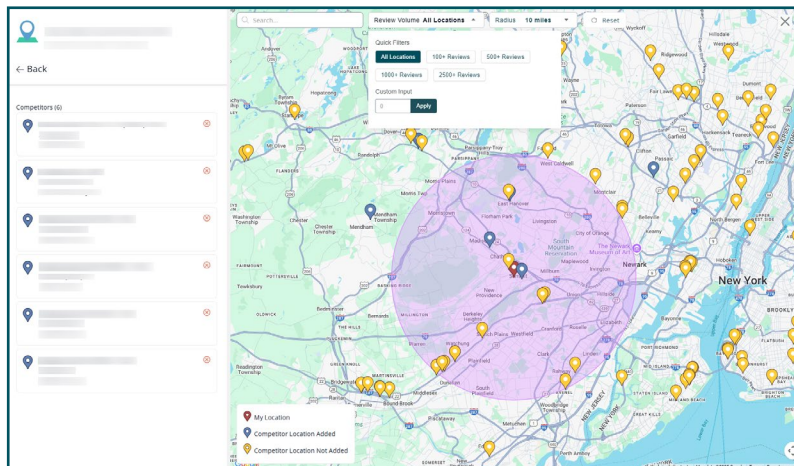
- Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).

The first screenshot shows the 'Date' filter set to 'Year To Date' and the 'Sources' filter. The 'Start Date' is 'Jan 1, 2025' and the 'End Date' is 'Aug 5, 2025'. The 'Apply Date Range' button is highlighted. The second screenshot shows the 'Sources' dropdown menu with a search bar and options to 'Select All' and 'Clear All'. The 'Google' source is selected.

- Click the ellipsis to schedule or forward a report of the location comparison. For more information, see [Schedule and Forward Insights on page 49](#).

The screenshot shows the 'Competitive Insights' header with the subtitle 'Compare locations and brands with your competitors. Easily customize your comparison views with "Edit Global Groups."'. Below this are tabs for 'Location Comparison', 'Global Comparisons', 'Experience Analysis', 'Journey Insights', and 'Comment Exploration'. The 'View a Local Group' section includes a dropdown for 'Add Reviewer' and an 'Edit Local Groups' button. At the bottom right, there are 'Schedule' and 'Forward' buttons.

- Click **Edit Local Groups** to create or change the columns displayed in the local comparison chart. For more information, see [Create Location Comparison Groups on page 34](#) or [Edit Local Groups on page 36](#).



Location Comparison Chart

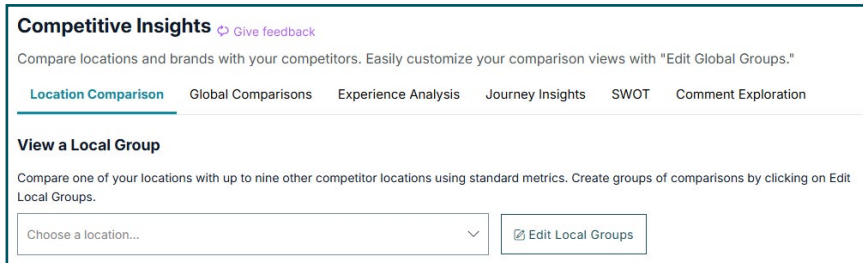
Each selected location is compared to competitors based on the following categories.

| Comparison Category | Description |
|----------------------------|---|
| Reputation Score | This shows the Reputation Score for the location and the percentage difference from the previous date range. |
| Review Star Rating | The average star rating from all submitted reviews. |
| Review Volume | The number of reviews for each location. |
| Review Sentiment Breakdown | The sentiment (positive, negative, or neutral) percentage for each location. |
| Review Spread Score | <p>The variety of review sites.</p> <p>Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites.</p> |
| Review Recency Score | <p>The percentage of recently submitted reviews.</p> <ul style="list-style-type: none"> • Best practice is to have reviews newer than 3 months. • Reviews posted most recently are weighted more heavily in calculating the star average. |
| Review Response Score | The percentage of reviews responded to. |
| Listing Completeness Score | The percentage of the business listing that is complete. |
| Review Quality Score | <p>The quality of the reviews submitted for the location.</p> <ul style="list-style-type: none"> • Reviews with 2–3 sentences typically contain more valuable feedback than shorter reviews with more generic statements. |
| Social Score | <p>The percentage of activity on the business social media.</p> <ul style="list-style-type: none"> • Regularly post content on social channels and respond to comments within 24–48 hours. |
| Search Impression Score | How many times the location has been searched online. |
| Sentiment Score | The overall sentiment for the location from reviews. |
| Strengths | The overall strengths for the location. |
| Weaknesses | The overall weaknesses for the location. |

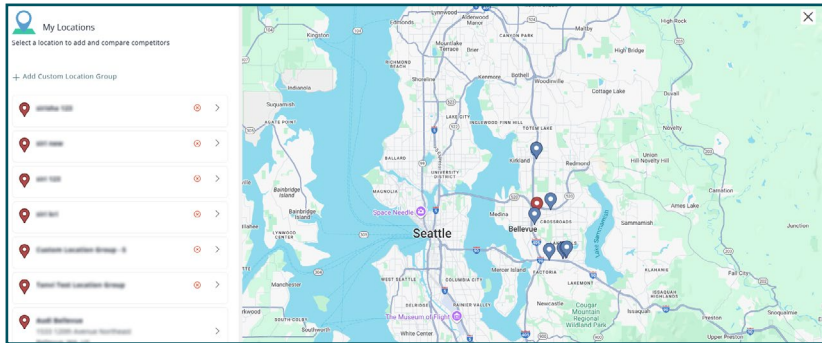
Create Location Comparison Groups

To create a group of local comparisons,

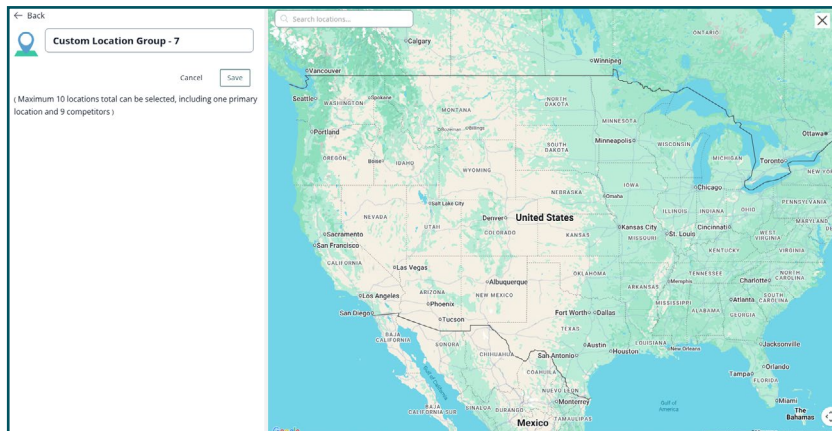
1. Click **Edit Local Groups**.



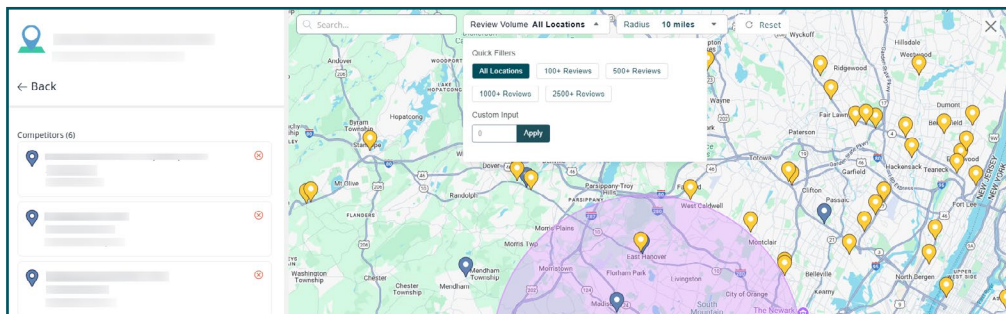
2. Click **+Add Custom Location Group**.



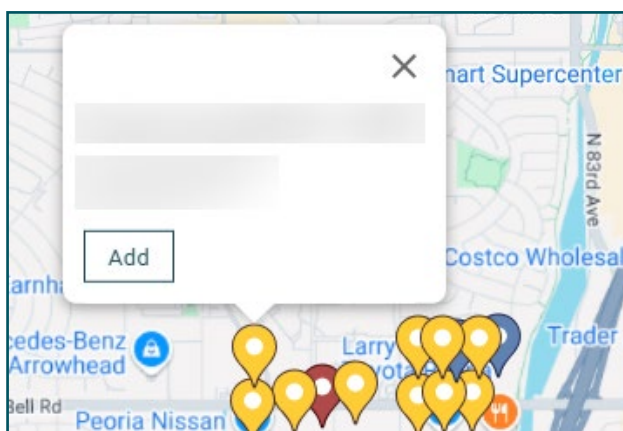
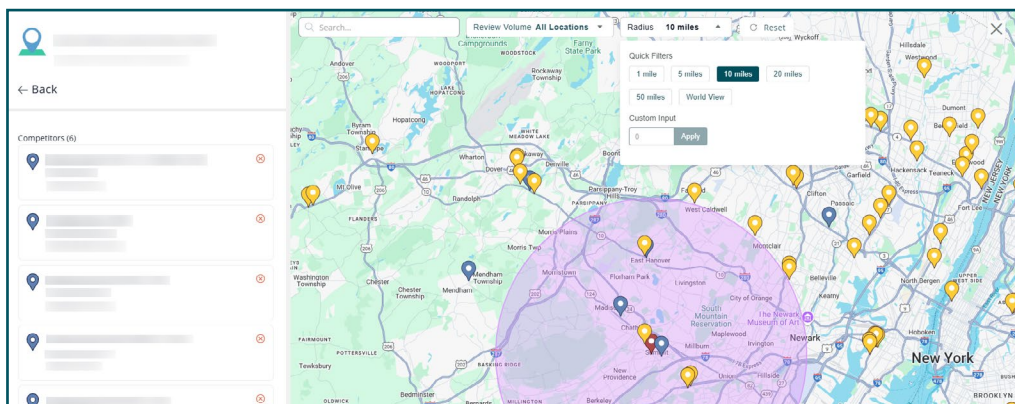
3. Name the custom group.



4. Search and select a location. A maximum of ten locations total can be selected, including one primary location and nine competitors.
 - a. Use the search bar to search for a specific location.
 - b. Use the **Review Volume** drop-down to filter by the number of reviews each location has.

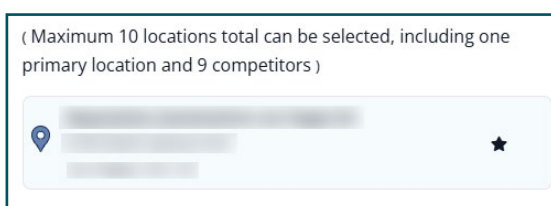


- c. Use the **Radius** drop-down to filter the locations within a certain geographical area.



5. Select a yellow location marker in the map and click **Add** to add a location to the list.
 - a. To remove a location from the list, click the red X for the location in the column or click on the location in the map and click **Remove**.

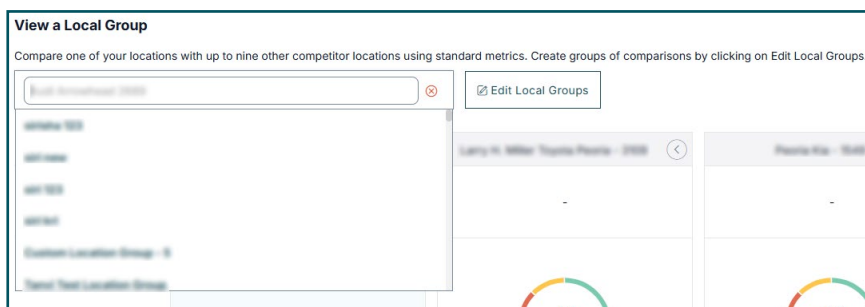
6. From the list of ten locations, click the star next to a location to assign it as the primary location.



Edit Local Groups

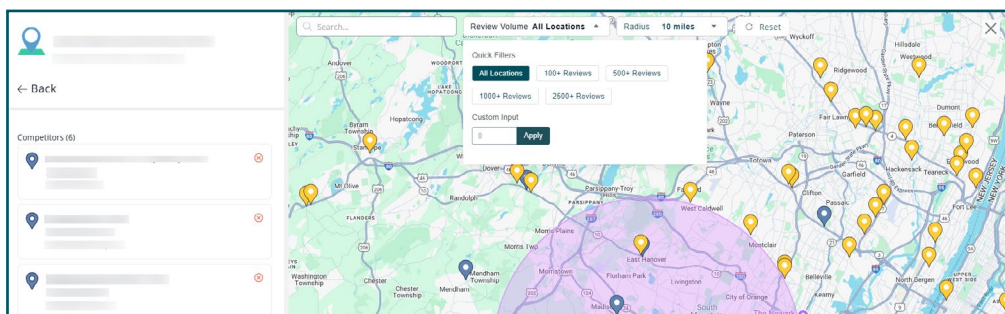
To edit a group of local comparisons,

1. Use the drop-down to choose the local group to edit.

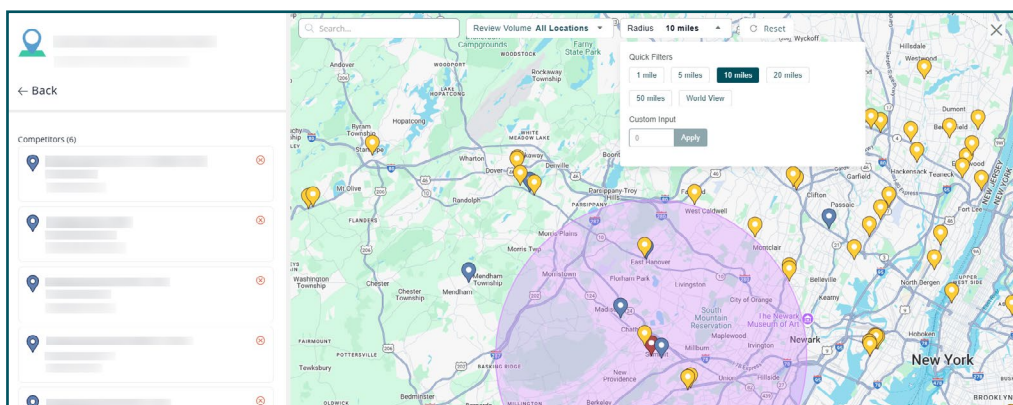


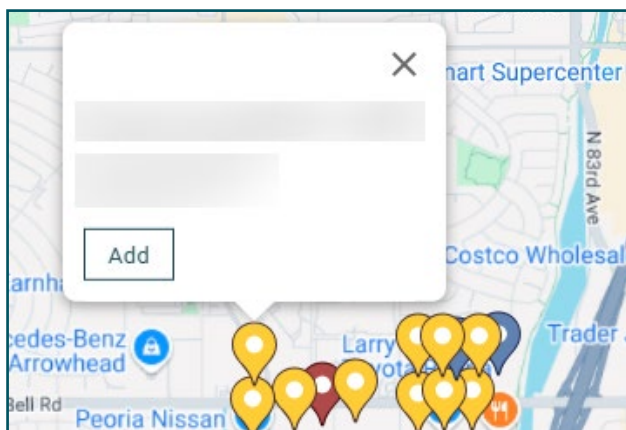
2. Click **Edit Local Groups**.

- a. Use the search bar to search for a specific location.
- b. Use the **Review Volume** drop-down to filter by the number of reviews each location has.



- c. Use the **Radius** drop-down to filter the locations within a certain geographical area.



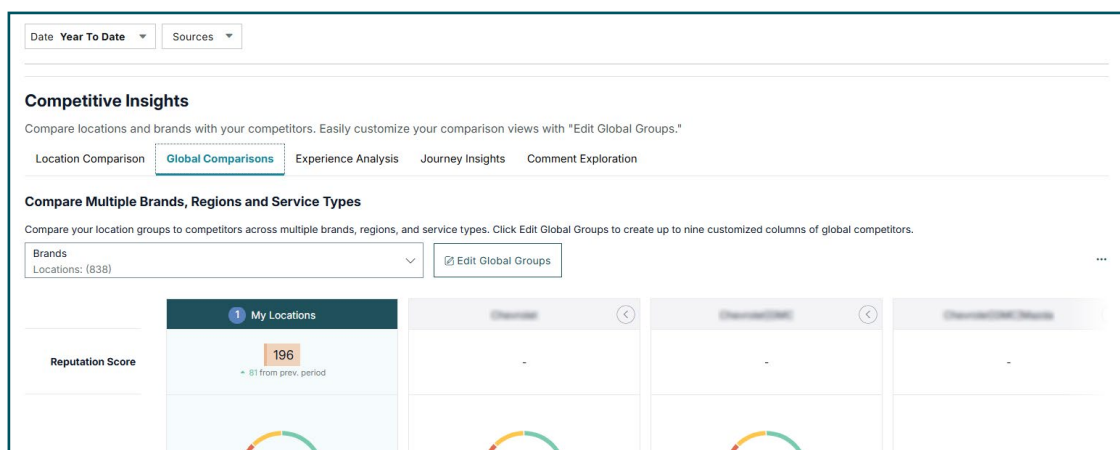


3. Select a yellow location marker in the map and click **Add** to add a location to the list.
 - a. To remove a location from the list, click the red X for the location in the column or click on the location in the map and click **Remove**.

Global Comparisons

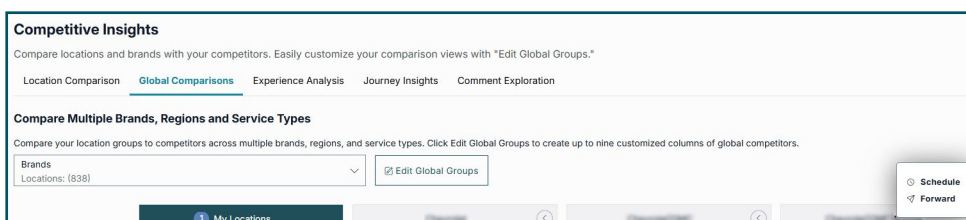
Compare location groups to competitors across multiple brands, regions, and service types. Use **Edit Global Groups** to create up to nine customized columns of global competitors.

1. Use the drop-down at the top to select a set of global comparisons.
 - The first column is your locations under the group selected from the drop-down. The columns to the right display information for up to nine competitor groups.



- For details about the information displayed in the chart, see the [Global Comparison Chart on page 38](#).
 - Use the arrow in the top right of each column to collapse the column.
2. Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).

- Click the ellipsis to schedule or forward a report of the global comparison. For more information, see [Schedule and Forward Insights on page 49](#).



- Click **Edit Global Groups** to change the set of global comparisons displayed in the global comparison chart. For more information, see [Create Custom Global Groups on page 39](#) or [Edit Global Groups on page 41](#).

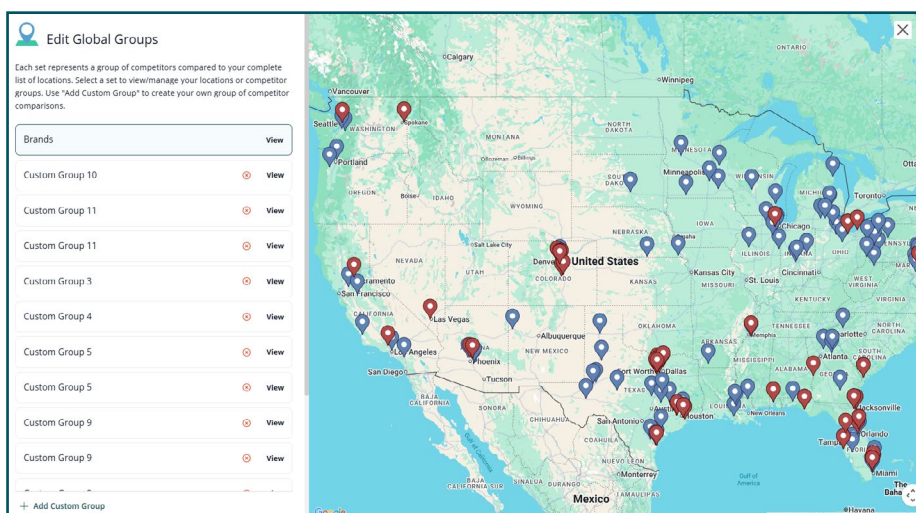
Global Comparison Chart

| Comparison Category | Description |
|----------------------------|--|
| Reputation Score | This shows the Reputation Score for the location and the percentage difference from the previous date range. |
| Review Star Rating | The average star rating from all submitted reviews. |
| Review Volume | The number of reviews for each location. |
| Review Sentiment Breakdown | The sentiment (positive, negative, or neutral) percentage for each location. |
| Review Spread Score | The variety of review sites. Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites. |
| Review Recency Score | The percentage of recently submitted reviews. <ul style="list-style-type: none"> Best practice is to have reviews newer than 3 months. Reviews posted most recently are weighted more heavily in calculating the star average. |
| Review Response Score | The percentage of reviews responded to. |
| Listing Completeness Score | The percentage of the business listing that is complete. |
| Review Quality Score | The quality of the reviews submitted for the location. <ul style="list-style-type: none"> Reviews with 2–3 sentences typically contain more valuable feedback than shorter reviews with more generic statements. |

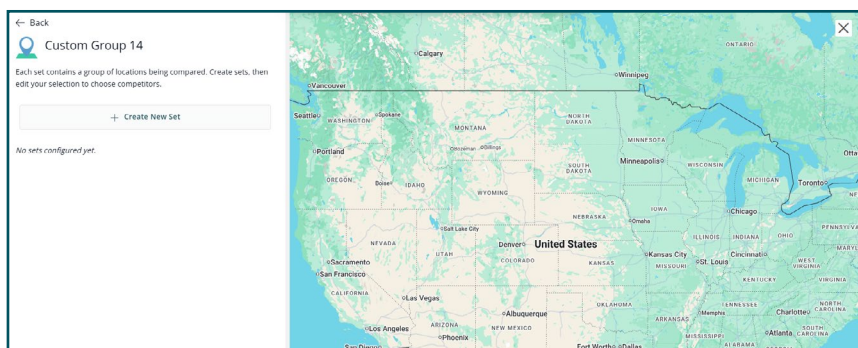
| Comparison Category | Description |
|-------------------------|--|
| Social Score | The percentage of activity on the business social media. <ul style="list-style-type: none"> Regularly post content on social channels and respond to comments within 24–48 hours. |
| Search Impression Score | How many times the location has been searched online. |
| Sentiment Score | The overall sentiment for the location from reviews. |

Create Custom Global Groups

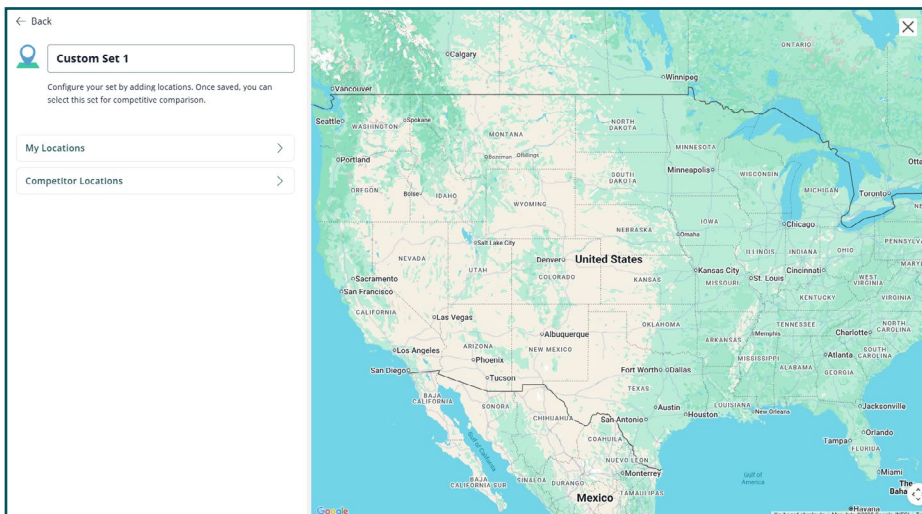
1. Click **Edit Global Groups**.
2. Click **+Add Custom Group** at the bottom of the column.



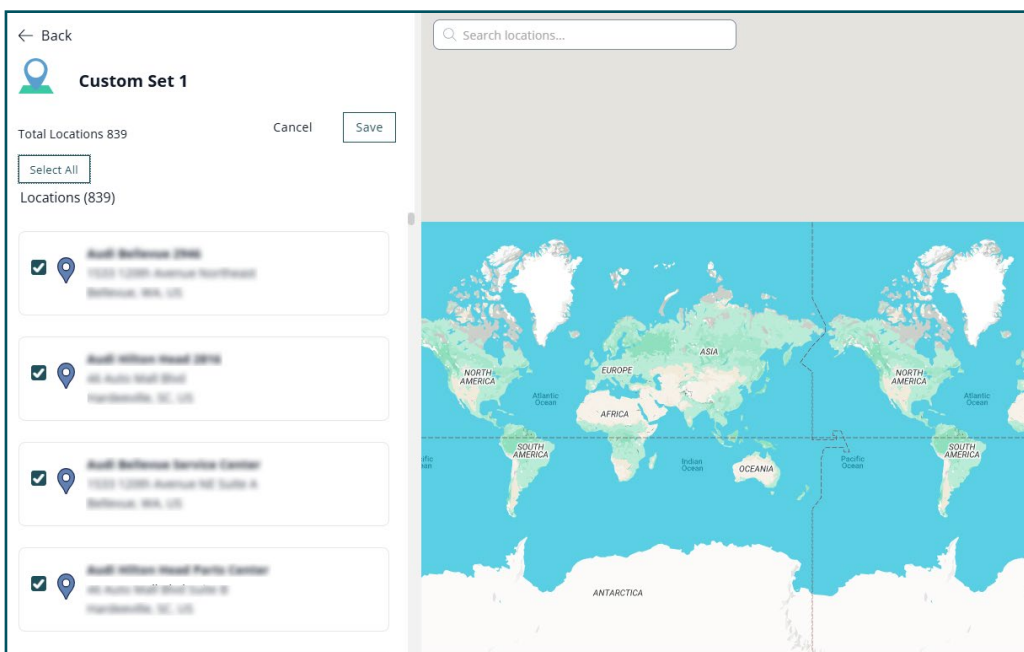
3. Click the Custom Group title to rename it.
4. Click **+Create New Set**.
 - Each set contains several locations and represents a column under the Global Comparisons tab.
 - A collection of sets creates a group.



5. Click **My Locations** to create a set of your business locations or click **Competitor Locations** to create a set of competitor locations.
 - a. Select a primary set, which will be represented in the first column.



6. Use the search bar to find correct locations and click the check next to the name to add it to the set.

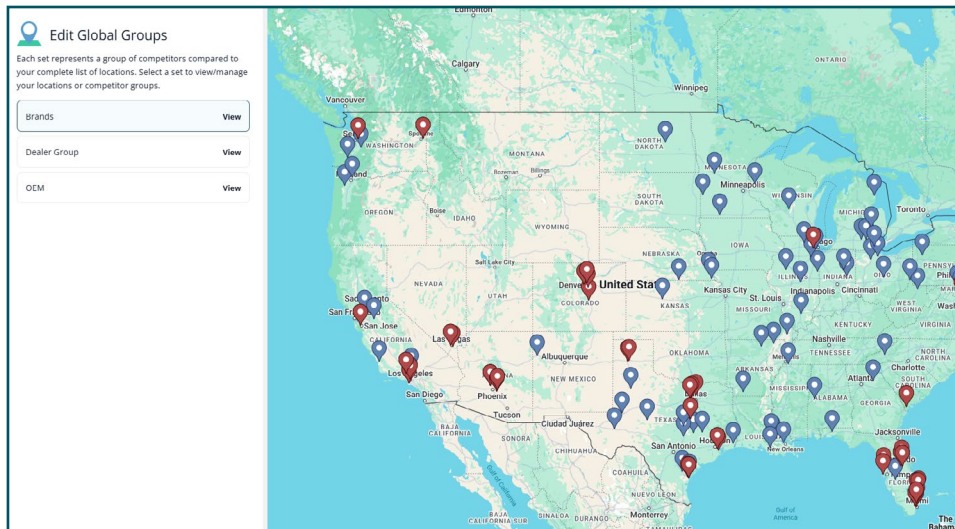


7. Click **Save** to save the set.

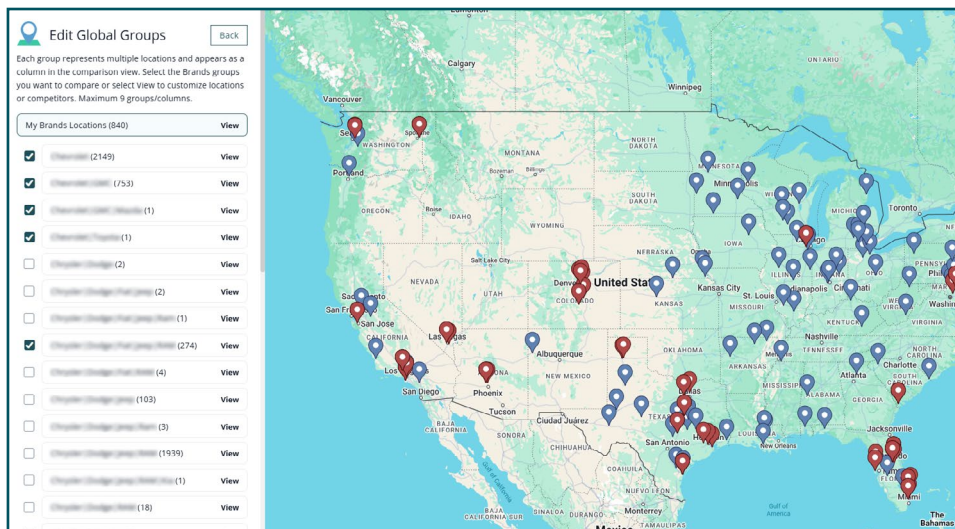
Edit Global Groups

To edit a set of global comparisons,

1. Click **Edit Global Groups**.

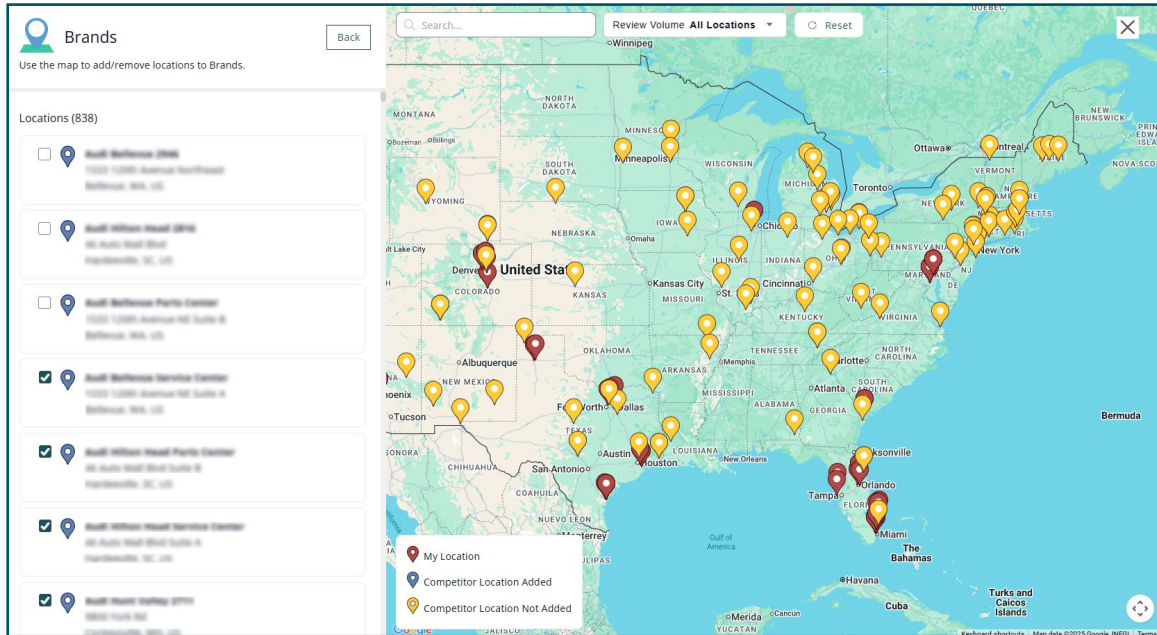


- A list of groups display. Each set listed under a group is comprised of multiple locations and is displayed as a column in the global comparison chart.
2. Click **View** to manage the locations in the competitor sets.
 3. Click the checkbox next to a set to add or remove it from the group.

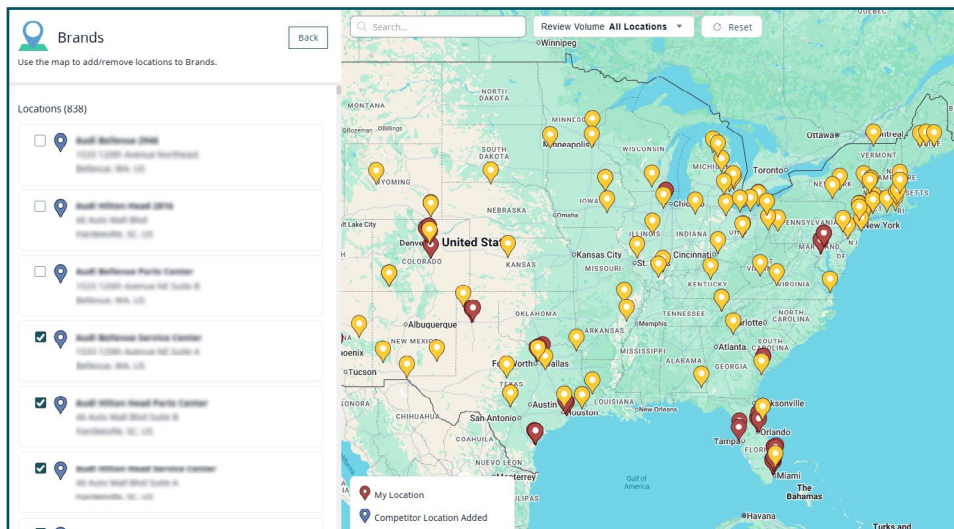


4. Click **View** on a set to edit it.

a. Use **Review Volume** to filter by the number of reviews each location has.



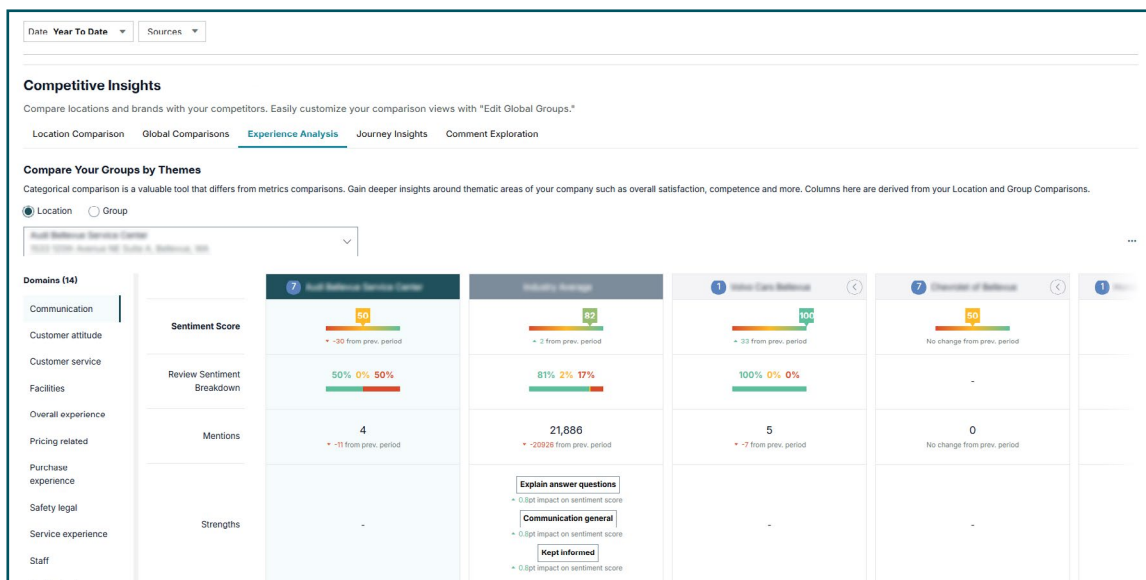
5. Click the checkbox next to a location to add it to or remove it from the set.



Experience Analysis

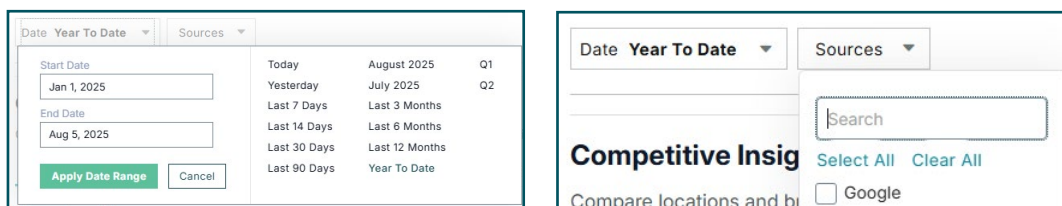
Categorical comparison is a valuable tool that differs from metrics comparisons. Gain deeper insights around thematic areas of a company such as overall satisfaction, competence, and more. The columns here are derived from the Location and Global Group comparison groups. For more information, see [Location Comparison on page 31](#) or [Global Comparisons on page 37](#).

1. Choose **Location** or **Group**.
 - **Location:** Displays an analysis of the location comparisons.
 - **Group:** Displays an analysis of the global comparisons.
2. Use the drop-down to select a specific location or group.
3. View the comparisons for the following categories:

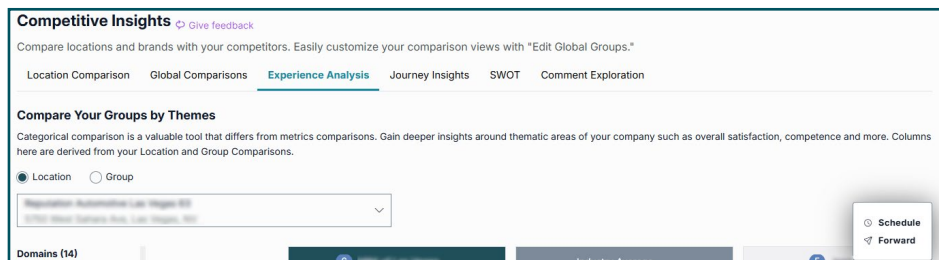


- **Sentiment Score:** The overall sentiment from reviews and surveys.
 - **Review Sentiment Breakdown:** The percentage of positive, negative, and neutral sentiment in submitted reviews.
 - **Mentions:** The number of mentions from submitted reviews.
 - **Strengths:** The categories that have a strong positive sentiment and a positive impact on star ratings.
 - **Weaknesses:** The categories with the most negative sentiment and the impact it has on the sentiment score and star ratings.
4. Click through the **Domains** list on the left of the chart to see the comparisons for each domain (e.g., Customer Service or Facilities).

5. Use the date filter to see information from custom date ranges, and the Sources filter to see information from specific sources (Google, Facebook, etc.).



6. Click the ellipsis to schedule or forward a report of the Experience Analysis. For more information, see [Schedule and Forward Insights on page 49](#).



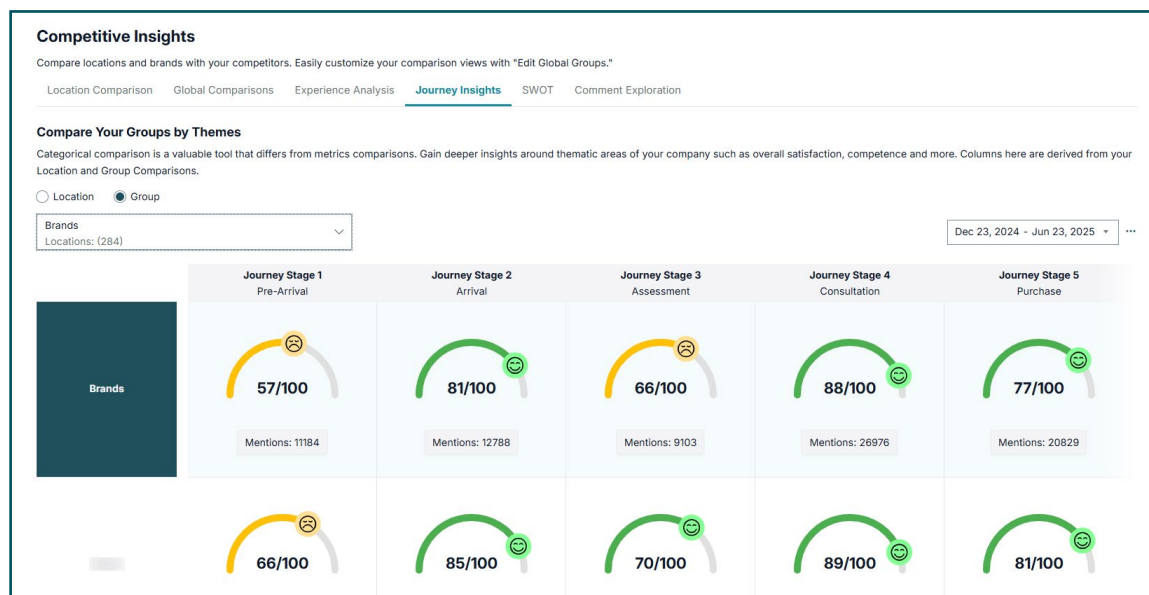
Journey Insights

Journey Insights is a valuable tool for comparing different customer touch points by brand or location and gaining deeper insights around specific themes impacting those touch points.

The columns here are derived from the Location and Global Group comparison groups. For more information, see [Location Comparison on page 31](#) or [Global Comparisons on page 37](#).

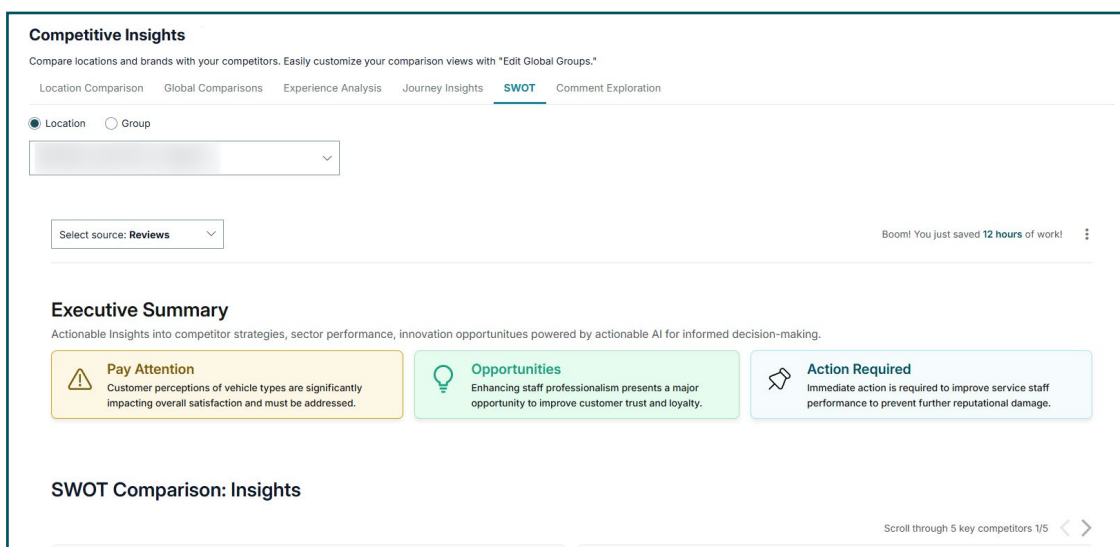
Click a square or change the date range in the top right corner to gain more insight about a certain column or time period.

For more information about the insights categories, see [Journey Insights on page 22](#).



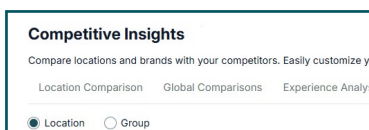
SWOT

This feature leverages AI to analyze the strengths, weaknesses, opportunities, and threats (SWOT) with real-time data and provide actionable insights for your location or brand compared to competitors, as well identifying opportunities and threats to your business.

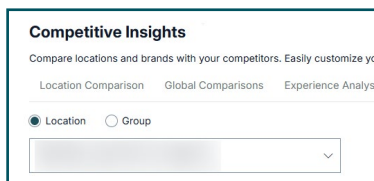


Under the SWOT tab,

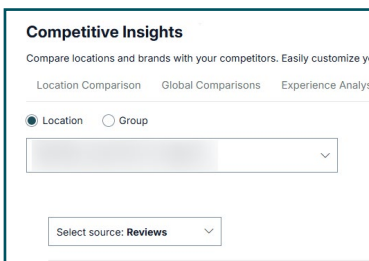
1. Select to view insights for a **Location** or **Group**.



2. Use the drop-down to choose a specific location or group.



3. Use the second drop-down to see insights taken from **Reviews** or **Web Sources**.



- Reviews insights are taken from the reviews collected by the Reputation platform in the Review module.
- Web Sources insights are pulled from various online sources.

4. Click the ellipsis to schedule or forward a report of the insights.

- For more information, see [Schedule and Forward Insights on page 49](#).

Executive Summary

The Executive Summary displays a summary of the actionable insights in the following categories:

Executive Summary
 Actionable Insights into competitor strategies, sector performance, innovation opportunities powered by actionable AI for informed decision-making.

Pay Attention
 Customer perceptions of vehicle types are significantly impacting overall satisfaction and must be addressed.

Opportunities
 Enhancing staff professionalism presents a major opportunity to improve customer trust and loyalty.

Action Required
 Immediate action is required to improve service staff performance to prevent further reputational damage.

- **Pay Attention:** The components that can be approved upon.
- **Opportunities:** The opportunities available to improve customer experience.
- **Action Required:** Actions that should be taken to improve upon the other insights.

SWOT Comparison: Insights

View a breakdown of the strengths, weaknesses, opportunities, and threats for a location or group and compare them to competitors.

1. Use the arrows in the top right corner to scroll through the SWOT insights for competitors.

- If comparing locations, click the information icon next to the location name for the full name, address, phone number, and website for the location.

Charts

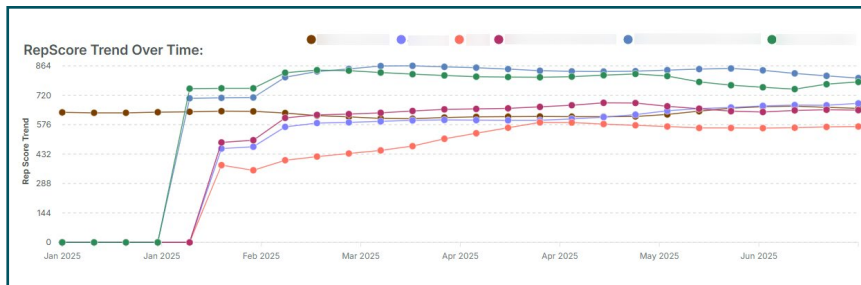
1. Click the graph icon to see the following charts:

- Leaderboard

Leaderboard 01/08/2025 - 07/08/2025 Rep Score Component Component

| Component | Industry Average | MINI | Only | | | | |
|------------------|------------------|------|------|-----|-----|------|------|
| Review sentiment | 62% | 51% | 52% | 70% | 47% | 74% | 77% |
| Review volume | 97% | 88% | 67% | 54% | 63% | 68% | 79% |
| Review response | 100% | 100% | 100% | 0% | 77% | 93% | 36% |
| Review spread | 67% | 74% | 61% | 53% | 54% | 63% | 63% |
| Review recency | 100% | 66% | 93% | 26% | 91% | 100% | 100% |
| Review quality | 75% | 35% | 56% | 19% | 59% | 76% | 76% |

- Trend Over Time



- Sample Reviews

Sample Reviews Comment Exploration

July 6th 2025, 9:42:52 am

I brought my brand new Land Rover back to MINI multiple times for the same performance issue, only to be told it was fine. On the ...

July 2nd 2025, 8:45:04 am

Great service
Appointment was right away, diagnosis and point inspection within hours of dropping off. All around great experience!

July 2nd 2025, 1:00:00 am

Service department was great.
Service department was great. Appointment was easy to make and the very next day. Diagnosis and point inspection within hours of d...

2. Use the drop-downs to filter the charts by date or view only the positive, negative, or neutral scores.
3. Use the **Component** filter to see the scores for specific components.
4. Click the ellipsis to schedule or forward a report of the SWOT insight charts.
 - For more information, see [Schedule and Forward Insights on page 49](#).
5. Under **Sample Reviews**, click **Comment Exploration** to open the **Comment Exploration** tab.

Comment Exploration

Use Comment Exploration to compare the feedback from all selected locations.

| Feedback Comment | Date Posted | Source | Category | Sentiment | Location |
|--|----------------|-------------|--------------------------------|-----------|------------|
| My experience with [redacted] regarding an unexpected issue View more | Jul 14th, 2025 | Google | Customer effort | Positive | [redacted] |
| Good place find new car very helpful we have car in shop plenty parking View more | Jul 14th, 2025 | Google | Overall experience general | Positive | [redacted] |
| [redacted] was able to handle everything from checking on prices to View more | Jul 14th, 2025 | DealerRater | People | Positive | [redacted] |
| Every one was extremely friendly and helpful even though they were View more | Jul 14th, 2025 | DealerRater | Friendliness | Positive | [redacted] |
| I have a [redacted] sport, There was a water leak coming from View more | Jul 14th, 2025 | Google | Work completed / not completed | Negative | [redacted] |
| [redacted] gave me a quick about servicing my Honda. He was available the View more | Jul 14th, 2025 | DealerRater | Speed | Positive | [redacted] |

| Feedback Overview | Description |
|-------------------|--|
| Feedback Comment | The text in the review. Click View more to expand the row to see all the text for the comment. |
| Date Posted | The date the review was posted. |
| Source | The site the review was posted on. |
| Category | The category the review is ranked under (e.g., Speed, Helpfulness, Friendliness). |
| Sentiment | The overall sentiment of the review. |
| Location | The location the review was created for. |

To filter the comments,

1. Select the desired criteria from the filter options located at the top of the comment list (Sources, Categories, Locations, or Date Range).

To sort comments,

1. Click the column header for Comment, Date Posted, Source, Category, Sentiment, or Location. The first click sorts the column in ascending order, the second in descending order, and the third resets the view.

Schedule and Forward Insights

Under each **Competitive Insights** tab, click the ellipsis at the top right of the charts to schedule or forward a report of the displayed chart.

Schedule a Comparison

Schedule Location Comparison [X]

Name:
Location Comparison

Frequency: Monthly [v] Day of Month: 1 [v]

Recipients:
Add Users, Roles and/or Emails...

Cancel Save Schedule

To schedule a report,

1. Enter a name for the report.
2. Determine the frequency of the report.
 - Daily
 - Weekly
 - Monthly
 - Quarterly
3. For a Weekly, Monthly, or Quarterly schedule, select the day of the week, day of the month, or month of the quarter.
4. Enter the users, roles, or emails of those receiving the comparison.

Forward a Comparison

Forward Location Comparison [X]

Public Link:
https://... Generate Link...

Recipients:
Add Users, Roles and/or Emails...

Subject:
Location Comparison (November 15 - May 15)

Message:

Cancel Send to Recipients

To forward a report,

1. Click **Generate Link > Copy Link**.
 2. Send the link to those who need to view the insights.
- OR
1. Add the users, roles, or emails of those receiving the insights.
 2. Enter a subject for the email.
 3. Include a message to introduce the insights, if needed.
 4. Click **Send to Recipients**.

5 | Voice of Brand

Voice of Brand

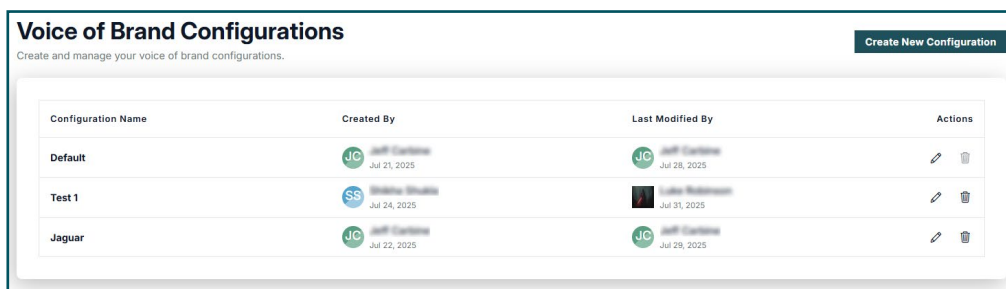
Maintaining a consistent brand voice, messaging, and tone in responses is crucial for managing brand reputation and providing a uniform customer experience across all locations and channels. The Voice of Brand offers AI-generated text to craft brand-aligned responses to customers or other external audiences by providing real-time feedback and suggestions during message composition.

Use the Voice of Brand dashboard to centralize the data and provide automated scoring and insights to easily monitor and improve the consistency of review responses.

Upload the Voice of Brand Guidelines

Rules & Guidelines are a documented set of rules and guidelines that dictate how all elements of a location's identity should be communicated to maintain consistency, reinforce brand recognition, and ensure alignment with the location's core values and mission.

1. Click the gear icon to open the platform settings.
2. In the left menu select **Voice of Brand Configuration**.
3. Click the pencil icon to edit the **Default** configuration, or click **Create New Configuration**.

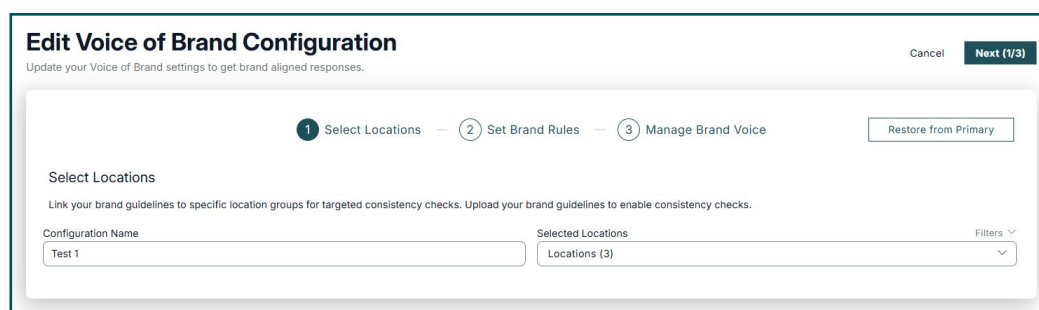


Voice of Brand Configurations
Create and manage your voice of brand configurations.

Create New Configuration

| Configuration Name | Created By | Last Modified By | Actions |
|--------------------|-----------------------------------|-----------------------------------|---------|
| Default | JC Jeff Carpenter Jul 21, 2025 | JC Jeff Carpenter Jul 26, 2025 | |
| Test 1 | SS William Shanks Jul 24, 2025 | LM Luke Robinson Jul 31, 2025 | |
| Jaguar | JC Jeff Carpenter Jul 22, 2025 | JC Jeff Carpenter Jul 29, 2025 | |

- The Default configuration automatically applies to all locations under the tenant.
 - Create a new configuration for brand guidelines applies to specific locations.
4. If creating a new configuration, enter the name for the configuration and select the locations to apply it to.



Edit Voice of Brand Configuration
Update your Voice of Brand settings to get brand aligned responses.

Cancel Next (1/3)

1 Select Locations — 2 Set Brand Rules — 3 Manage Brand Voice

Restore from Primary

Select Locations

Link your brand guidelines to specific location groups for targeted consistency checks. Upload your brand guidelines to enable consistency checks.

Configuration Name: Test 1

Selected Locations: Locations (3)

Filters

5. Click **Next**.
6. Upload a file describing your brand (.txt, .doc, .docx, .pdf). This creates a list of brand guidelines.

7. Under **Rules & Guidelines** add or edit the guideline rules.

- Include a maximum of 15 rules.
- Some reviews contain text, some only contain a rating, and some will have both. Check the **Requires Review Text** or **Requires Review Rating** option to designate a rule as only applicable to the specific type of reviews.
- If a review does not contain text or a rating, those rules are not considered when scoring the response's adherence to the Voice of Brand guidelines.

8. Click **Next**.
9. Select three personalities to associate with the brand voice.


10. Under **Core Messaging**, define keywords and messaging for the brand voice by uploading a file (.txt, .doc, .docx, or .pdf) or adding it manually.

2. Core Messaging

Define the key words and messages that define your brand voice, and adjust how they're used.

Upload Document

Upload a document (.txt, .doc, .docx, .pdf) describing your brand and we will analyze it to generate keywords and core messages for your brand voice.



Drag file here
Or click to upload

Keywords (7/10)

Input keywords you'd like to include as part of your brand voice. You can have a maximum of 10 keywords.
Example: *customer-centric, innovative, trustworthy*

Customer-centric ×
Honesty ×
Reliability ×
Trustworthy ×
Support ×
Service ×
Quality ×

Add Keyword

Messages (0/10)

Input core messages you'd like to include as part of your brand voice. You can have a maximum of 10 messages.
Example: *Building trust-based relationships with customers is crucial for long-term success.*

Add Message

- Include a maximum of ten keywords and ten messages.

11. Under **Personalization**,

3. Personalization

Personalize how your brand voice is expressed.

Max Sentence Count: 3

The preferred number of sentences in an AI generated response.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Address By Name

The responder must address the reviewer by name. ☒ Yes ☐ No

Unique Responses

Responses must be unique and not repeated. ☒ Yes ☐ No

- Select the preferred number of sentences in an AI generated response.
- Determine if the AI generated response should address the reviewer by name.
- Determine if each AI generated response should be unique or can be reused.

12. Choose the language for the response.

4. Language

Choose how the response language is determined: either automatically match the responder's account language, or specify a dedicated language for all responses.

Response Language Preference

Auto-Detect (Based on User's Locale) ▾

13. Click **Test Configuration** to generate an AI response using the brand guidelines.

Preview Responses

See how your Voice of Brand configuration will respond to actual reviews.

REAL REVIEW by Pat T

★★★★☆ (4.2 stars)

"Sodi was great to work with, their service department kind sucks tho, and trade in values are laughable"

GENERATED RESPONSE by Voice of Brand

"Hi Pat T, thank you for your feedback. We're glad to hear you enjoyed working with Sodi, and we appreciate your honesty about our service department and trade-in values. Your insights help us improve our customer-centric approach and ensure we provide the reliable support you deserve."

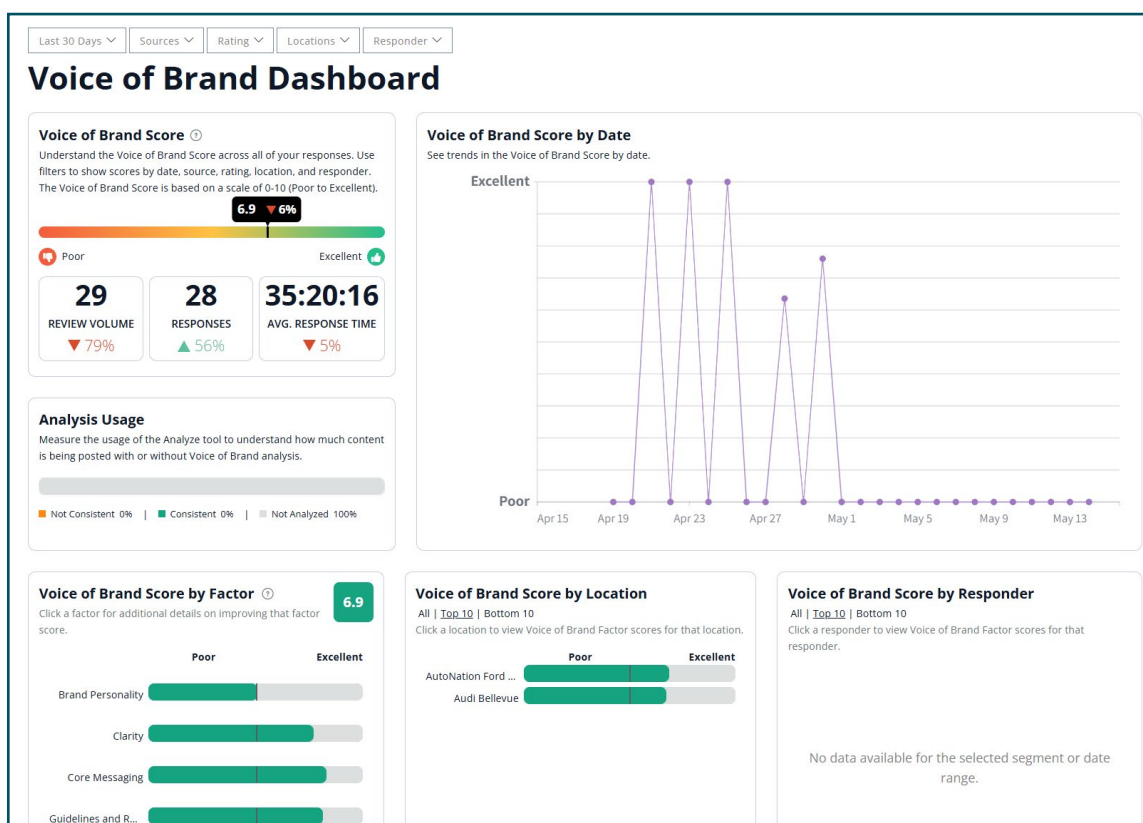
Test Configuration

14. Click **Save Configuration** at the top of the screen.

Voice of Brand Dashboard

The Voice of Brand dashboard provides a place to see the consistency of review responses and provides automated scoring and insights to simplify the process of monitoring. All Voice of Brand factors displayed in the dashboard are based on a scale of 1–10 (poor/not consistent to excellent/consistent).

Use the top-line filters to adjust the chart by date, source, rating, location, or responder.



Voice of Brand Score

Use this chart to understand the overall consistency of all the review responses.

The Voice of Brand Score is calculated by:

1. Evaluating individual review responses across five Voice of Brand factors. For more information about the factors, see [Voice of Brand Score by Factor on page 57](#).
2. Calculating average scores and consistency scores (based on standard deviations) across review responses by factor.
3. Combining average scores and consistency scores to create Voice of Brand Factor scores.
4. Applying weight across Voice of Brand Factor scores to create an overall Voice of Brand Score.



Under the Voice of Brand Score, see the breakdown of the following:

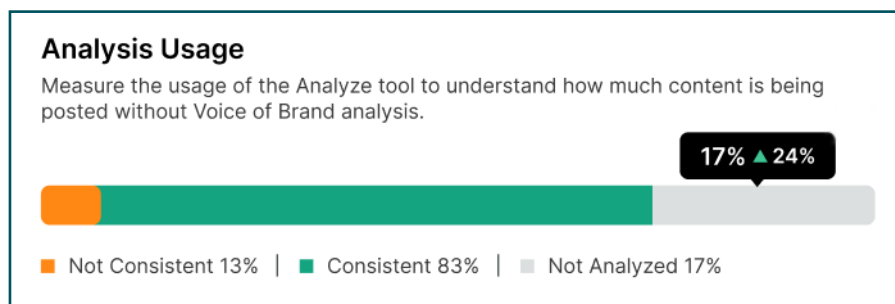
- **Review Volume:** The total number of reviews collected in the platform.
- **Responses:** The total number of reviews with responses.
- **Average Response Time:** The average time it takes for a response to be published for a review.

The percentage displayed for each score shows the change from the previous period based on the date selected from the filter.

Analysis Usage

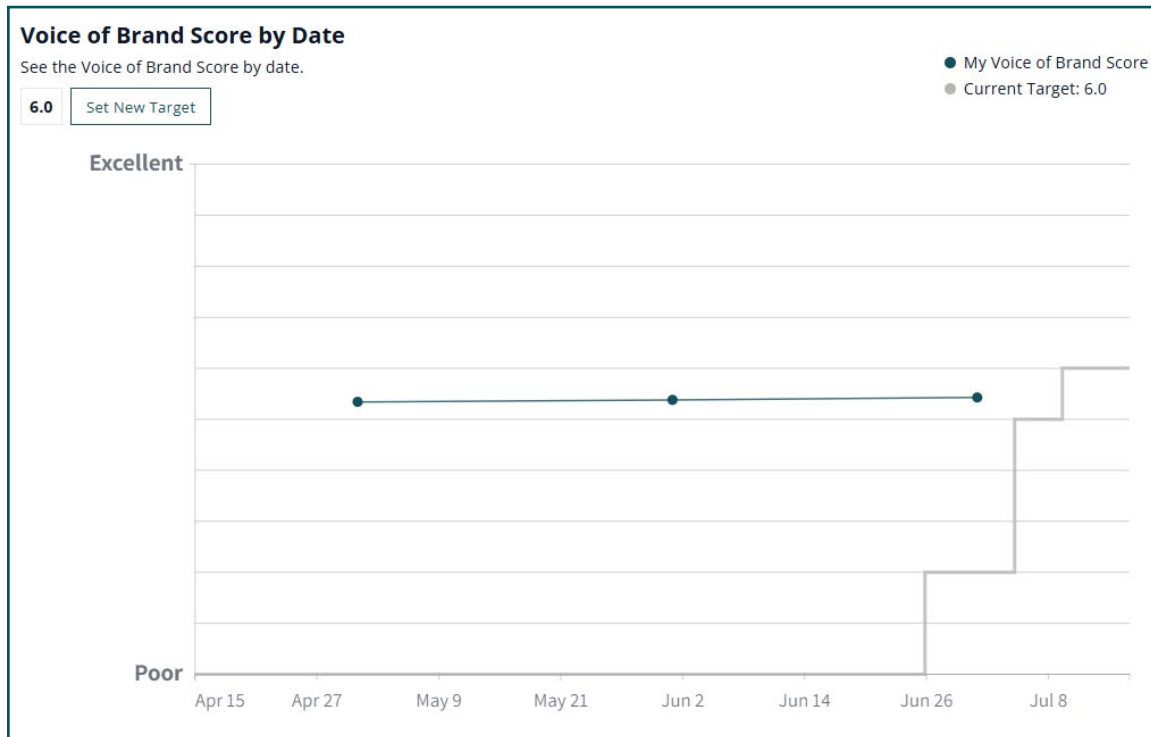
Use this chart to see how often responses are published with a Voice of Brand analysis.

- **Not Consistent:** The percentage of responses published after a negative analysis.
- **Consistent:** The percentage of responses published after analysis.
- **Not Analyzed:** The percentage of responses published without analysis.



Voice of Brand Score by Date

Use this chart to see the trends in the Voice of Brand score by date.



The blue line displays the Voice of Brand Score over time. The gray line displays the current Voice of Brand Score Target. To change the target in the chart,

1. Click **Set New Target**.
2. Enter a new target in the **New Target Score** field.

×

Target History

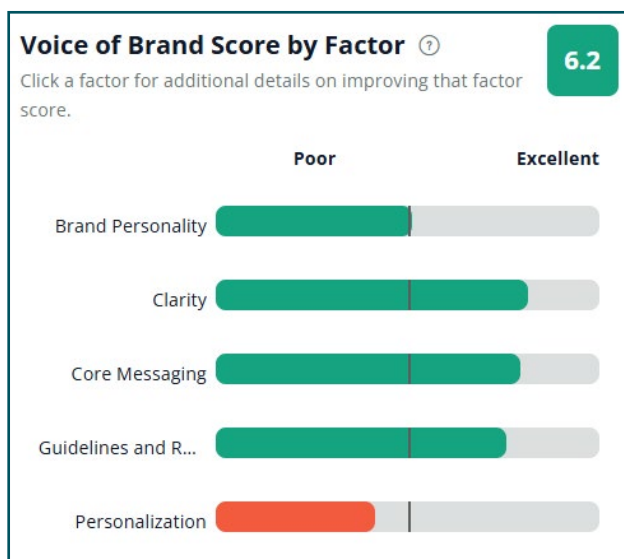
| VALUE | DATE |
|-------|------------------------|
| 2 | 2025-06-25 20:47:43 pm |
| 5 | 2025-07-04 16:06:30 pm |
| 6 | 2025-07-09 09:23:50 am |

New Target Score:

Save New Target

- View the target history above the field.
3. Click **Save New Target**.
 - The chart indicates the change in Target Score.

Voice of Brand Score by Factor



Use this chart to see the breakdown of factors of responses. The total score is displayed in the top right corner.

1. Click on a factor for more specific details about how to improve the score.
2. Click the question icon for more information about the factors.

Brand Personality

The responses align with the personality of the brand, falling under one or more of the categories below.

The following brand personality traits, from the Aaker Brand Personality Framework, play a role in the Brand Personality Factor Score and AI-generated responses.

| Personality Trait | Example |
|-------------------|---|
| Competence | Intelligent: Displaying expertise, technical competence, and knowledge. |
| | Reliable: Being dependable, consistent, and trustworthy. |
| | Successful: Demonstrating achievement, advancement, and goal attainment. |
| Excitement | Daring: Being adventurous, courageous, and risk-taking. |
| | Imaginative: Being creative, unique, and visionary. |
| | Spirited: Showing energy, liveliness, and enthusiasm. |
| | Up-to-date: Staying contemporary, modern, and innovative. |
| Ruggedness | Outdoorsy: Connected to nature, adventurous, and rugged. |
| | Tough: Displaying strength, durability, and resilience. |
| Sincerity | Cheerful: Expressing friendliness, warmth, and positivity. |
| | Down-to-earth: Being practical, unpretentious, authentic, and grounded. |
| | Honest: Displaying truthfulness, sincerity, and ethical behavior. |
| | Wholesome: Demonstrating humility, values, and strength. |
| Sophistication | Charming: Being likable, friendly, and kind. |
| | Refined: Expressing glamour and elegance. |

Clarity

The responses are straightforward and easy to understand.

- Ensure all the responses directly address the main concern or feedback provided by the reviewer to enhance clarity.
- Avoid using jargon or overly complex language that may confuse readers and instead opt for simple, straightforward wording.
- Incorporate clear calls to action in the responses, guiding customers on the next steps they should take if they need further assistance.
- Maintain a consistent structure in the responses to help readers easily follow the message and understand the key points.
- Regularly review and refine the response templates to eliminate ambiguity and ensure clarity in all communications.

Core Messaging

The response aligns with the message the brand wishes to exemplify.

The following core messaging phrases and keywords play a role in the Core Messaging Factor Score and AI-generated responses. They include:

Phrases

- Try to say relatable things
- Do not insult them
- Be smooth

Keywords

- Reputation
- Review
- Thanks

Guidelines and Rules

The response aligns with the following guidelines and rules.

The guidelines and rules play a role in the **Guidelines and Rules Factor Score** and AI-generated responses. They include:

- Treat the reviewer with dignity and respect.
- Show empathy for the reviewer's feelings.
- Acknowledge the reviewer's perspective.
- Maintain politeness and respect, even in disagreement.

- Avoid using softened language that diminishes the complaint.
- Address the guest by name in the response.
- Thank the reviewer for sharing their experience.
- Thoroughly address every point raised by the guest.
- Repeat positive phrases from the reviewer in your response.
- Communicate positive feedback to the team.
- Apologize for negative aspects of the experience.
- Explain the plan to fix or avoid negative issues.
- Invite the guest to return genuinely.
- Invite guests to discuss further if the review is negative.
- Acknowledge the rating in positive reviews.

Personalization

Tailor the responses to directly address the customer concerns and experiences.

- Incorporate specific details from customer reviews into the responses to show genuine engagement.
- Use the customer's name more frequently to create a personal connection in the response.
- Acknowledge specific issues or praises mentioned in the review to demonstrate active listening.
- Encourage follow-up conversations by offering personalized solutions rather than generic responses.
- Train the team to recognize and respond to individual customer sentiments to enhance the overall personalization of each interaction.

Voice of Brand Score by Location

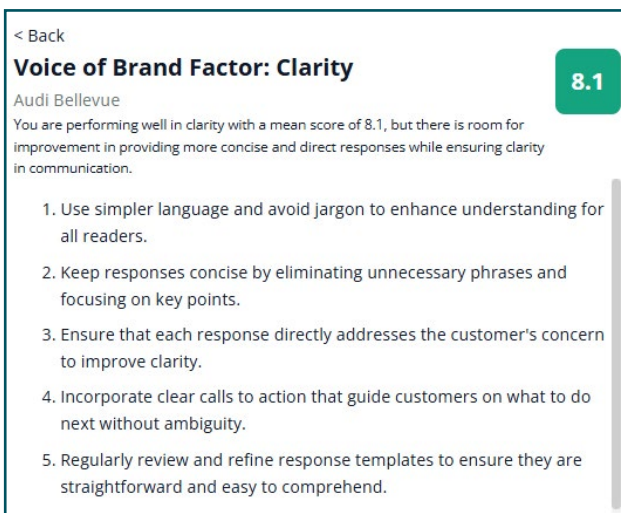


See the Voice of Brand Factor Score organized by location.

1. Click the **All**, **Top 10**, or **Bottom 10** options to filter the list.

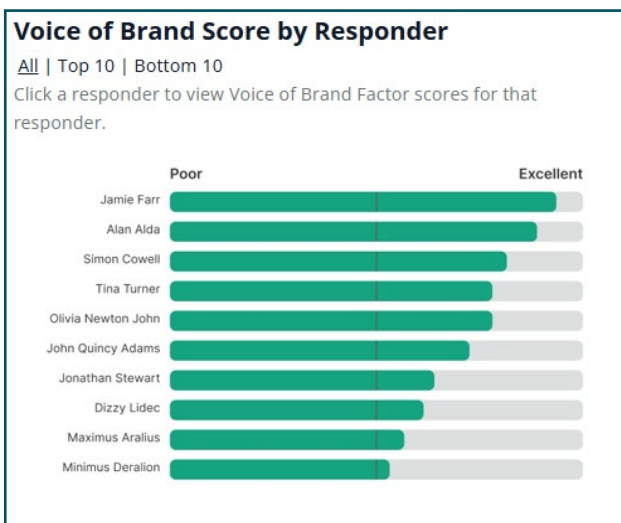


- Click on a location to see the Voice of Brand Score by Factor for that location.

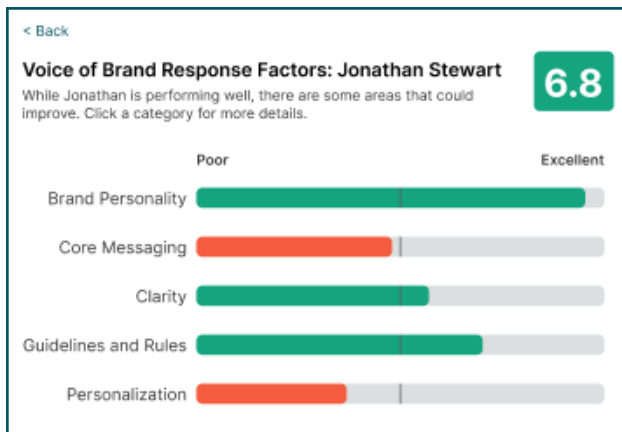


- Click a response factor to see more details about the specific factor.

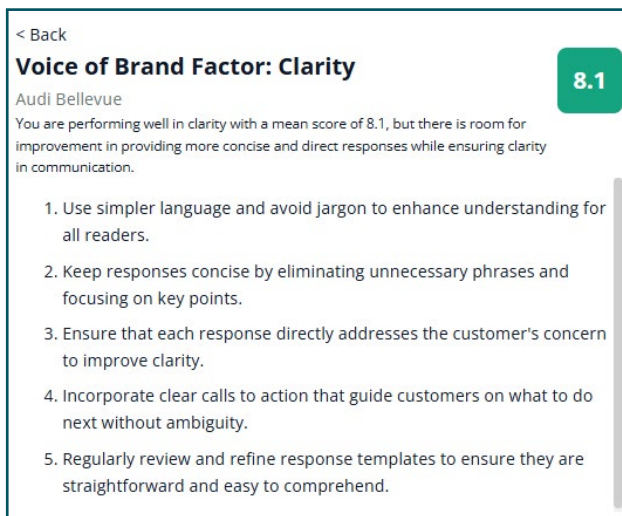
Voice of Brand Score by Responder



- Click the **All**, **Top 10**, or **Bottom 10** options to filter the list.



- Click a responder to view Voice of Brand Factor Scores for that responder.

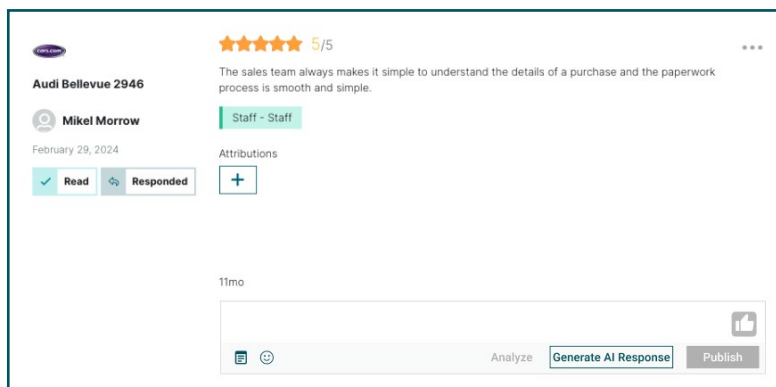


- Click a response factor to see more details about the specific factor.

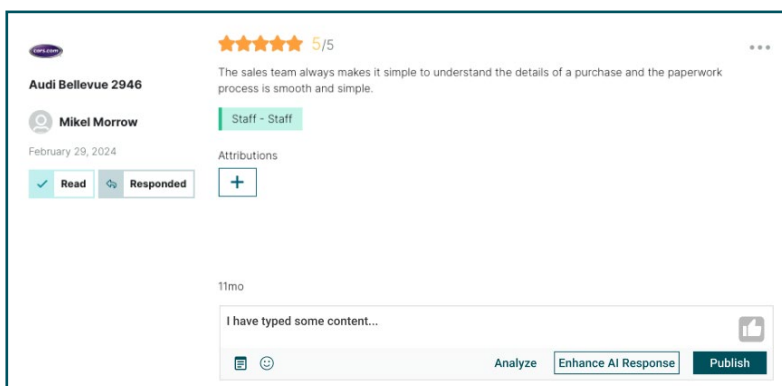
Voice of Brand Review Response Analysis

In the **Reviews** module of the platform, use the Voice of Brand to analyze and improve responses to reviews.

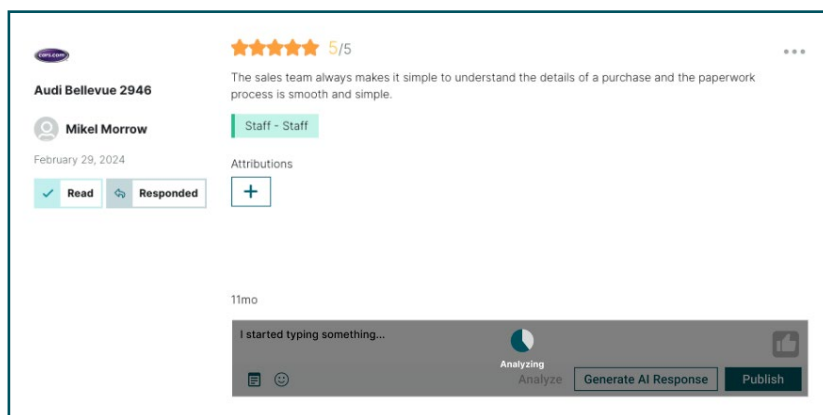
- Type a response in the response window of the review, use a response template, or click Generate AI Response.



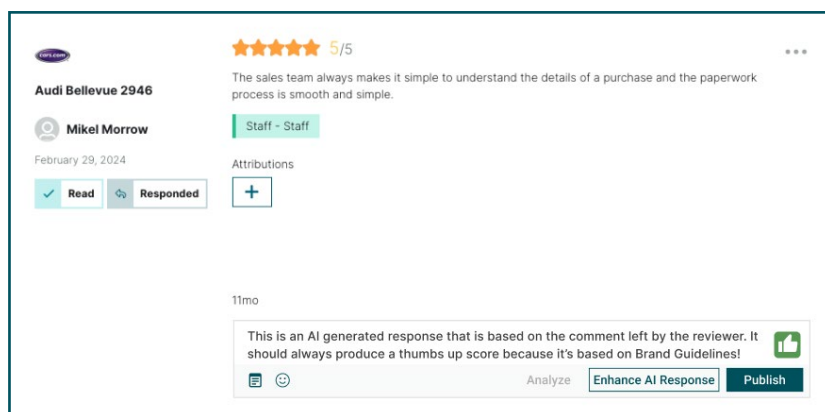
- When content is in the response window, click **Analyze** to analyze how the response aligns with brand guidelines.



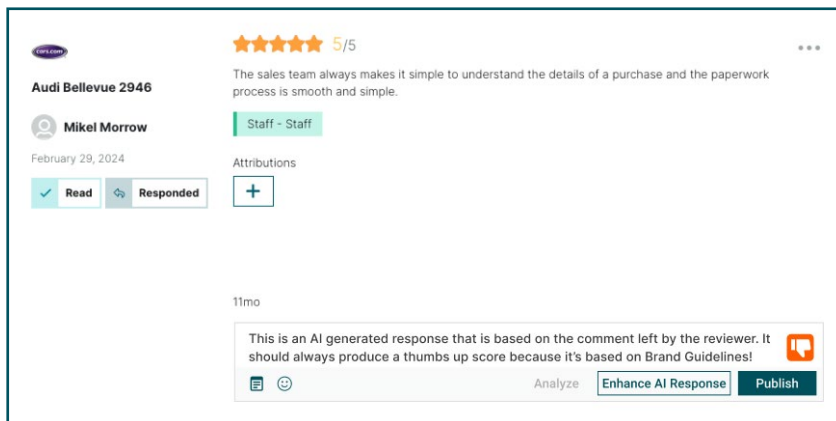
- Templates and AI Responses usually do not need to be analyzed because they are created in line with the brand guidelines.
- The Voice of Brand analyzes the text in the response.



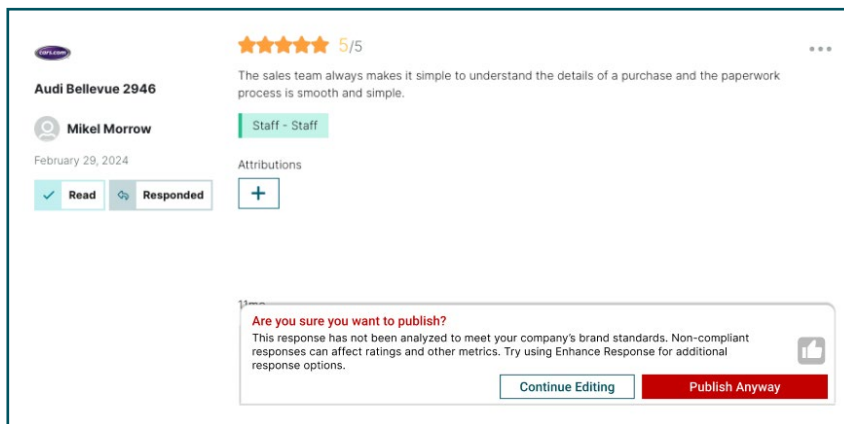
- When the text has been analyzed, and a green thumbs up displays, click **Publish** to publish the response.



- If the text of the response does not meet brand guidelines, a thumbs down displays. Correct the response and click **Analyze** again until a green thumbs up displays.



- If **Publish** is clicked before the green thumbs up, a warning displays to check if the response should be published. Click **Publish Anyway** to publish a response that does not meet brand guidelines.



6 | Premium Paid Services

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 help achieve 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.

7 | Additional Resources

Additional Resources

Additional User Guides

- [Actions](#)
- [Admin](#)
- [Business Listings](#)
- [Dashboards](#)
- [Experience](#)
- [Inbox](#)
- [Mobile App](#)
- [Rep Connect](#)
- [Reports](#)
- [Reputation Score](#)
- [Requesting](#)
- [Social Listening](#)
- [Social Publish](#)
- [Surveys](#)

Contact Support

The Technical Support Team can be contacted in several ways:

- **US Support:** (800) 400-8064
 - Monday–Friday, 7:00 am–5:00 pm PST
- **UK Support:** 0800 066 04781
 - Monday–Thursday, 9:00 am–5:30 pm, Friday 9:00 am–5:00 pm Europe/London (GMT)
- **Virtual Assistant:** In the lower left corner of the Reputation Platform, live-chat with Technical Support or create a ticket that goes to the Technical Support Team.



- Monday–Friday, 7:00 am–5:00 pm PST
- **Reputation Support Portal:** Sign in and create a ticket on the [Contact Us](#) page.

Best Practices for Technical Support Requests

When submitting a ticket through the Support Portal or the Virtual Assistant we recommend including all the information below:

- Business Name
- Location Name (may not apply for multiple locations)
- Location ID
- Case Priority:
 - **Low:** Information request. Can affect one or many users but has a low impact on core functionality.
 - **Medium:** Affects one or many users, high/medium impact to core functionality, but there is a workaround available.
 - **High:** No workaround, high impact to core functionality, affects several users.
 - **Blocker:** For a bug to be deemed a blocker bug it needs to meet one or more of the following criteria:
 - One or more sections of the platform are unusable for all users. This includes the entire platform being unavailable.
 - There is a massive data loss for the account.

- Customer Contact Information (Name/Email)
 - Do you have Business Listings? (Y/N)
 - Do you have an Integration? (Y/N)
- Issue/Question Type (to the best of your ability)
- Brief Synopsis
 - Be as detailed as possible
 - Steps to reproduce
 - Specific examples
 - Include screenshots when possible