RAD

2023

Reputation

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Reputation

Introduction: Program Overview

Welcome!

Thank you for joining us for Reputation Academy Day (RAD) 2023! You're in for a ***RAD*** time as we learn about how to best manage all your customer feedback from **acquisition** to **loyalty.** This will include various areas of customer feedback collection, analysis, and action.

A good customer experience (CX) program consists of an organized and systematic approach for listening to customers, learning from them, and making your CX better. Customers who are consistently satisfied with their experience are far more likely to remain brand loyal. And even better, they'll often become brand ambassadors, referring your business to their family and friends.

Businesses have a strong motivation to find ways to constantly monitor customer feedback to flag potential lapses in customer experience and identify ways to get better. With Reputation, use the solutions to power key outcomes **all in one platform.**

Throughout today's sessions, you'll hear real-life examples of customers communicating with businesses through social media, surveys, reviews, messaging, and more. We will discuss best practices for how to maximize all of this feedback for a competitive advantage. At the end of each session, we will leave time to tie these concepts back to your own business through capstone questions, ensuring you have plenty of takeaways to bring home with you!

We encourage you to meet the folks at your table, connect with the Reputation team around the room, and participate as much as you'd like! No matter where you are in your platform knowledge, we hope you'll take away new ideas and perspectives from your peers and the Reputation team.

Cheers! We look forward to learning with you.

Reputation's Learning Management Team

About The Team

On this Learning Management Team (LMT), we focus on providing high-quality training experiences focused on Reputation Experience Management (RXM) and CX through the Reputation platform. These experiences are designed to increase engagement, productivity, and enrichment for both your employees and customers.

Introducing your RAD team:

Jeanne Profenna
Director, Training & Digital Strategy

Kasey Kershner
Customer Training Manager

Laura Raymond
Learning Content Manager

Contact us via training@reputation.com with any questions you may have after RAD!
We're here for you.

Agenda

10:00 - 10:20 a.m.	RAD Kickoff - Introductions
10:20 a.m. - 11:05 a.m.	**Session 1: Show Up and Stand Out**
11:05 a.m. - 11:15 a.m.	10 Min. Break
11:15 a.m. - 12:00 p.m.	**Session 2: Manage Interactions at Scale**
12:00 p.m. - 12:30 p.m.	Lunch Break
12:30 p.m. - 1:15 p.m.	**Session 3: Capture All Feedback Data**
1:15 p.m. - 1:25 p.m.	10 Min. Break
1:25 p.m. - 2:10 p.m.	**Session 4: Fuel Growth with Feedback**
2:10 p.m. - 2:30 p.m.	Wrap-up
2:30 p.m.	**Dismiss**

Course Objectives

After today's workshop, you'll be able to:

1. Bring data together in one platform to manage feedback across awareness and conversion, and through retention and advocacy.
2. Benchmark program components against top industry performers and learn how to make improvements to reach best-in-class status.
3. Compile meaningful reports and automate delivery, increasing visibility for key stakeholders.

Using This Workbook

This workbook contains everything that will be covered in the presentation slides, as well as highlights covered by our trainers. There's plenty of room for you to add notes and fill in the blanks as we go along!

This is meant to be a take-home resource for you to refer to at any time.

Housekeeping

To successfully follow along in today's sessions, you will need a laptop or computer with internet access, and a smartphone. Let's make sure you are set up in each platform we will be using today:

- RAD Slack workspace
- Reputation's BDP sandbox environment
- Reputation Mobile App

RAD Slack Workspace

Have a question throughout the session? That's great! We can all learn from each other. Submit your questions in the #reputation-academy-day Slack channel.

Open your laptop and follow the instructions below to join:

1. Everyone was sent an email invitation from Slack to join the Reputation Academy Slack workspace for today's sessions. Locate the email (it was sent to the same address you used to register for Transform!) and click **Join Now**.

   Note: If you've already joined, please login to the workspace: reputationacademy.slack.com

2. Join Slack with your Google or Apple account or create an account with your email. Follow the prompts provided for your connection method of choice.

   Note: If you already have a Slack account, this will add a new workspace to that account! Toggle between workspaces on the left side of your Slack window.

3. Click **Open Slack** in the pop-up to launch the Slack desktop app. Alternatively, click the link to use Slack in your browser.
4. Now you're in! You'll see a channel dedicated to #reputation-academy-day where you can submit questions, tag your peers, add emojis to comments/posts, and so much more.

Reputation Sandbox Access

Some of our practice exercises require you to work inside the Reputation platform. Don't worry, you're all setup with access to a training sandbox so you won't impact anything in your actual tenant!

To login to the Reputation sandbox (BDP - Uptown):

1. From your laptop, open an incognito browser tab and go to **https://app.reputation.com**
2. Enter your username as flast+rad@reputation.com (first initial last name + rad).

   For example: Kasey Kershner would be kkershner+rad@reputation.com
3. Enter the password: **R@d2023!**

Note: You will have access to this Reputation BDP sandbox for 30 days following RAD.

If you have trouble getting logged in, ask for help in the #reputation-academy-day Slack channel and a team member will be happy to help.

Iorad Exercises

While we will primarily use the platform for practice exercises, we will also use Iorad click-through videos for a select few.

To support multiple users working through specific exercises, we have provided videos with step-by-step instructions to click through as if you are still in the platform.

No set-up necessary! Follow along in the workbook for further instructions and for the links to each Iorad practice exercise.

Capstone Overview

At the end of each session today, you will have time to reflect on what you've learned with a series of capstone questions. Think about your current use of the Reputation platform and customer experience strategy, as well as how to apply new learning concepts when answering the questions.

Reputation Mobile App

A couple of our practice exercises require you to work inside the Reputation Mobile App. Let's get you set up!

Use the QR codes shown to download the free Reputation mobile app through the Google Play Store or Apple's App store and start accessing your information on the go.

Android

iOS

To log into the app with a Username and Password:

1. For today's training, log in with your credentials for the Reputation Sandbox (BDP - Uptown). Open the Reputation app on your mobile device and tap **Continue with Email/Password**.
2. Enter your email and password, and tap **Sign In**.

Session 1: Show Up and Stand Out

In this session, we'll explore:

1. How prospective customers find businesses online
2. What they take into consideration when choosing a business
3. How they prefer to interact with businesses to obtain answers to their questions

When a business has duplicate listings or inaccurate information, it may result in customer confusion and loss of business. Accurate listings data across the web is imperative for your business to be found over your competitors.

Fill in the blanks with benefits of maintaining updated business listings from the presentation:

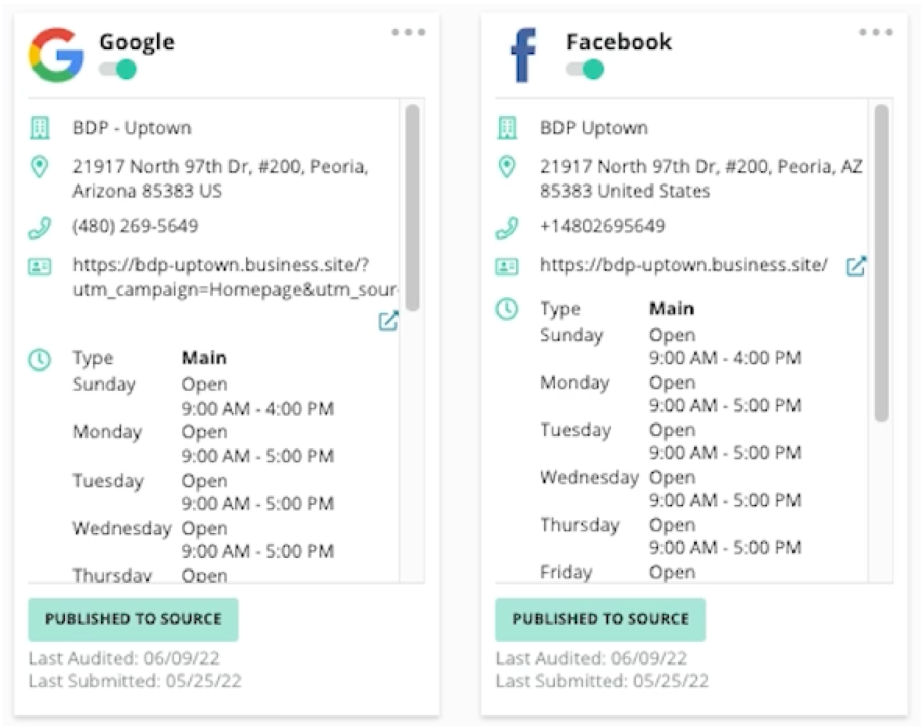
- Greater brand exposure and visibility through search engine ranking
- Increased traffic to site
- Greater credibility and trust in the eyes of customers
- Increased sales and revenue

The **Listings** tab allows you to monitor and maintain the online presence for all your locations across the web. Accurate Listings data, especially on sites like Google, Apple, Bing and Facebook, is imperative for your business to be found over your competitors. Your listings include important information like your company name, address, phone number, website, map listings, and more that appear when customers are searching online.

You can manage all these aspects in the Reputation platform, as well as monitor the accuracy of these listings via your Source of Truth (SoT) to make sure they always appear correctly.

What is a SoT?

A SoT is a file in which all required data needed for an effective business listing is aggregated, updated, and maintained in one central location.



POLL: Customers are ____ more likely to visit and ____ more likely to consider purchasing from businesses with a complete Business Profile.

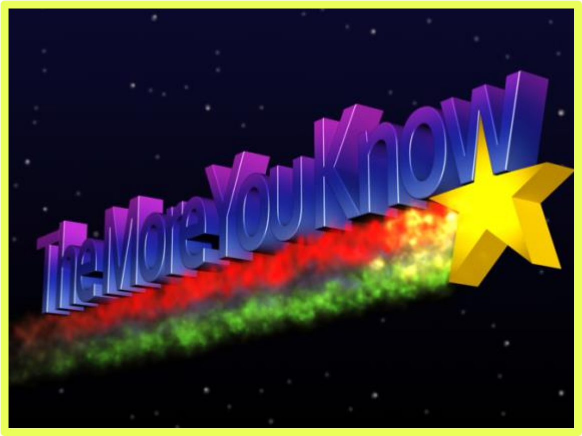
Submit your vote on Slack!

a. 20% and 37%

b. 45% and 60%

c. **70% and 50%** ✓

d. 12% and 6%



We all want complete listings to get the most clicks possible! But what do we need to add to our listings to make them complete?

Within the SoT, different data varies in terms of importance from mandatory fields, highly recommended fields, nice-to-have fields, and advanced fields.

There's a small number of mandatory fields required to establish your business listings. That list includes the following:

Mandatory Fields
Location Code
Location Name
Profile Definition
Category
Address

There's a small number of mandatory fields required to establish your business listings. That list includes the following:

- Location Code: Unique location identifier ID
- Location Name: Business name as published to external directories and sources
- Profile Definition: Profile type to indicate Rooftop/Person/Facility/Physician
- Categories: Focus areas of the business operation (e.g., Automotive dealer, cardiologist, etc.)
- Address: Mailing address of business location

The platform can push out many more data points to listing sites than what's required. To optimize your listings, we recommend adding as many fields as possible to provide the best customer experience.

Highly Recommended
Phone Number
Website URL
Hours
Short Description

Highly Recommended fields play a crucial role in the success of your search strategy. Think about the last time you searched for a business on Google. Did you expect to find accurate business hours? What about a URL?

While not required, they are highly recommended because customers expert to find this information when searching for your business.

Recommended
Image Media
Contact Email
Payment Options

Recommended fields are not mandatory, but they are important and will affect your SEO. Only focus on these fields after completing the mandatory and highly recommended fields.

Advanced
Alternate Phone Numbers
Social Media Pages
Additional Social Images

Advanced fields will have minimal impact on your SEO, but they allow very advanced management of your entities.

Customer Story Video Series

Throughout today's training, we will watch a series of videos related to the current topic or solution. When watching these videos, look at them through a customer experience (CX) lens. Observe the parts of each story that would make for a happy and loyal brand advocate. Alternatively, look for the moments where the businesses in these stories miss the mark, creating frustration, friction, and ultimately, brand detractors that could result in negative feedback.

Watch the video linked below for a customer story on business listings.

WATCH!		**Business Listings Customer Story:** bit.ly/RAD23_BL_story

Practice!

Now it's time to get into the platform for hands-on practice! To complete these exercises, we will be using the Reputation platform or click-through video tutorials to address various action items. All exercises center around our Reputation Sandbox tenant, which is a fictional eyecare practice we created for training purposes. We call this business BDP.

BDP has 17 locations throughout Arizona, and at our offices, we regularly conduct eye exams, perform Lasik surgery, and fit patients with glasses and contacts. Throughout today's practice exercises, we will be focusing on the **BDP - Uptown** location to update the business listing, collect feedback, streamline internal processes, and more.

Watch the video linked below for a brief overview on BDP - Uptown.

WATCH!		**BDP Intro Video:** bit.ly/bdp_intro_2023

Exercise Overview

In today's session, we will be working through exercises in the Reputation platform. Several exercises include two levels of difficulty to choose from based on your comfort level of the platform:

Level 1: For a foundational understanding of the platform

Level 2: For more tenured learners to dive into advanced features of the platform

Choose your own adventure! Depending on which solution we are covering from session to session, you may be very familiar with the content. If that is the case, feel free to start with Level 2.

Note: You may prefer to explore both Levels 1 & 2. If we run out of time between exercises, please note that you will have sandbox access for 30 days and can always revisit the Level 2 exercises later.

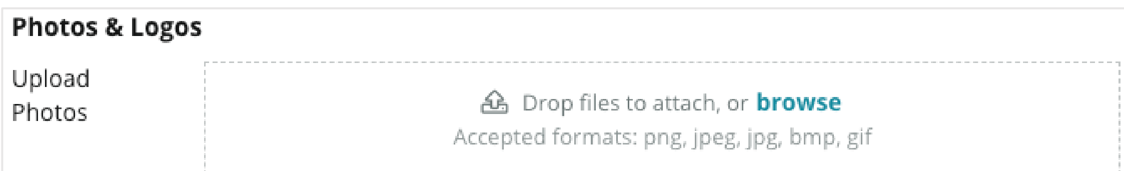
Exercise 1.1 Basic Profile Optimization

Level 1

Google tells us that Businesses with photos are more likely to receive requests for driving directions to their location and clicks through to their website than businesses that don't have photos (https://bit.ly/2Nmo5kW).

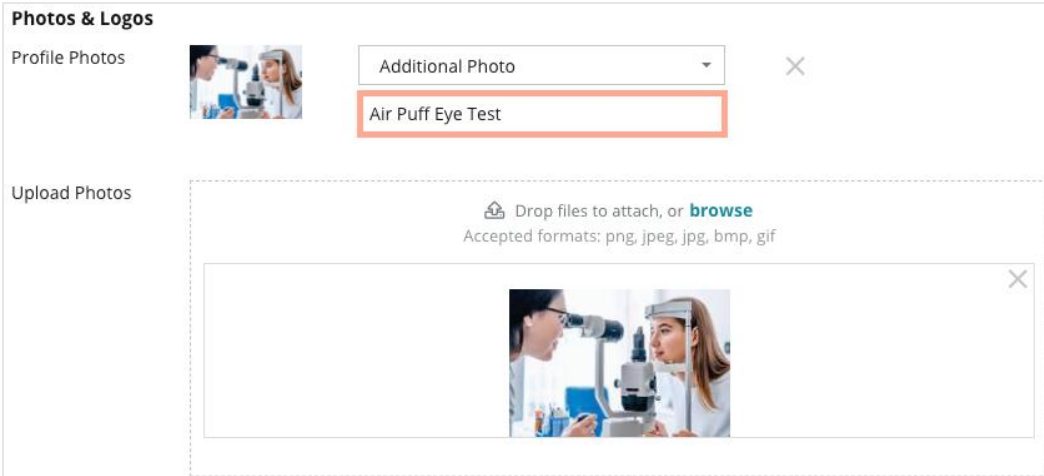
Let's add some photos to the BDP - Uptown listing to improve the chances of potential customers taking action.

1. From the navigation bar, hover over Listings.
2. Click **Profiles** (this is where you'll see all listing profiles from your SoT)
3. Click **BDP Uptown.**
4. Click **Edit**.
5. Click **Photos & Logos**.
6. Head to Slack and look under pinned messages for **"BDP Media Files"**. Choose a photo from the options provided to upload it to the listing.



7. Drag and drop the image to this area to upload.
8. Once uploaded, click on **Select** in the dropdown and click **Additional Photo**.

9. In the next textbox, label the name of the image.
10. Once happy with your selection, click **Submit for Approval**.



Level 1 Continued

When customers are searching for businesses, one of the top pieces of information that most people look for is the **hours of operation.** If their search is for a business that they frequent often (https://bit.ly/3mpw7NM), inaccurate hours can be a dealbreaker.

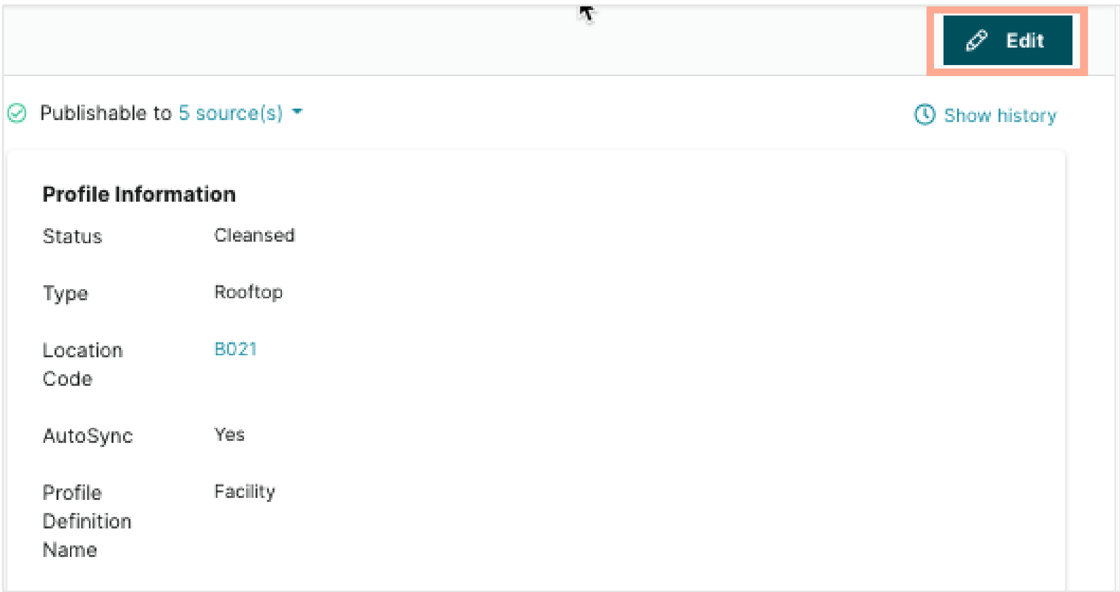
We also know that 80% of consumers lose trust in brands due to inaccurate local business listings (https://bit.ly/2JKDQyy), so it's important to keep listing data accurate!

Summer is soon approaching, and we want to give our employees more time to enjoy the nice weather and spend time with their loved ones. We will be closing our offices an hour earlier than normal each day during the summer, so we need to update our listings to reflect this change and provide our customers with the most accurate information possible.

To be efficient with our time, let's update all our listing profiles at once! Remember, updating the Profile essentially updates your Source of Truth (SoT), so by making this change once in this section, any connected listings pages will receive these updates from the platform.

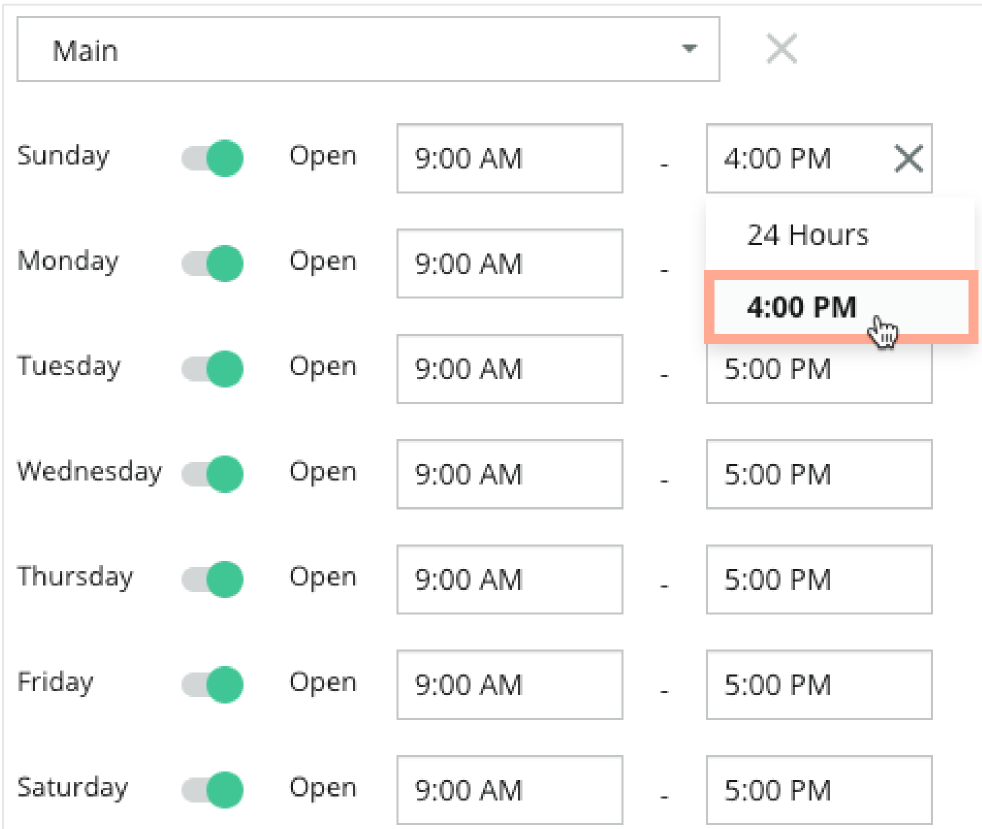
1. To begin, click **Listings** in the left navigation, then click **Profiles** to go back to the main Profiles page.
2. Click **BDP - Uptown**.

3. Click **Edit** in the top right.



4. Now, locate your Business Hours. This is in the Offices section, and you can quickly jump to that section with the left navigation.
5. Click **Add Business Hours.**
6. Currently, our hours are 9:00 AM - 5:00 PM every day, Sunday through Saturday. Let's end an hour early.

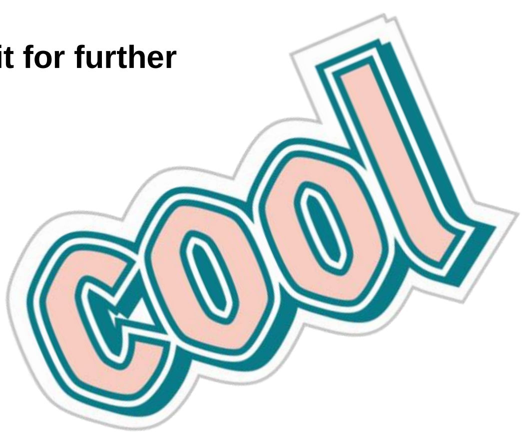
7. Click into **5:00 PM** in the Sunday selection and use the dropdown to select **4:00 PM**. Edit the new time for each day.



8. Click **Submit for Approval**.

Note: Depending on your role and abilities, when working in your own platform, you may have capabilities of updating these fields without going through the approval process. For training purposes, all users must submit changes for approval.

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.



Exercise 1.2 Map Rankings

Level 2

At BDP, we have optimized our business listing, and now we want to see if our efforts are making an impact in our search rankings. To do this, we will use Map Rankings, a new feature in the Business Listings solution.

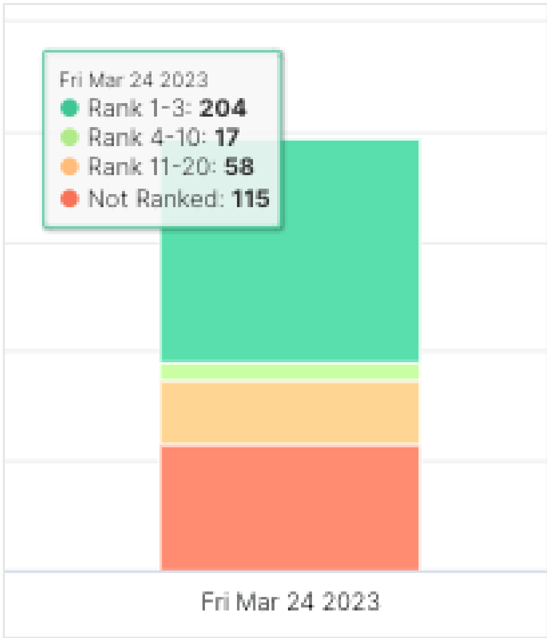
This practice exercise will not be performed inside the BDP sandbox tenant. Please go to this link to complete the step-by-step walkthrough: https://bit.ly/3GSh85W

1. In the left navigation bar, click **Listings,** then click **Map Rankings.**

   Note: The Map Rankings solution will show you a snapshot of your listing performance, and how your listings are ranking in local searches. *For base-level Map Rankings, the platform tracks two default keywords: the location name, and the primary category of the business.*

   For example, Map Rankings for our sandbox environment, BDP - Uptown, will track the keywords "BDP Uptown" and "optometry," since "optometry" is the primary category of our business. The Reputation platform will run several mock searches in the area of your business, and the search will take place once per month.

   In this exercise, we will be showing sample data of a live business. Some aspects may be blurred in this exercise.



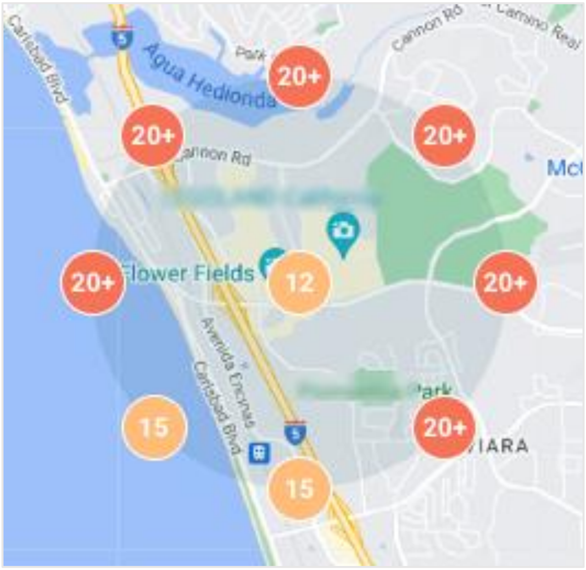
2. In the first tile called **Rank Distribution**, hover over one of the bars to see the breakdown of where your business is ranking in searches. Depending on the result, you can see how many times your business ranked 1-3, 4-10, or 11-20 in the top 20. “Not ranked” means your business did not appear in the top 20 search results.

3. Turn your attention to **Ranking By Keyword** on the right. These lines signify the trend of keyword searches mentioned above. Hover over these lines to see the status of these keyword ranks, and the history.

4. Scroll down to the **Location Ranking by Keyword** section.

   Here, you can see additional keyword search information. You can see the average rank for these words for searches, and the top rank that was achieved in this simulated search.

5. Next, click **View Insights** on the right side**.** This view shows the search results conducted by the platform. The mock search conducted will simulate a search in several locations within a 2-kilometer radius of your business. The circle icons show the rank of your business at those specific radial locations. To put this in perspective, think of this process like a customer is standing in the spot of each circle and searching for these keywords.



   The purpose of this mock search is to see how well your business is ranking when potential customers are searching for your business. Lower rankings could indicate issues with your business profile optimization, and using the business listings solution, you can work to make improvements and appear higher in searches.

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Case Study: Business Listings

Confidential Hospitality Company

This brand is the largest pub company in the world following major acquisitions and came to Reputation with the following needs:

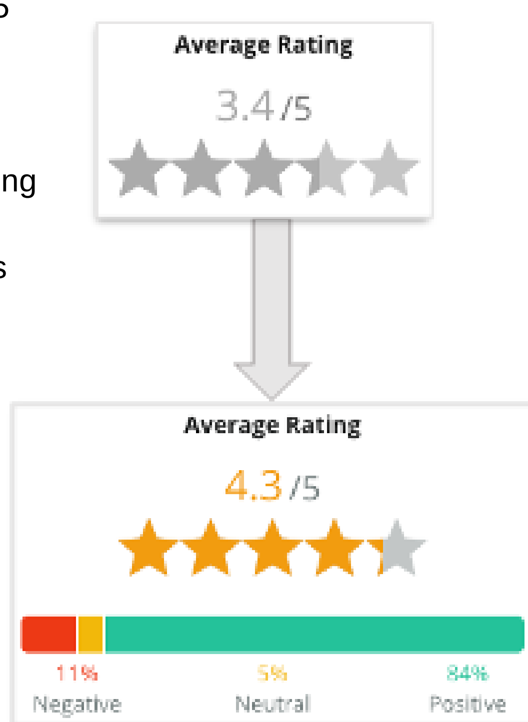
- A replacement KPI for NPS to be rolled out across the group
- Improve data accuracy for pub business listings
- An easy-to-use platform to encourage usage amongst their managers and teams
- High-level reporting and functionality to help inform future business decisions and keep leadership up to date

Actions Taken

1. Provide one platform to manage reviews, surveys, social listings, and more to increase efficiency with functional scalability as the group grows over time.
2. Decentralize day-to-day management of a site's online feedback while maintaining a head office overview.
3. Create a healthy sense of competition amongst the sites in the group's portfolio.

Results

- Online star rating increased .09 to 4.3 out of 5 stars
- Response rate to customer reviews average 99% in 2021, up from 36% in 2019
- Managers are saving 25% of their time by using one platform instead of 4-5
- Reputation Score increased 196 points and is 99 points above the industry average
- **Business listing views increased 1,443% from 2019-2021**



Direct Messaging via Inbox

So now that your business has been found, what about people wanting to communicate with you from the search results? If given the option, over 67% of people would rather message a business rather than speak with a person.

77% of consumers are more likely to purchase when they can message the business. Every customer is different and has their preferred channels. It's crucial to have multiple touchpoints to meet customers where they are.

Which direct private messages does Inbox support?

Fill in the blank from the presentation.

- SMS Texting
- Google Business Messaging
- Facebook Business Messages
- Twitter Direct Messages

If you don't yet have Google Business Messenger, check out instructions here to learn how to add it to your website: https://bit.ly/41mnsKO.

History of Business Messaging

Google Business Messages:

- Launched in 2017, has been gaining traction over the last few years.
- Businesses can opt in to receive and respond to messages from customers from their Google Business Profile.
- Customers can initiate an instant message with the business by clicking the “Chat” button on a Google Business Profile.
- *When a customer starts a chat, you can access that chat in the Reputation platform and respond through Inbox.*

Facebook Messenger:

- Facebook announced that Messenger would start letting users interact with businesses in 2015.
- Over 1.3 billion Facebook users around the world use Messenger to stay connected with friends, family, and businesses.
- *Messages can be accessed and responded to in the Reputation platform.*

SMS Messages:

- As texting between individuals took off in the 2000s, 2010 and beyond sparked businesses’ desires to get in on the action with SMS messaging.
- SMS text messages have a far higher “open rate” than email with 1 in 3 consumers checking their text notifications within one minute of receiving a text.
- *Businesses can start SMS conversations with customers within the Reputation platform.*

Group Activity

Pull out your phone, do a near me search for your industry (e.g., if you're in auto, search “dealership near me").

Note: Depending on your mobile device, you might be prompted to download or open Google Maps and log into your Google account. If you do not have a Google account, pair up with someone else at your table and complete this exercise together!

1. Locate a Google Business Profile with a chat button and click to start chatting.
2. Ask them a basic question. For example, “Are you open today?” or “What are your hours?” Something very simple and easy to answer.

   Note: If you didn't find a business with the chat feature, ask around your table to see if anyone else did and follow along with them.
3. Let’s see if the business responds! We will come back to this activity after our exercises.

Watch the video linked below for a Direct Messaging Customer Story.

WATCH!

Direct Messaging Customer Story:
bit.ly/RAD23_DM_story

Practice!

All participants must complete the **Level 1 exercise (Exercise 1.3)** to move on to the more advanced **Level 2 exercise (Exercise 1.4.)**.

Exercise 1.3 Basic Message Functionality

Level 1

Many customers prefer to message BDP - Uptown through Facebook Messenger and Google Business Messaging to make appointments or ask questions. Let's send ourselves a message and observe both perspectives from customers and employees working in the platform.

Note: This exercise will require you to utilize Google Business Messaging from your mobile device. Have it ready now!

1. **From your mobile device**, open an internet browser and search **BDP - Uptown** on Google.

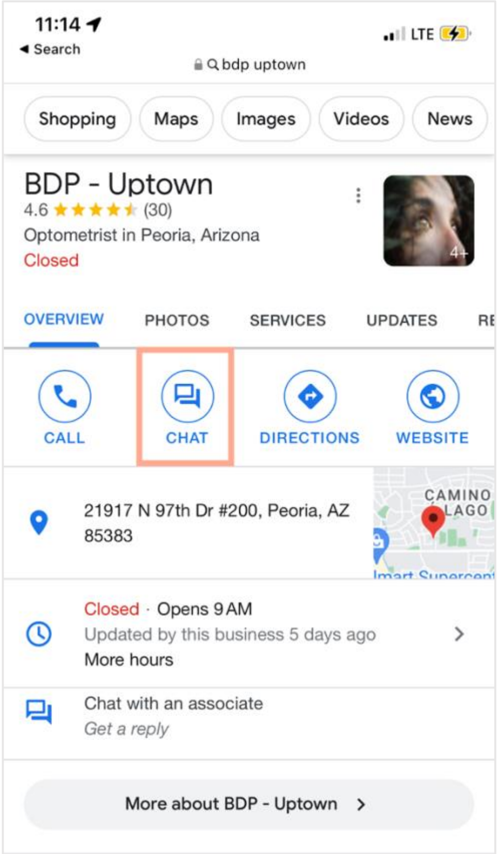
   Note: Depending on your mobile device, you might be prompted to download or open Google Maps and login to your google account. If you do not have a Google account, pair up with someone else at your table and complete this exercise together!

2. Tap the **Chat icon** (see screenshot to the right) to send a question to BDP - Uptown.

3. Here are some options you may want to ask:
   - What are your hours?
   - Do you carry glasses frames?
   - Do you perform LASIK?

   You should receive an automated response Now, navigate to the platform from your laptop.

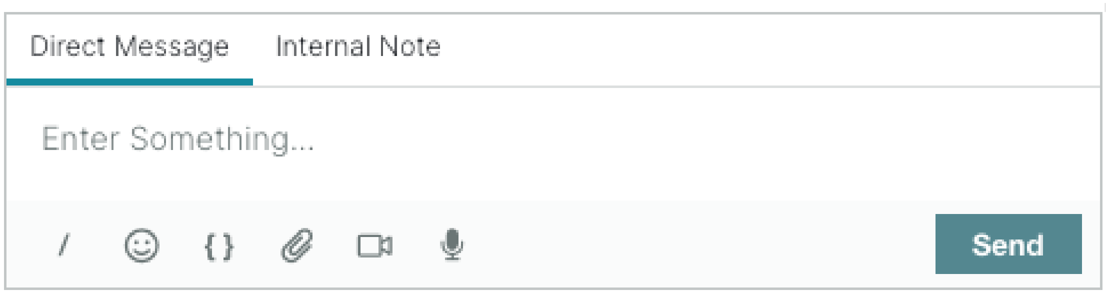
   Refer to page 29 for more information on automated responses.



4. From the left navigation menu, click **Inbox**.
5. Find your message from unresponded messages from the panel on the left.
6. Now that you have your Inbox conversation, set a due date so it doesn't slip through the cracks.
    a. Click **No Due Date** in the top right-hand corner of the Inbox conversation**.**
    b. Choose the due date by which your team needs to address this conversation. In this case, this should be a quick question answer so 1 day should work.
    c. Click **Set Due Date.**
7. Under **Direct Message**, respond to your question!
8. Click **Send** to respond.

    You can insert emojis, add a picture, attach a file, etc. other variables.

9. Next, send 5-6 messages back and forth between your chat message on your phone and the platform. Practice using emojis, add a picture from our pinned message in the Slack workspace, or attach a file.



10. Click **Send** to respond.

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Exercise 1.4 Add Conversation Details

Level 2 (must complete Level 1 first)

There are several features within Inbox that allow a team to collaborate, escalate, and resolve customer messages as efficiently as possible. Check the boxes as you complete each of the mini exercises.

- [ ] Assign conversation to Jeanne Profenna to escalate (he's from BDP Corporate).

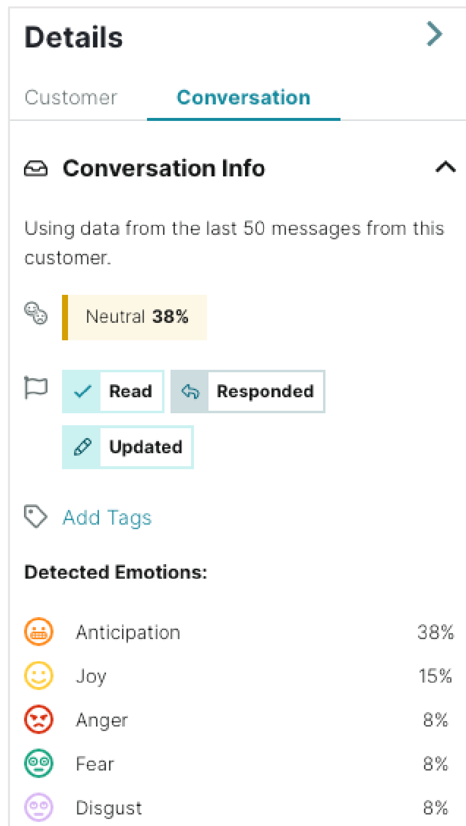
    1. Click **Unassigned** in the top right-hand corner of the Inbox conversation**.**
    2. Click the dropdown and type **Jeanne Profenna** (she is with BDP corporate).
    3. Click **Assign**.

- [ ] Add an internal note for Jeanne and the team.

    1. Click **Internal Note** at the bottom of the Inbox conversation window**.**
    2. In the text box, type a note. Example: "Jeanne, please reach out to this customer about an appointment."

       Note: Internal Notes are accessible only to team members on the Reputation platform. Switch back to Direct Message to respond directly to the customer.

    3. Click **Send.**



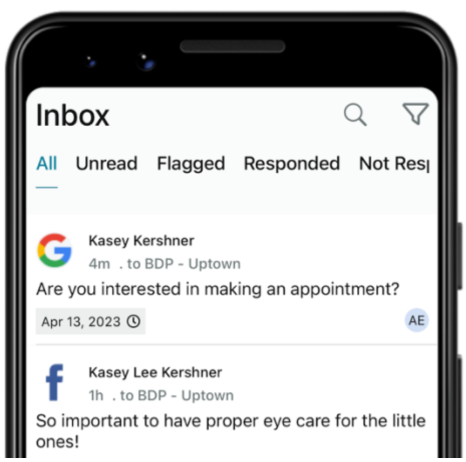
- [ ] With any remaining time, explore the Details panel in the on the far right-side of your Inbox.
    1. **Optionally,** add your phone number/email. *Make sure you click **Enter** after you complete each field.*
    2. Click the dropdown arrow to open **Engagement History** to see if there have been any other conversations with this person.
    3. Below Engagement History, open **Notes** to add comments about the conversation! Example: “Follow up with this customer to make an appointment”
    4. At the top of the Details panel, switch to the **Conversation tab.** Look at the overall sentiment and emotions detected by the platform throughout the interaction. You can also use this tab to assign the ticket accordingly, monitor the stage, and dictate a root cause if there is an issue.

Great! You have reached the end of this exercise. Review the *Extra Credit!* section below or wait for further instructions from the Reputation Staff.

Extra Credit!

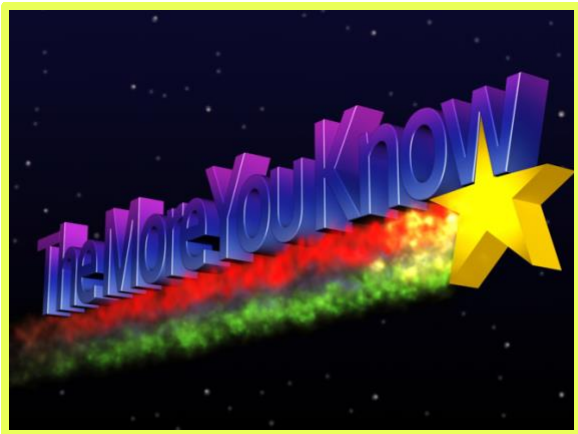
Want to check messages while on-the-go? If you haven’t already downloaded the Reputation mobile app, do so now! Refer to page 7 for the app stores’ QR codes. After completing Exercise 1.3 above, follow the steps below to engage with your conversation in the app.

1. Now, head over to your downloaded Reputation mobile app and log in with the **same credentials for the sandbox** you used earlier.
2. From the home screen, tap the **Inbox icon** at the bottom.
3. Locate your message from **Exercise 1.3** in the Inbox.
4. Use the text box at the bottom to ask an additional question.



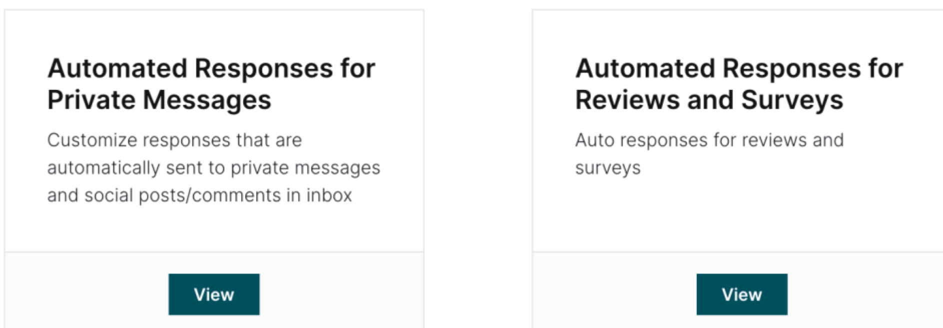
Note: Use emojis, photos, and additional materials to engage with your customers from the mobile app.

Great! You have reached the end of this exercise.

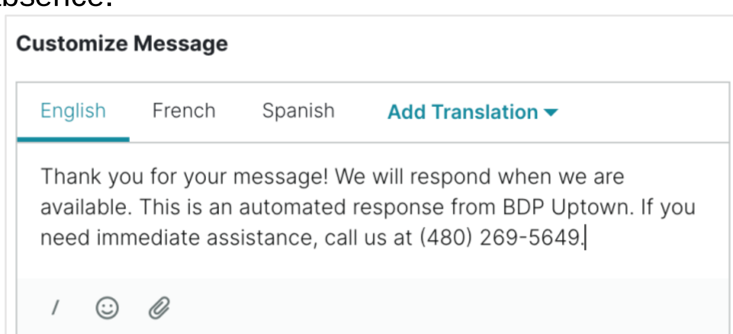


You may have noticed that BDP - Uptown is set up to send automated responses. If you are interested in learning how to turn automated responses on or off, follow the instructions below:

1. Click the gear icon to access **Settings**.
2. Click **Auto Responses**.
3. Under Automated Responses for Private Messages, click **View.**



4. Toggle the Away Message and/or Acknowledgement Message **On.**
5. Click **Edit** and type your automated message you wish your customer to receive in your absence.



6. Under Timing, choose when you want the recipient to receive the message: instantly or otherwise. Then click **Save.**

Reputation

Best Practices for Inbox Responses

Regardless of which channel Reputation pulls your messages from, it is important to keep the following best practices in mind:

1. **Respond promptly.** 41% of consumers expect a response within an hour so set a goal to respond to messages within a designated time frame (e.g., 1-2 hours).

2. **Decide who responds to messages.** Depending on the number of messages you receive, you may need to designate a person at your business to respond or split up the task equally among your employees. *If unable to designate a person or team, take advantage of the Inbox capabilities to automate responses.*

3. **Check for typos.** These channels are for short and simple conversations. Be sure to take the time to double-check spelling and grammar to avoid confusion and ensure the best customer experience.

When responding to messages:

1. **Reiterate what the customer found positive.** Including some detail shows them that someone is really taking the time to read their message.

2. **Ask them what you can do better.** Whether a positive or negative message, find out what will make their next experience with you truly exceptional or consider asking them what it will take to improve their experience for next time.

3. **Don’t take negative feedback personally.** By being defensive, you run the risk of escalating the issue further.

4. **Research facts before responding to a negative message.** Determine what are the reasonable steps to be taken to resolve the situation.

5. **Own up to honest mistakes when you make them and do not look to assign blame.** Keep in mind a customer will typically tolerate a problem not being fully fixed as long as the underlying process is seen as fair.

6. **Use the Sandwich Method.** By sandwiching your responses to negative messages with positive statements, you can recognize and respond to negative messages without emphasizing them.

Group Activity Follow-Up

POLL: Did the business you messaged previously respond? ________________

Let us know your answer on Slack!

If the business you reached out to responded in a meaningful or helpful way, take a screenshot to share with the group in slack.

Note: Google reserves the right to suspend the chat feature of any business profiles that are not responding to customer messages within 24 hours. If your business has this feature enabled, make sure you are engaging with your customers!

Additional Inbox Capabilities

In addition to communicating through private messages, we also use Reputation's Inbox to communicate with your customers through a variety of different channels, *including responding to comments on social media posts.*

This allows you to facilitate faster interactions, resulting in more positive customer experiences and faster sales. By using Inbox, you can see customer engagements in a streamlined view and know exactly what feedback needs to be engaged with on your social channels.

Which social post comments does Inbox support?

Fill in the blank from the presentation!

- Facebook comments
- Instagram comments
- Twitter comments
- LinkedIn comments

Case Study - Inbox

Hawthorn Senior Living

This senior living group offers management and consulting services to retirement, personal care, assisted living, and memory care communities. Hawthorn has locations across 20 U.S. states and two Canadian provinces. They came to Reputation with the following needs:

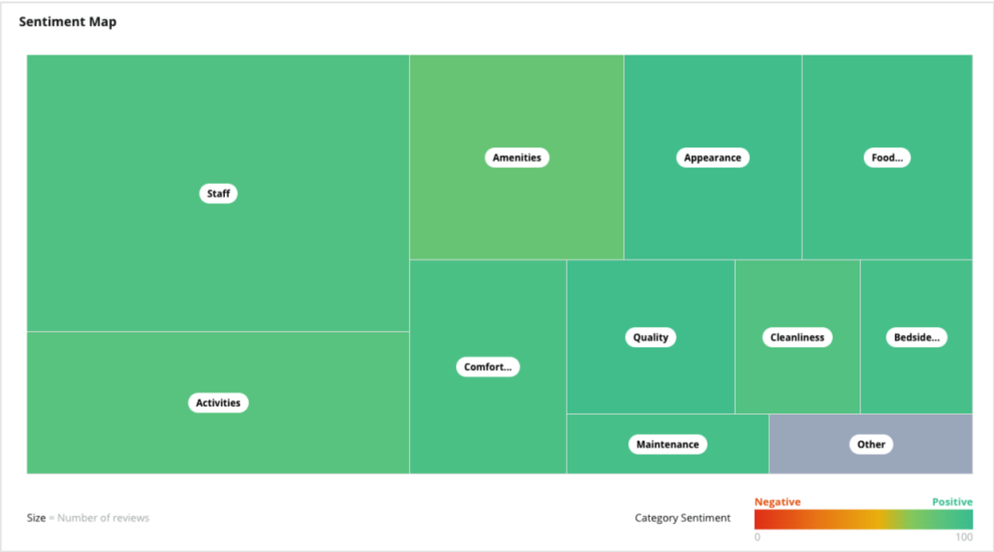
- Better communicate with both current and prospective residents and their families in real time
- New channels that leverage social media, making it easy and convenient for people to reach them
- Track number of conversations and average response time
- High-level reporting and functionality to help inform future business decisions and keep leadership up to date

Actions Taken:

- Implemented Inbox with Facebook and Google messaging
- They now have one place to engage with new leads and resident requests to improve resident satisfaction and increase occupancy rates by providing more efficient communication options
- Hawthorn is now able to efficiently connect with current and prospective residents, all from one platform

Results:

- Since implementing Inbox Messaging, they have received over 8.8K messages with an average response time of 19 minutes
- Recently, they have improved their average response time to 11 minutes



Capstone

We looked at many ways to optimize your business listings (e.g., adding images, updating business hours, etc.). Time to tie these concepts back to your business! Review the following questions and write your thoughts in the Answer Section below.

1. Whether you're using the Reputation platform or not, which data points will you add to your listings to improve visibility and optimization?

2. What is your current strategy for managing incoming messages from channels such as Google and Facebook?

3. Are there any areas for improvement? Think of the following capabilities:

    - Delegating messages to the right people,
    - Set up automated reply messages,
    - Tracking SLAs,
    - Incentivizing users to meet SLAs,
    - Training your users on messaging expectations, etc.

Notes:

Notes:

Session 2: Manage Interactions at Scale

In this session, we'll dive into:

1. Why it's important to have and maintain a business presence across multiple social channels
2. Tips for managing incoming messages and comments across social profiles
3. How businesses can build a strong social strategy

With over 4.26 billion social media users across the globe, it is imperative to build your presence on multiple social media platforms, create more opportunities to communicate with your customers and fix any issues before they become public. It also allows you to reach out to more customers and build better relationships by using communication methods they are comfortable with. Brandcamp Digital says four big reasons of why your business needs a social media presence are:

1. If you are not on social media, you may be missing key audience members
2. Posting high-quality, engaging content across your social platforms drives website traffic and improves SEO
3. Be where your competitors are to give them less opportunity to win business over you
4. Provide better CX with an increased social presence

POLL: Do you currently use the Reputation platform to post to social media?

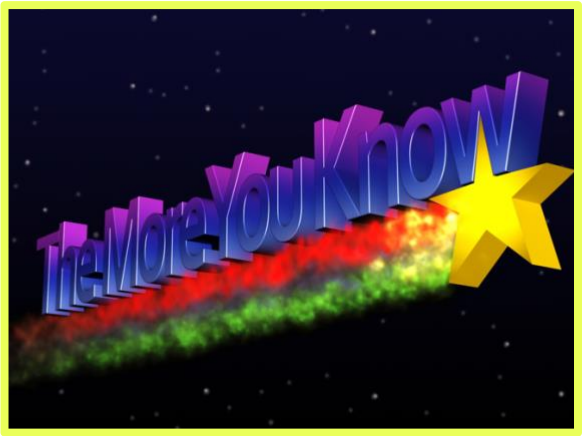
Submit your vote on Slack!

a. Yes, I use the Reputation platform to post content.

b. No, I do not use the Reputation platform to post.

c. I wasn't aware I could post directly to social media through the Reputation platform.

d. No, I am not using the Reputation platform, but I am posting through another tool.



If you are just beginning to explore the world of social media, you'll want to create a specific strategy for each social media platform. As you would prepare other aspects of your marketing plan, it is imperative that you develop a plan that meets the nuances and best practices which differ from platform to platform.

When developing a social media strategy, ask yourself the following questions:

- Why am I using this platform?
- Who will I reach on this platform?
- What post types work best on this platform?
- How are my posts unique to this platform?

If unable to answer some of these questions, dive deeper into why you are investing time and energy on this platform.

Once you have thought through social strategy, check out our Social Media Profile Checklist to help establish a stronger online reputation: https://bit.ly/41B9o0R

Watch the video below for a social media customer story.

WATCH!		**Social Customer Story:** bit.ly/RAD23_social_story

Practice!

Reputation's Social Publish revamps the social media solution. Because of this, all attendees will complete both exercises in this session and we will not have a Level 2 track.

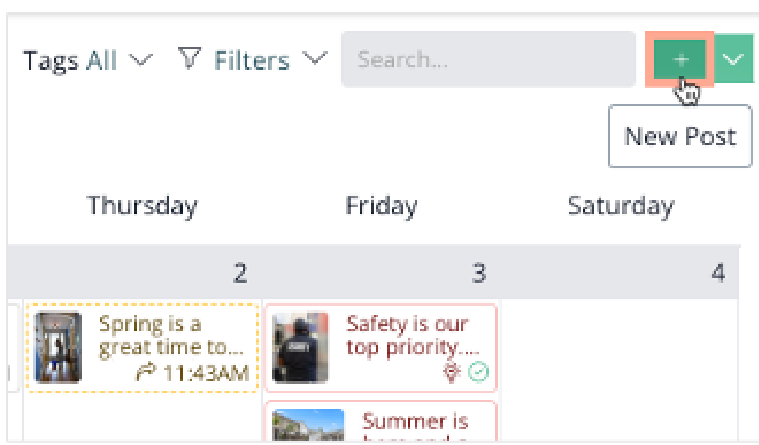
Exercise 2.1 Create a Social Post

We've noticed that our customers at BDP are misinformed when it comes to taking care of their eyes. Let's start creating a series of social posts with helpful information for customers! Plus, having strong social content lends credibility to your business and improves your rankings for search. Let's create our first post!

1. From the left navigation menu in the BDP sandbox environment, hover over **Publish** and then click **Calendar**.

   Note: You can also create new posts from Workflow or the Media Library.

2. Click the green **Plus icon** in the top right corner.



3. The Create Post window will appear, and you can now start planning the details of your post. For this post, we will be creating a myth-busters style post about carrots and eye health.

4. First, select the social media pages you want your post to appear. In the search bar at the top where it says, “Search by social media account name”, choose the BDP - Uptown pages for **Facebook**, **Instagram,** and **Twitter**.

5. Next, let’s pick the media we want to use for our post. From the right-side of the create a post window, click **Gallery** and choose one of the carrot images that have been uploaded. To select your image, hover over the image and click **Add**.

   Note: In addition to the gallery, you can add media to your post that is not already uploaded to your gallery. To do so, click to browse or drag and drop the image you want to use into the grey area on the left-hand side to upload.

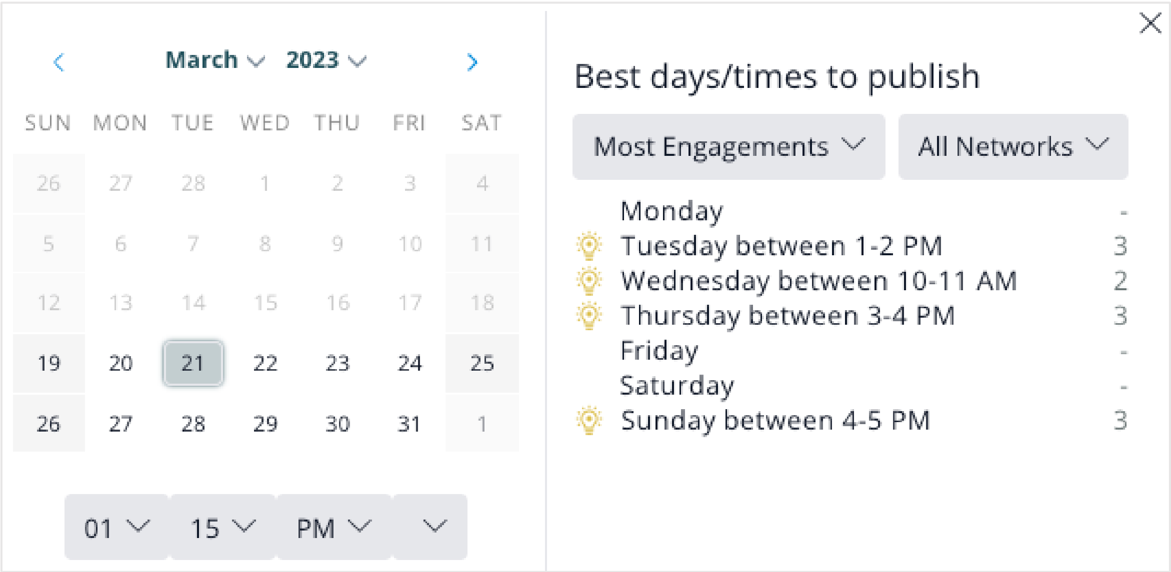
6. On the left, locate where it says **Type message here…** and type the following caption: “Myth-busters! Do carrots actually improve eye health? Our experts say yes and no. While carrots won’t help you see clearer, the vitamins found in the vegetable can help promote overall eye health and decrease the risk of eye problems as you age. #TheMoreYouKnow”

   Optional: Adjust the following on the bottom left of the type message box:

- **Emojis:** Insert one or a whole string of your favorite emojis
- **Additional hashtags:** Add trending, relevant hashtags to expand the post's reach.
- **Spell Check:** Highlights any word that may have been spelled incorrectly to catch typos
- **Custom Fields:** Personalize your posts with dynamic fields like Location Name, City, Brand Name, and more
- **Facebook Targeting:** Set criteria like Location, Interests, and Age to define your audience and get your posts in front of the people who are most likely to find them relevant
- **Character Count:** Keep content within the limits of each social network

7. Preview your posts by clicking the **Previews** tab on the right side of the window. Use the dropdowns to see your post previews on Facebook, Instagram, and Twitter. Feel free to adjust anything, and when you are happy with your preview, move to the next step.

8. You are ready to schedule your post! Click the **Calendar icon** at the bottom of the window to view recommendations on best days and times to publish your post. These times are generated based on previous engagement with your audience on your social platforms and can help engagement results. Click on one of the recommended times to schedule your post!



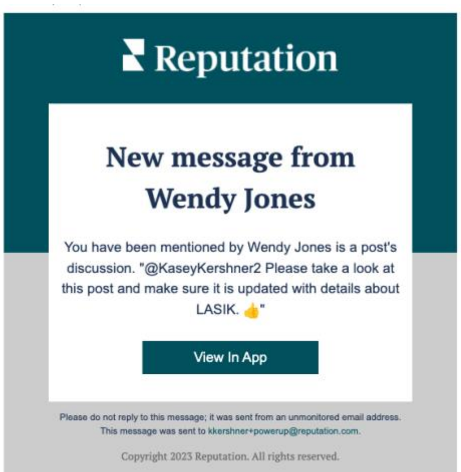
9. Click **Save.**

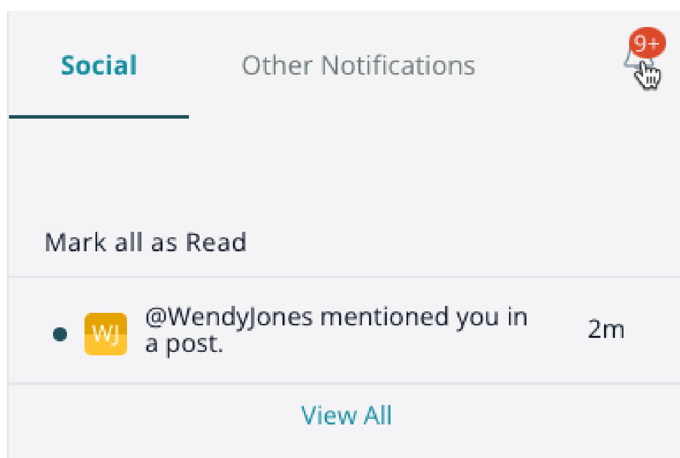
Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Collaborate in Publish

As part of Reputation Publish, you can collaborate with your team on social posts and strategy. Communicate internally about individual posts with the **Discussion** option in your scheduled posts.

Additionally, tag other employees to review or update posts, and they will be notified when they are mentioned in the discussion, both by email and in the platform.



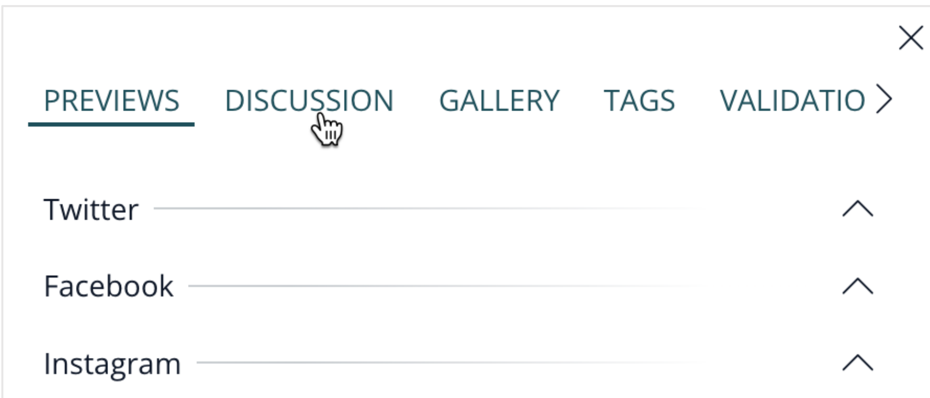


Extra Credit!

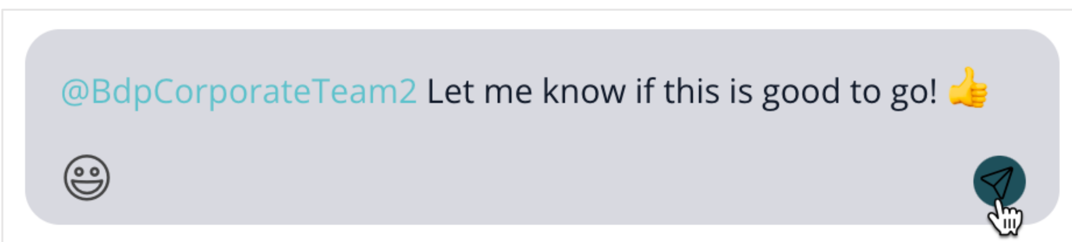
We will not be completing this exercise in today's workshop, but if you would like to revisit this later, you can work through the steps below!

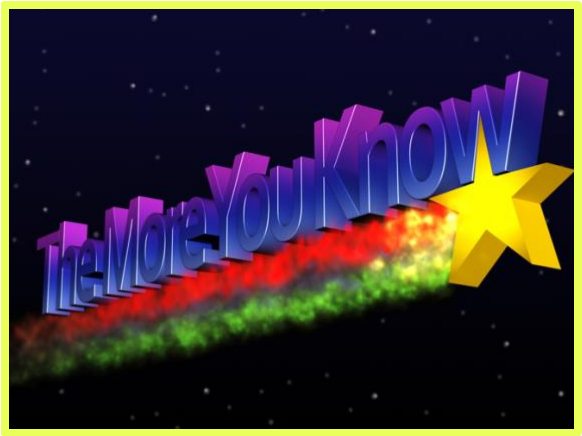
Now that you have saved your post, let's look at additional capabilities within Publish.

1. Hover over **Publish** from the left navigation menu.
2. Click **Calendar.**
3. Click into a scheduled post.
4. On the right side of the post's window, click **Discussion.**



5. In the text box, type a note and tag @BDPCorporate to alert the team that the post is ready for leadership approval.
6. Then click the arrow button in the right hand, bottom corner to tag the BDP Corporate team and start the dialogue.





When developing creative content for your social media channels, it's important to keep in mind that your content needs to be catered to your audience.

Not all industries have the same audience! Check out examples of social media posts by **Reputation Managed Services** by industry.

General

Content following these themes may apply across several industries:

- Holidays
- Business fun facts
- New team member spotlight
- Positive reviews
- Call to Actions

Hospitality

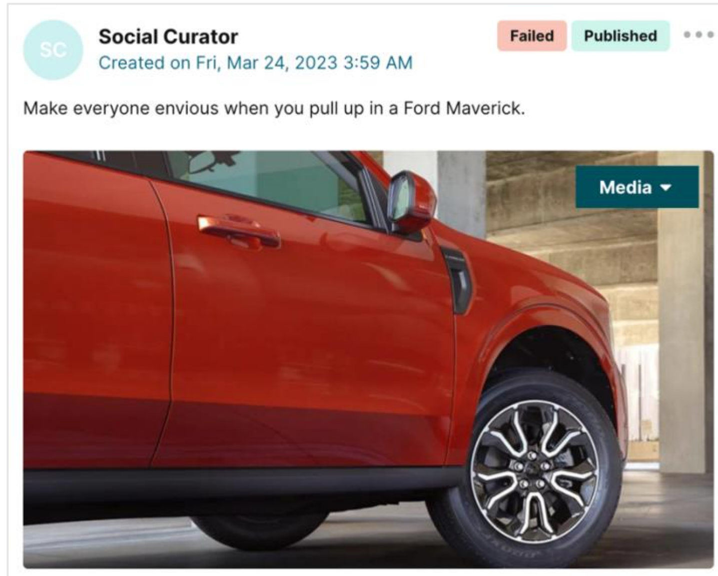
If you're in the restaurant and hospitality industry, you may want to post content about the following:

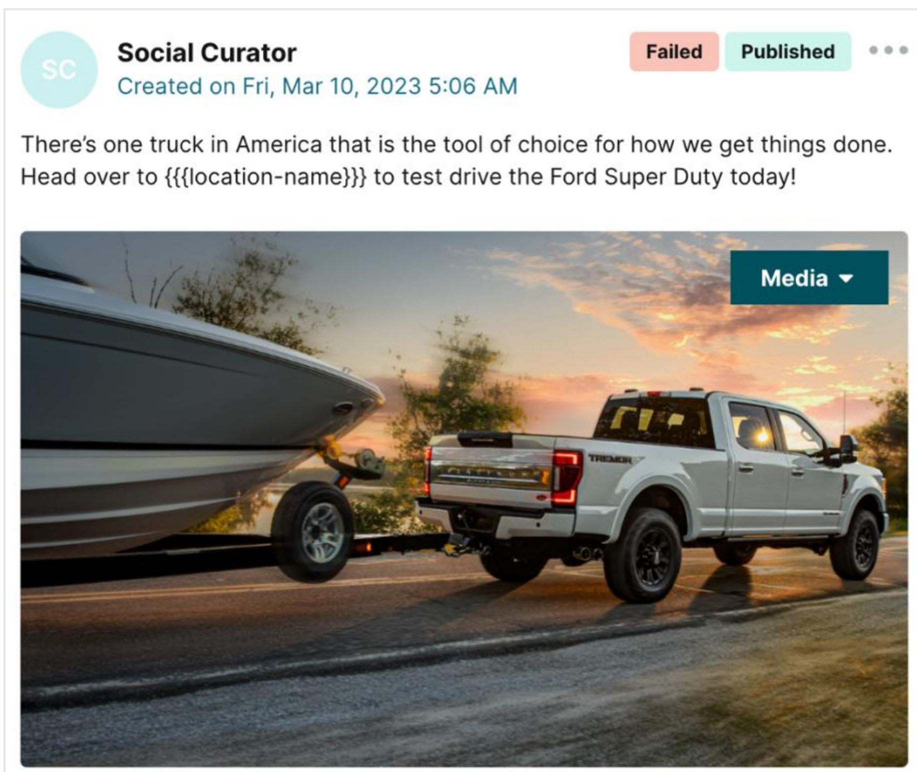
- Weekly specials
- Events
- Updated hours
- Looking to hire new employees

Automotive

If you’re in the restaurant and hospitality industry, you may want to post content about the following:

- Featured vehicles
- Service specials
- Maintenance tips
- Sales events

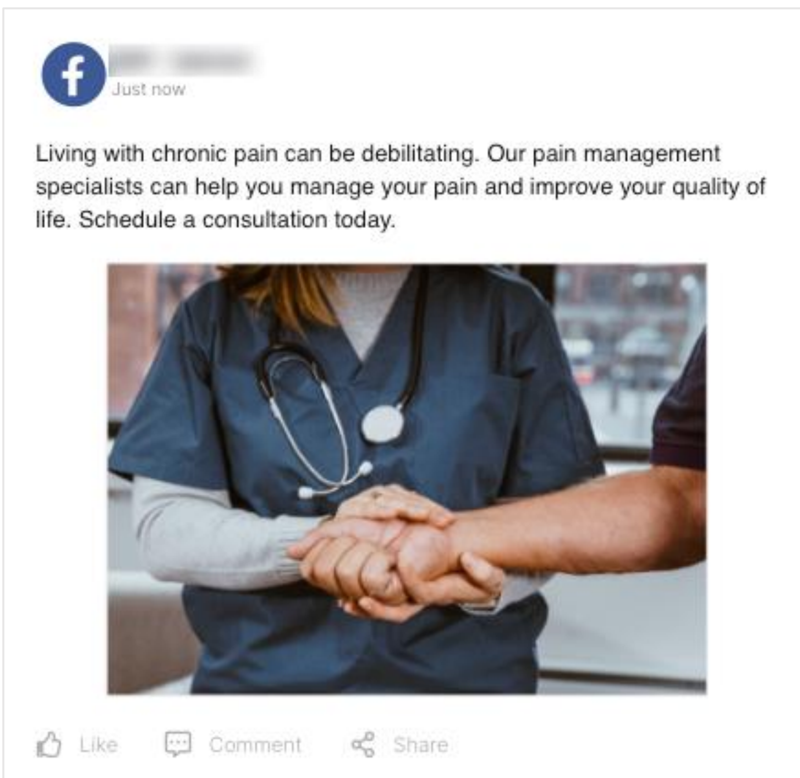




Healthcare

If you’re in the restaurant and hospitality industry, you may want to post content about the following:

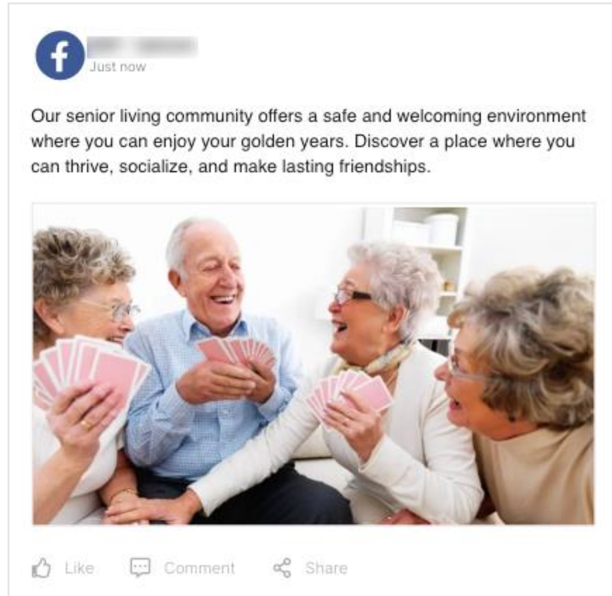
- Appointment scheduling
- Health facts and tips
- Seasonal reminders (i.e., allergy season, end-of-year insurance benefits)
- Various health awareness holidays
- New providers or services

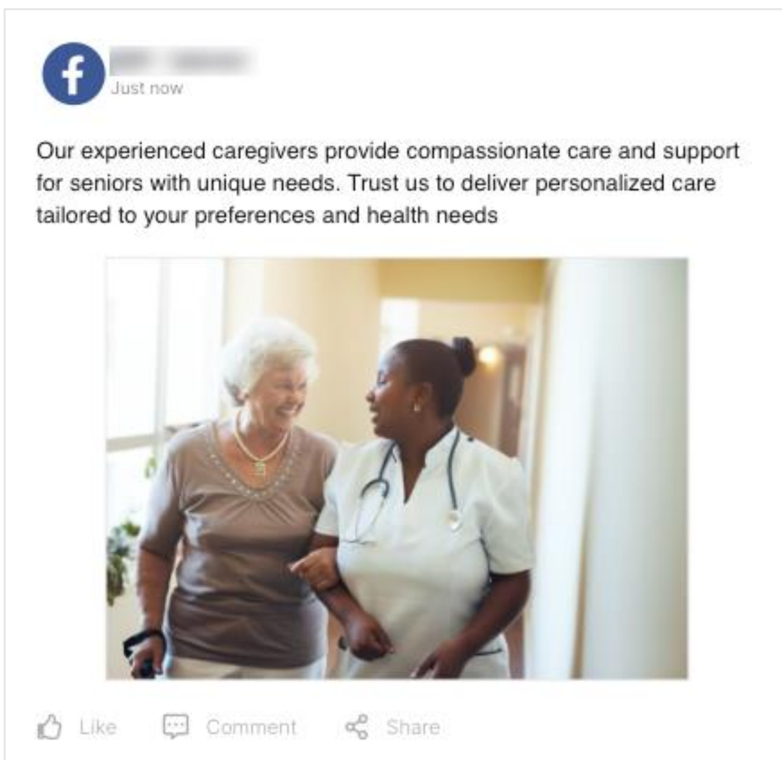


Senior Care

If you’re in the restaurant and hospitality industry, you may want to post content about the following:

- Resident activities and celebrations
- Team member milestones and achievements
- Health tips and reminders
- Visitation or Open House events
- Hiring events

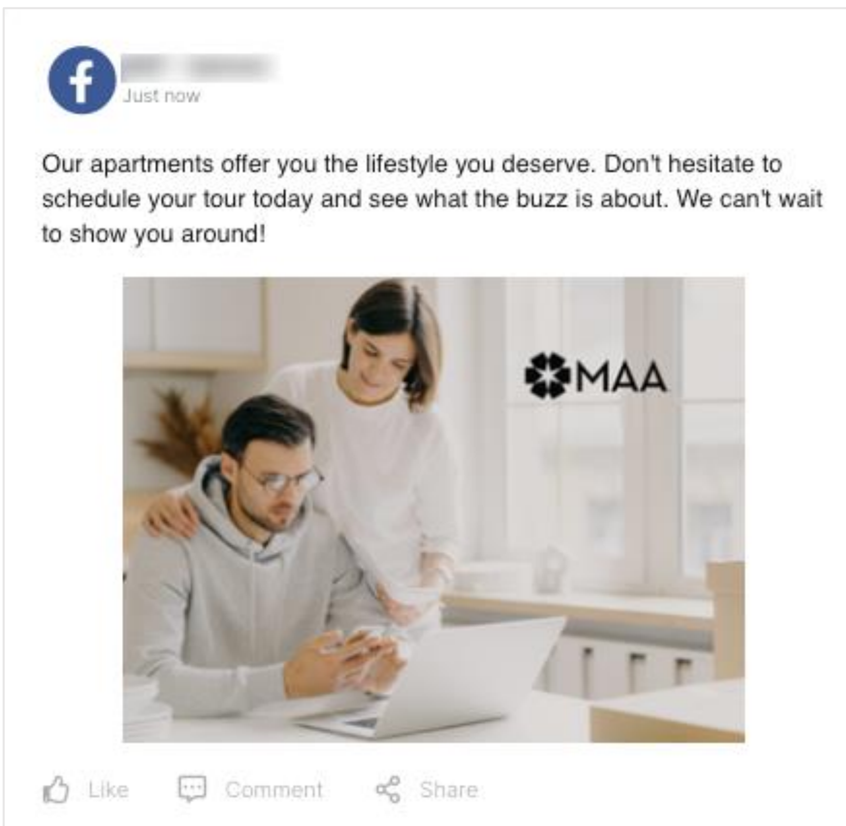




Property Management

If you’re in the restaurant and hospitality industry, you may want to post content about the following:

- Renewal or Move-in specials
- Events and celebrations
- New or updated amenities
- Maintenance tips
- Management team spotlight



Financial Services

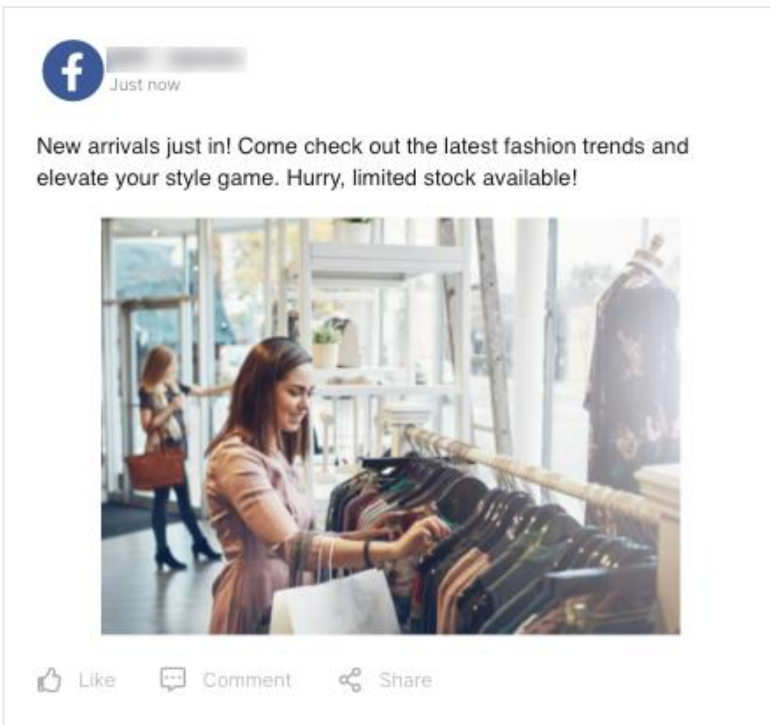
If you’re in the restaurant and hospitality industry, you may want to post content about the following:

- Tax tips and filing deadlines
- Recognition for awards and certifications
- Economic/Market trends and updates
- Financial education
- Retirement planning

Retail

If you’re in the restaurant and hospitality industry, you may want to post content about the following:

- New products
- Big sales
- Holiday events
- Special store hours
- Market trends

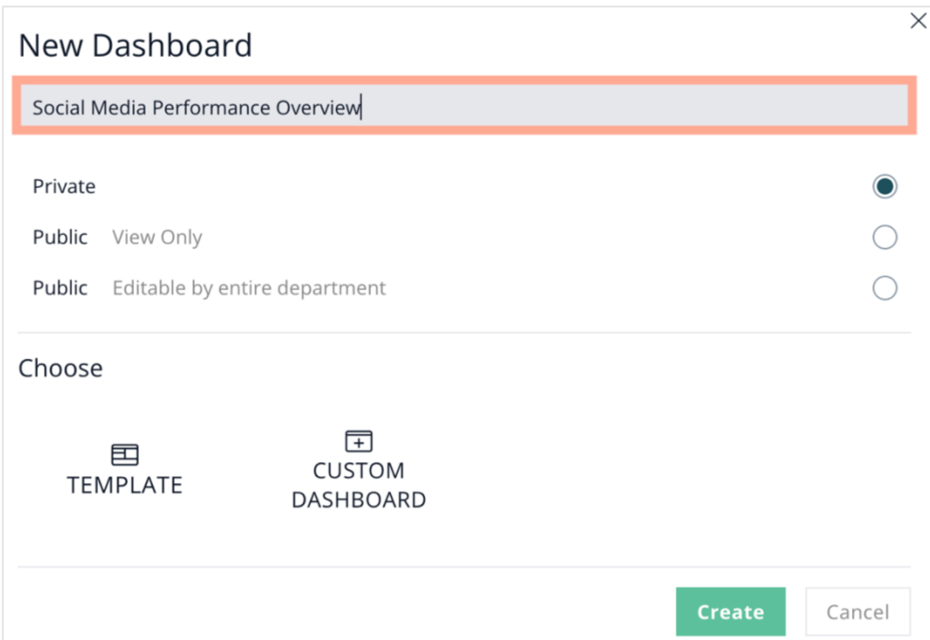


Practice!

Now that you have practice creating social posts and managing your team for posting, we will create a dashboard to track your social media efforts.

Exercise 2.2 Analyzing Your Social Efforts

1. In the left navigation bar, hover over **Publish** and click **Dashboards.**
2. Click **Create Dashboard.**
3. Name your dashboard **"Social Media Performance Overview."**

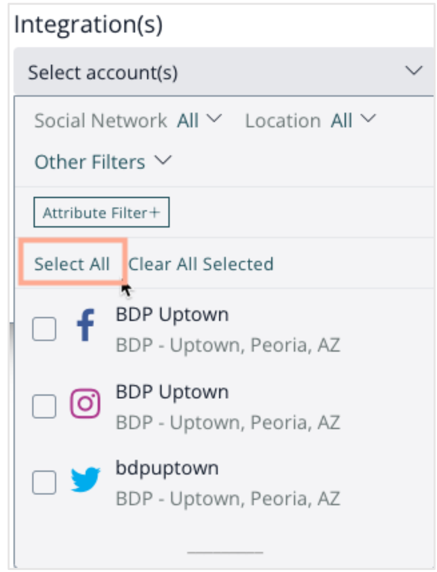


4. Choose **Private** to create a dashboard only visible to you.

   Note: If choosing **Public (View Only)** this dashboard will be available to everyone in your company in a read-only format. If you choose **Public (Editable by entire department)**, keep in mind that anyone is able to view and edit this dashboard. This option also allows others to permanently delete data from the dashboard, so use this option carefully.

5. Click **Template.**

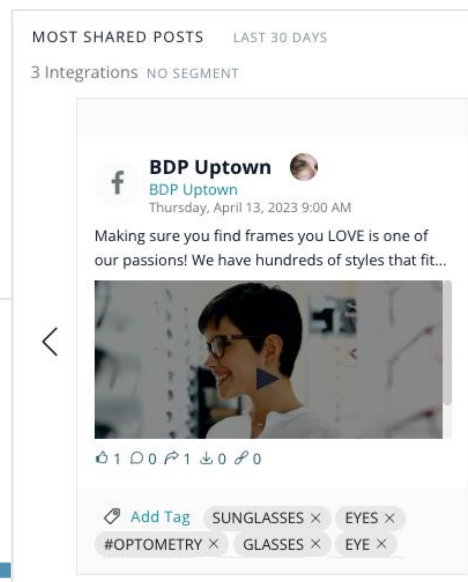
6. Under the **Integrations** section, click into the Select Accounts dropdown menu. For this dashboard we want to monitor all of our social media sources. To do so, use the "Select All" button to quickly select all sources to build an omnichannel dashboard.
7. Click **Aggregate.**
8. Choose **Overview Dashboard** from the Templates dropdown.
9. Click **Create.**

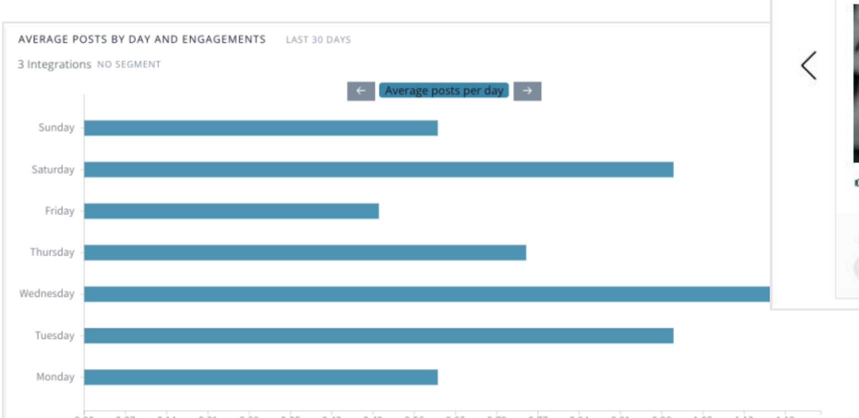


Take a few minutes to explore your new dashboard and the information that is included. Using your dashboard, you can now view key metrics related to your social strategy.

See changes in followers of your accounts, engagement volume, and engagement broken out by day. Additionally, see specific posts with the most clicks, shares, likes, replies, sentiment scores and emotions, and trending data.

Keep in mind, this dashboard contains high level information from **all your social media sites** combined into one dashboard. If you prefer, you can create and track individual sites like Facebook or Instagram in separate dashboards if you want to dive deeper into one specific source site.

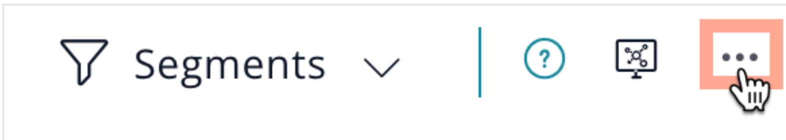




Exercise 2.3 Sharing a Dashboard

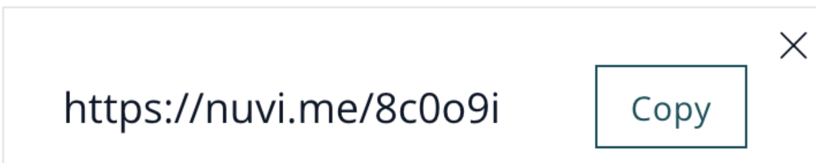
Now that you have created your new dashboard, you have the ability to share it with others on your team or key stakeholders.

1. From your new dashboard, click the **ellipsis** in the top right corner.



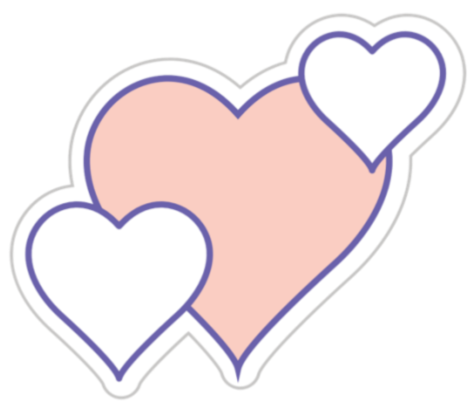
2. Click **Share.**
3. Click **Create Link**.

   This will produce a link for you to copy and share with your team.



Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Note: You can respond to all your social media engagements via Reputation Inbox!
Refer to page 31 for more information.



Case Study - Social Posting

Regional Consumer Banking Brand

This company is made up of 11 Regional Consumer Banks and 115 banding centers across the Midwest and Western United States. The organization approached Reputation with the following opportunities:

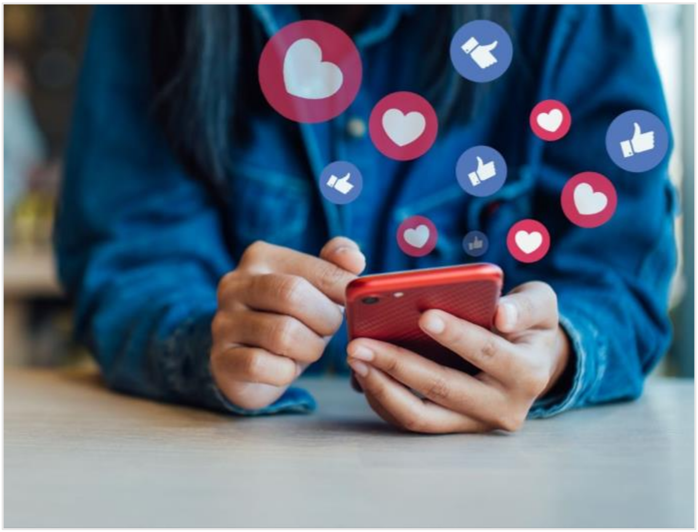
- Before utilizing a social strategy with Reputation, they **did not publish** content to any social channels.
- Company executives understood they were **surrendering** a fast-growing marketing medium to national competitors with active social media accounts.
- The **challenge** was effectively establishing, growing, and maintaining social media channels for a variety of brands across a variety of demographics.

Actions Taken

- **Plan and Publish** solutions were implemented for team collaboration, content management, and publishing workflows. This permissions-based system also allowed for regulatory compliance of attorney reviews.
- **Engage and Analytics** solutions were used to be able to effectively track mentions and other social activity across all brands, while also allowing them to interact with customers over social channels.

Results

- Within 22 months of implementing Reputation social strategies, the company had transitioned from a non-existent social media presence to a reach of 5.1 million social impressions
- Company tracked 108,000 social engagements with current and new customers.
- 50 internal employees were onboarded to the platform to support social media management.



Capstone

In this section, we discussed the importance of maintaining a business presence across multiple social channels. Think about your own social strategy and answer the following questions in the Answer Section below.

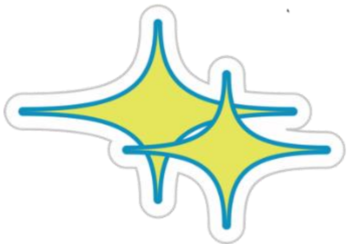
1. What social channels are you using and why? If you are interested in starting to use social media for business, which channels do you want to use and why?
2. Who is your target audience for these social channels?
3. Are there any areas for improvement?
    - Scheduling posts,
    - Monitoring the best days/times to post,
    - Sharing engagement metrics with leadership teams, etc.

Notes:

Notes:

Session 3: Capture All Feedback Data

In this session, we'll cover:



1. Explore first and third-party feedback and how each type can impact your CX strategy
2. Cover best practices for collecting, analyzing, and responding to feedback
3. Review top considerations when setting up workflows to close the loop

Group Activity

Write your answer to the following questions below and discuss with your table:

1. Have you ever left a review online for a business?

2. Were you leaving praise for the business for providing a great experience? Or were you leaving a warning for other potential customers to steer clear of this business because you had a bad experience?

Feedback Anywhere

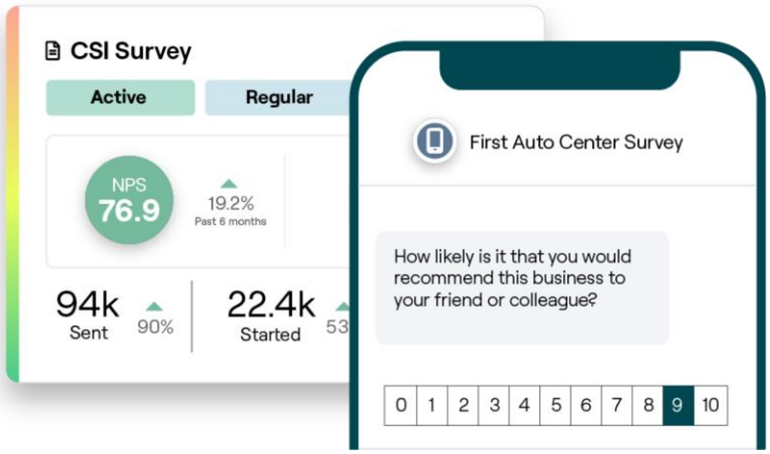
Customers provide feedback across a variety of sites for each of your company's locations. Increase your awareness of what customers are saying about your business through both solicited and unsolicited feedback and take action by responding in a timely manner.

Fill in the blanks below from the presentation:

__**Solicited Feedback**__ is when your brand reaches out to customers to obtain feedback. You can do this by conducting customer surveys from your customers. This is a great way to measure the impact of your CX efforts and determine whether you are meeting customers' expectations.

Being a crucial component for understanding what your customers think about you, solicited feedback empowers you to gain actionable insights into the overall customer journey as well as customer support. Benefits of using customer experience surveys include the ability to:

- Boost customer retention
- Discover your promoters or brand advocates
- Make data-based decisions



___**Unsolicited Feedback**___, on the other hand, is when a customer is motivated to provide unsolicited feedback, usually on a third-party site. This typically is seen in the form of reviews. The Reviews tab in the Reputation platform makes it easy to collect and aggregate feedback from third-party sites in one centralized location, monitor what is being said, and respond publicly at scale, ultimately generating more business.

Why are reviews important to customers?

Online reviews and testimonials are all about building trust.

- Provide social proof
- Build brand trust
- Validate expertise of the business

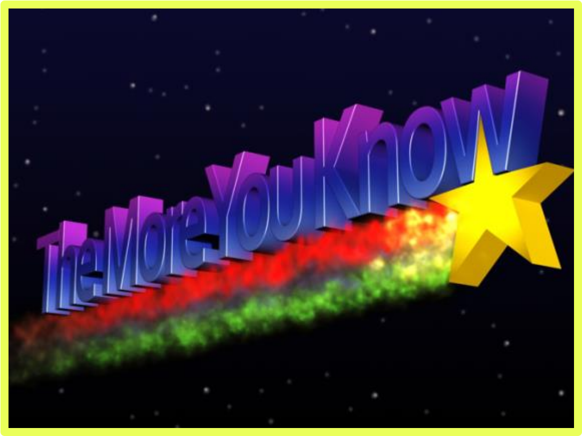
Why are online reviews important for businesses?

- Expand reach
- Influence purchasing decisions
- Increase E-A-T (Expertise, Authority, and Trustworthiness)
- Improves brand's online visibility

Whether solicited or unsolicited review feedback, customer reviews are crucial for both customers and businesses.

Through the Reputation platform, you can share surveys to your customers as one method of receiving feedback, or you can request that your customer provides a review. While we will not dive into survey design or review requesting today, we encourage you to take a look at the following additional resources to learn more about Requesting Reviews, as well as tips and tricks to build your own surveys:

- How to Ask Customers for Reviews: https://bit.ly/3ogVnpY
- Requesting Starter Guide: https://bit.ly/3zJD93d
- Surveys Starter Guide: https://bit.ly/3MQi4Mi
- 12 Tips for Customer Experience Survey Design: https://bit.ly/43xrty5



Not only is it important to know and understand what your customers are saying about you so that you can adapt your business, but also responding to feedback is an essential step in creating and maintaining loyal customers.

79% of consumers who used their online feedback to complain about a poor customer experience were ignored (https://bwnews.pr/3MCtqmV). Let's make sure your business is part of the other 21%. Consumers need to see responses that are courteous and that offer direct methods of contacting them.

Increase your awareness of what customers are saying about your business online and take action by responding in a timely manner. Even a negative review is often looked at more favorably if the business responded.

Key Benefits of Responding to Feedback:

- Demonstrate a high level of commitment to customers
- Support transparency initiatives and build trust with consumers
- Provide actionable insight into recurring issues with providers or specific locations
- Enable operational improvements based on consumer feedback and suggestions

Increasing your response rate is something you can do immediately to improve your online Reputation Score. Strive to respond to 100% of negative reviews and at least 20% response of positive reviews (remember this is the recommended minimum. Ideally, you would respond to 100% of both negative and positive feedback.) Over time, set goals for maintaining these rates consistently and improving upon them.

Here are some best practices for responding to reviews:

1. **Respond promptly but not hastily.**

   Set a goal to respond to feedback within a designated time frame (e.g., 48 hours). Responding thoughtfully shows that you are listening and that you care. The Reputation Retail Consumer Report found that 33 percent of consumers who received a prompt response to a negative review subsequently posted a positive one.

2. **Be polite and courteous.**

   Remember that you are not responding to customer feedback. In the case of third-party reviews, you are not responding to one person. Your other customers or potential customers will be able to see your responses. Always be respectful, even if the customer review was unfavorable or unfair.

3. **Decide who responds to reviews.**

   Depending on the number of customer comments you receive in surveys or reviews, you may need to designate a person at your business to respond or split up the task equally among your employees. Ideally anyone responding should have excellent writing skills.

4. **Take advantage of the approval workflow**, especially if customer information is sensitive.

   For example, Healthcare businesses must be careful not to violate HIPAA regulations when public reviews contain Personal Health Information (PHI). An approval workflow empowers more employees to craft responses, while relying on a trained gatekeeper to spot-check all reviews before they are published.

5. **Check for typos.**

   Take the time to double-check spelling and grammar in your responses. This shows professionalism and care. Plus, some sites do not allow changes to be made once a review or response is posted so better to take the extra time to get it right.

6. **Turn reviews into marketing opportunities.**

   Treat each piece of customer feedback as an opportunity to extend your outreach and improve the valuable services you offer. Use reviews or survey responses for marketing by featuring them prominently on your website and social media pages. Mine your customer feedback to see what areas of your facility or business are working well and what areas need improvement.

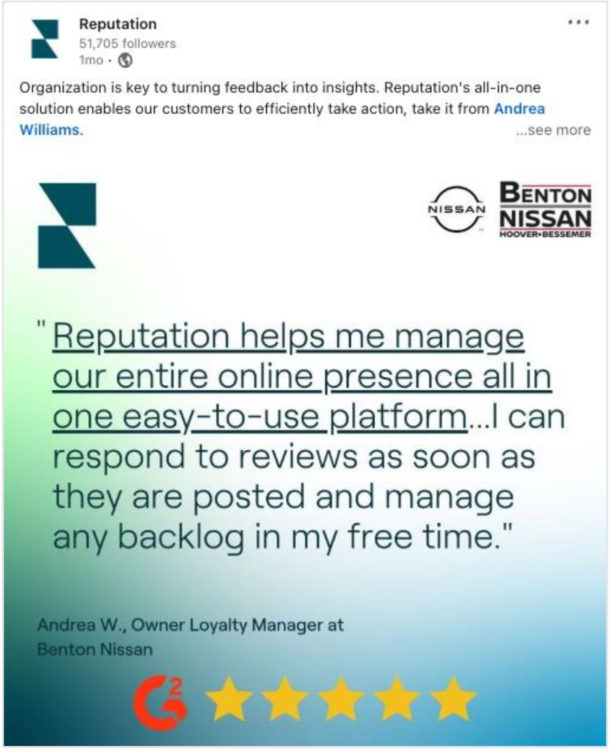
Learn more about using the Reputation platform to respond to reviews with the **Reviews Starter Guide**: https://bit.ly/3ZUMnUU

Check out the **Ultimate Guide to Customer Review Management** and click “Read More” for more tips and tricks: https://bit.ly/3UwmY2M.

Group Activity

Here are some examples of ways businesses use their feedback:

- Use in your marketing efforts
  - Share reviews/survey feedback on social media (See example)
  - Stream to your website
- Internal praise for feedback
  - Printouts posted in the break room or customer areas onsite
  - Ex. one of our Reputation users shares a weekly email showcasing a great review from one of the regions
- Prizes or awards based off of the Leaderboard



Does your business use feedback in any interesting ways?

Put your examples in Slack for all to read! Did anyone share a method their business uses that sparked your interest?

Notes:

Notes:

Watch the video linked below for a "feedback anywhere" customer story.

WATCH!		**Feedback Anywhere Customer Story:** bit.ly/RAD23_feedback_story

Practice!

Exercise 3.1 Intro to Survey Results Feed

Level 1

Analyzing first-party data in the form of surveys is critical for finding pain points in your customer experience.

Reputation has improved the Survey Results Feed to give users a better experience with valuable insights in this new view. Manage all survey feedback from one convenient feed. Work through the following exercise to see what has changed.

On this page, you can:

- Monitor important metrics and trends
- Learn more about each result
- Engage with your customers
- and much more!

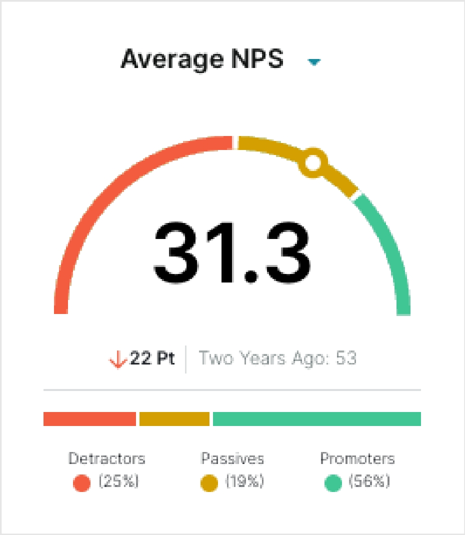
Level 1 Continued

Work through the following exercise and answer the questions throughout to see what has changed in Survey Results Feed and to help BDP analyze customer survey feedback.

1. From the left navigation bar, hover over **Surveys** and click **Results Feed (BETA)**.
2. On the top left of the page is a “Date Range” filter. Click the dropdown and change the range to **All Time** (scroll down.)

   Note: You can also add other filters by clicking the + button, such as location, template survey name, or category.

3. You may notice the new Results Feed has a different appearance for tracking your survey results. In the top left-hand corner, you have access to a toggle view of key performance indicators (KPIs). In this view, the default is **Average NPS,** but you might prefer to see **Average Star Rating** instead. Use the dropdown in this section to switch the KPI to **Star Rating.**



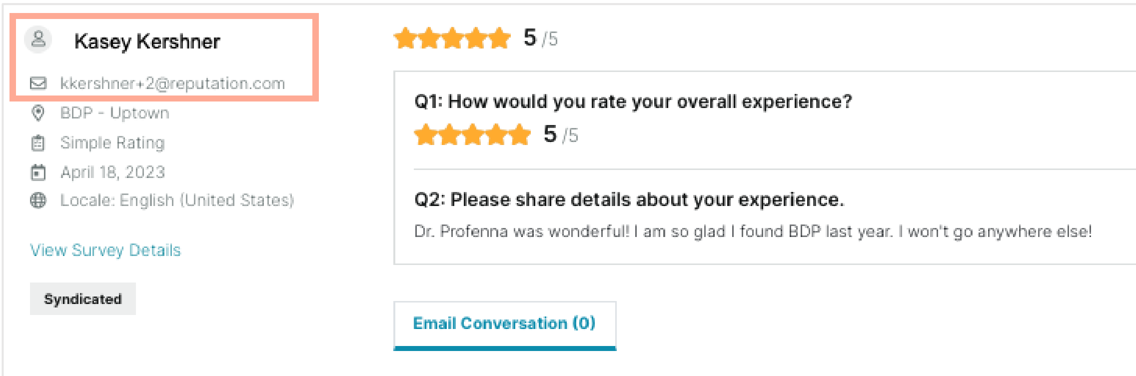
4. *What is BDP’s Average Star Rating for the selected timeframe?*

   ____

5. Additionally, to the right side of this view, you can see the chart for Average **Rating Over Time**. You can toggle this view to see Average **NPS over Time** to view the trend chart of your NPS.

6. Next, scroll down to your feed of individual **Survey Results**. Each tile represents a survey result that was received. Here, you can see the response to each question of your survey.

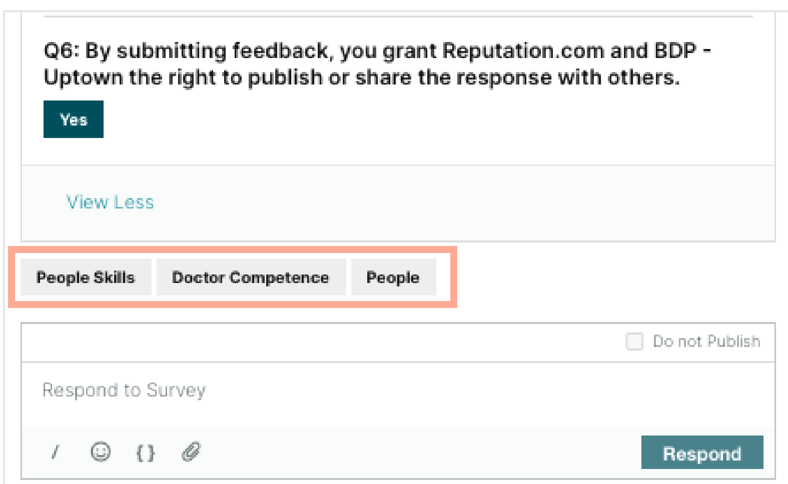
   Note: Since this is sample survey data, the survey taker information may not be included in the tile you see. However, if you send a survey request via email or SMS, that information will also be present in your survey results. Example seen below:



7. Choose any survey result and **click into the tile** or click **View Survey Details.**

   To the right-hand side, you will see additional details about your survey, including survey details and metadata (completion time, device, etc.) In this view, you can also see if a review was completed and linked to this survey result.

8. In the Results Feed, you also have the ability to respond to your surveys. Scroll down in your selected survey to the response box. **Type a brief response to this survey** and click **Respond.**



9. Next, turn your attention to the space directly above the response box. Here, you will see grey boxes with **keyword tags** associated with this survey. These are generated via natural language processing (NLP) and artificial intelligence (AI). This is an example of how the platform uses AI technology to analyze your results to be used in the Experience Insights part of the platform.

10. Now, locate the **Top Category Tags** box on the left, under your KPI. At BDP, we know our people are critical to customer experience, and we want to dive deeper into these comments. Click **People** in the Top Category Tags box to view feedback that the platform has tagged "People" via NLP and AI. Notice the KPI box above will change depending on what tag you have selected. This can help you pinpoint areas of improvement.

    *Option: Click into **View More with Insights** to see how this feedback is being incorporated into the Experience Insights solution. We will discuss Insights in more detail in Session 4.*

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Exercise 3.2 Tracking Survey Results with Key Driver Analysis

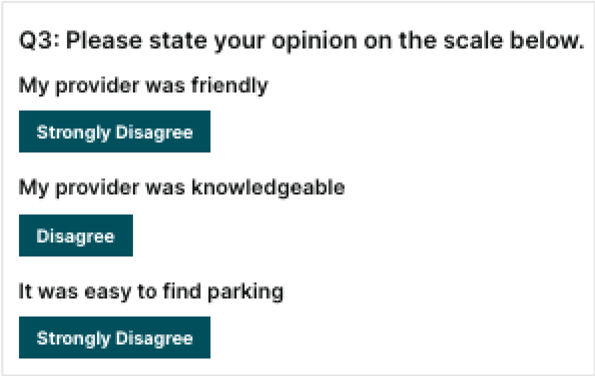
Level 2

At BDP, you are happy with your current survey results and look forward to taking action on the feedback, however, you want to dive deeper into the aspects that matter the most to your customers and how you are performing in these areas. To do this, use the **Key Driver Analysis** report to examine critical information about your customer experience.

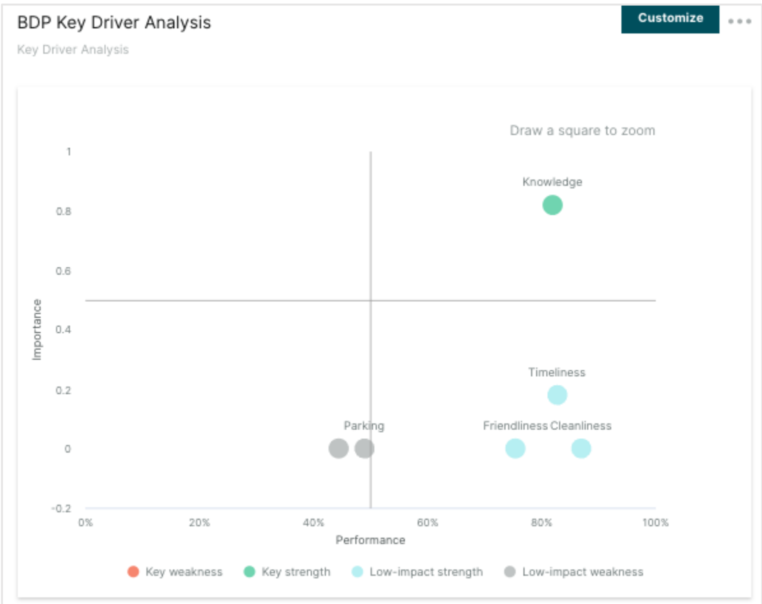
1. In the left navigation bar, click **Surveys,** then Results Feed BETA.

2. Click the **+** button in the topline filter. Use the dropdown to select **Surveys Template Name,** then click **BDP CSAT Survey KDA.** This will filter your survey results to view the survey set up with our Key Driver Analysis.

3. Scroll down to the survey results tiles. Look at **Question 3** in any survey results for examples of key drivers for our business (e.g., parking, staff knowledge, friendliness, and office cleanliness). This survey has been set up to identify these specific key drivers and analyze this feedback further.



4. Now, let's view the Key Driver Analysis report. In the left navigation, click on **Reports.**
5. In the left panel, locate **Surveys 3.0** and click the dropdown.
6. Click **Key Driver Analysis**.
7. Now, we must select the survey to generate this report. Click **Customize**.
8. In the Customize panel on the left, use the Surveys dropdown to select **BDP CSAT Survey KDA.**
9. Click the green **Save.**
10. Name your new report: **BDP Key Driver Analysis.**
11. Click the green **Save.**
12. Select your new **saved report** at the bottom of the left panel. Remember, you named it **"BDP Key Driver Analysis."**



13. This view breaks down your key driver feedback into a quadrant visual. The platform correlates the survey data and key drivers into this chart of **Performance** versus **Importance.** Depending on where your key drivers fall on this chart, they are considered a key strength, key weakness, low-impact strength, or low-impact weakness. To best utilize the **Key Driver Analysis**, focus customer service efforts on key weaknesses listed in this chart.
14. Hover over any dot in the chart to see the individual score of each driver.

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Reputation

Case Study

Lookers PLC

Lookers is a British car dealership chain in the United Kingdom and Ireland. It represents many motor brands and is based in Altrincham.

Lookers partnered with Reputation looking for the following support aspects:

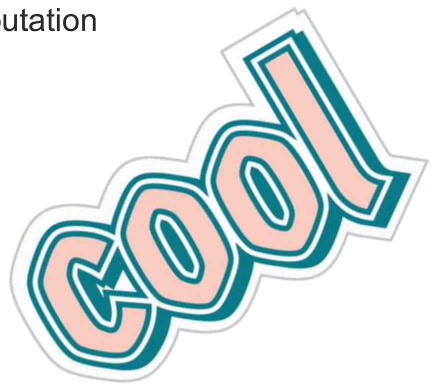
- Improve online reputation
- Increase the number of listening points across the customer journey
- Ensure Voice of Customer surveys are customer centric and less process-focused
- Embed a robust ‘close the loop’ process across the Lookers brand
- Gain greater insight from inbound customer feedback
- Use Voice of Customer feedback to identify and recognize front line staff

Action Taken

- Implemented one easy-to-use platform focused on customer experience. Currently have 600+ employees enrolled in platform access.
- Worked with Reputation’s CX experts to develop customer roadmap and comprehensive Voice of Customer survey.
- Insights development to identify improvements into customer experience

Results

- Lookers ranked 4th in Reputation’s 2022 Automotive Reputation Report’s Dealer Group rankings (11th in 2021)
- Over 75,000 VoC surveys completed in 2022
- 2 new Voice of Customer listening points added for 2023
- Over 60,000 customer comments
- **Developed a CX roadmap, defining focus areas for the short, medium and long term**



Closing the Feedback Loop and Taking Action

Measuring customer experience alone doesn’t automatically help you improve or reach your goals. It’s the actions and decisions we make in response to customer feedback that really moves the needle.

Closing the loop and taking action is critical, not only when it comes to providing a good customer experience, but also when it comes to retaining customers.

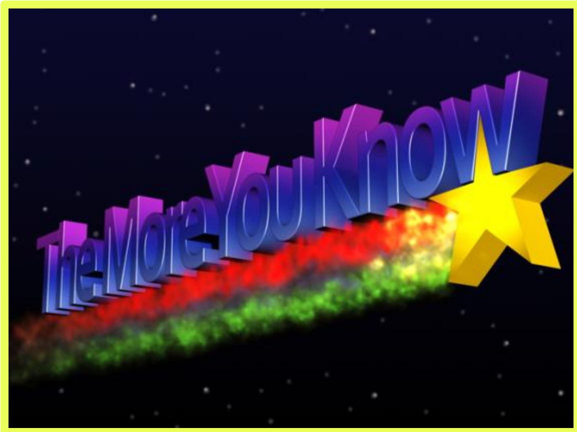
Overwhelming amounts of feedback from more channels than ever before are leading to disorganization and missed opportunities for brands. Negative experiences influence the customer journey for many people, and so any questions or criticisms that are unaddressed do not do a business any favors.

People are left wondering whether the business values their thoughts, and this is where dissatisfaction amplifies. In a large, complex organization, getting feedback into the right hands quickly is crucial.

Following along in the presentation, match the following words with the definitions in the arrow boxes below to complete the Reputation sample workflow in the correct order.

Our workflow begins with **Ticket Creation** and includes the following steps:

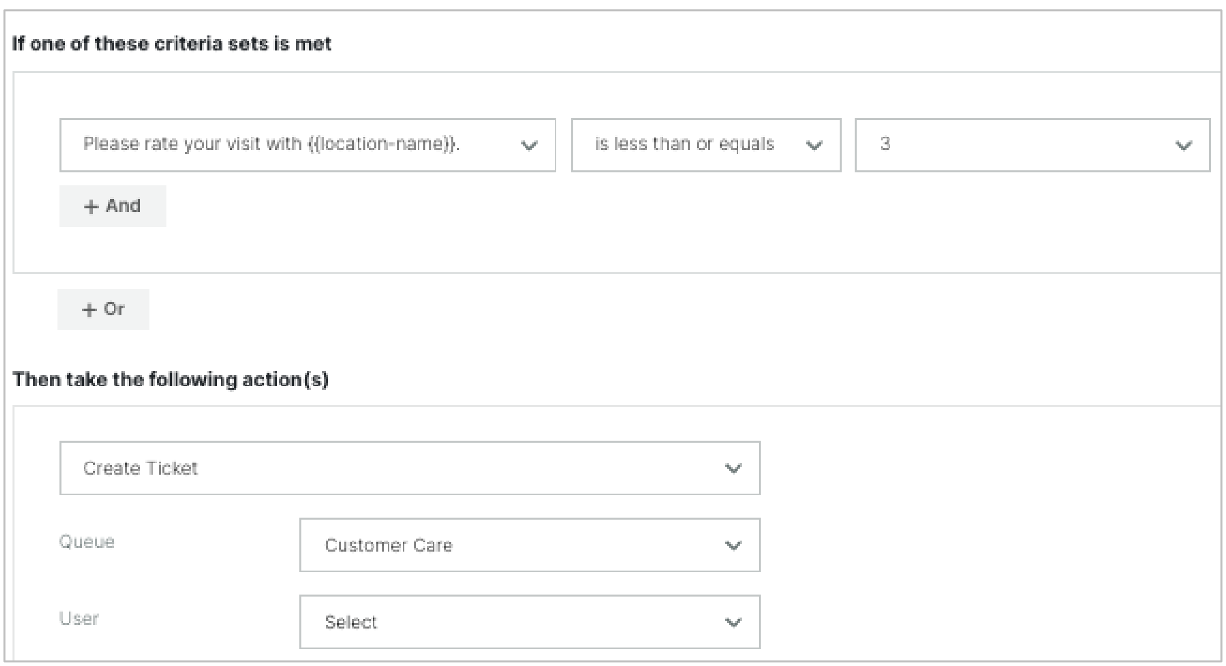
1	2	3	4	5
An Actions ticket gets automatically created when a new review or survey comes in.	All tickets are presented in a simple queue for easy monitoring and tracking.	From the queue, tickets can be automatically or manually assigned to the appropriate team.	Tickets can be escalated to senior team members based on topic or time sensitivity.	Tickets are closed when complete, informing performance metrics such as resolution time.
Ticket Creation	**Tracking**	**Routing**	**Escalation**	**Resolution**



Simplify Your Close-the-Loop Process with Automation

When you are creating processes around managing your customer feedback, automation can take the manual steps out of the equation. Instead of going through all survey or review data and creating tickets for feedback that needs attention, the Reputation platform can take these actions automatically. Depending on your role permissions, you can set up this type of automation by **creating rules** in your settings menu under “Automation.”

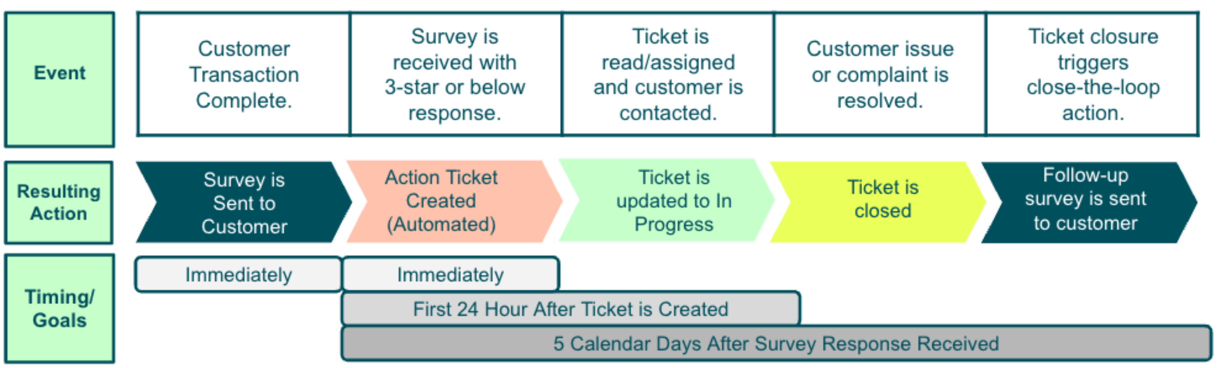
Below is a real customer example of an action workflow with automation.



When a rule is created, certain actions will trigger an automatic event in the platform. Rules can be created for multiple solutions in the platform to ensure none of your critical feedback falls through the cracks.

For example, if your company utilizes the survey solution, you can connect your CRM to the platform and have a survey automatically send via text or email when a transaction is complete. Then, if that survey is responded to with a negative response, you can create a rule to trigger an action ticket to be created. Once that ticket is resolved, you can create a trigger for a follow-up survey. Each of these actions can be set up to happen automatically in the platform. Additionally, you can set goals to resolve customer complaints within a certain timeframe to ensure all feedback is being handled promptly.

Below is an example of this type of automation flow:



Refer to the Actions Starter Guide for more sample workflows and additional information on how to use the solution: https://bit.ly/3oqUU4P.

Watch the video linked below for "Close the Loop" customer feedback story.

WATCH!		**Close the Loop Customer Story:** bit.ly/RAD23_loop_story

Practice!

Now you have the basic of the Actions solution, let's practice the process of taking action on your customer feedback.

Exercise 3.3 Taking Action on Feedback

Level 1

Data is only as powerful as the actions you take from it. Now, sit in the chair of a location manager at BDP, and identify feedback that needs action following the steps below. Close out a ticket with an explanation to better understand and analyze the feedback loop.

After addressing the actions needed, ensure your users are closing the loop correctly by including a follow-up survey to make sure customer satisfaction. Monitor the results in-platform.

To take action on your ticket:

1. From the navigation bar on the left, click **Actions.**
2. From the Queues filter on the left, check **Customer Care** and click **Apply.**
3. Click on any ticket to open the details.
4. On the Info tab, change the stage to **In Progress.**
5. From the ticket's Close dropdown, click **Explain & Close.**
6. Select a closing reason. Optionally add additional comments and select a root cause.
7. Click **Close** when finished.

   Note: Choosing a closing reason for each ticket allows for further analysis in your reporting.

Exercise 3.4 Engage with an Action Plan

Level 2

It is critical to take action on feedback and identify not only the specific surveys or reviews that require action. With Reputation's new Action Plans solution, we can identify root causes of BDP's customer feedback and create a playbook response, addressing and improving friction points in the customer journey.

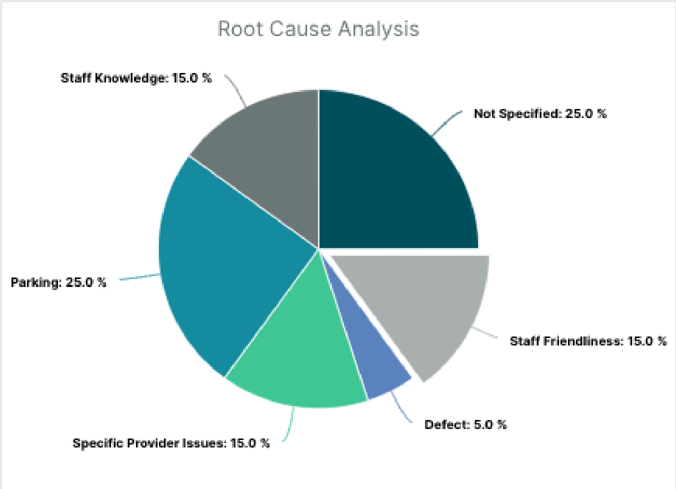
This practice exercise will not be performed inside the BDP sandbox tenant. *To support multiple users working through this exercise, please go to the following link to complete the step-by-step walkthrough: https://bit.ly/3orsZ4R*

Use Action Plans to Improve Your Customer Experience

1. In the right-side navigation bar, click **Reports.**
2. In the right-hand sub-navigation bar, click the drop down for **Actions**.
3. Select **"Root Cause Analysis"**
4. Using the topline filters, sort the results to **Last 30 Days.**

   Note: The Root Cause Analysis report shows you a pie chart broken out by the root causes annotated in your Action tickets. You can use this chart to see, by volume, which root causes are being identified most frequently in your Action tickets.

   Using this information, you can see pain points of your customer journey and initiate an action plan to take steps to improve. In this exercise, BDP managers have created action plans surrounding negative feedback about Staff Friendliness.



5. In the left navigation- click **Action Plans.**
6. Here, you will see the existing action plans created, and what stage they are currently in. The four stages available are Open, In Progress, Pending Approval, and Closed. This shows the progress of your action plan.

Note: You can identify which tiles are Action Plans and which tiles are objectives by looking at the icon in the top left corner of the tile. Green lightning bolts indicate an **Action Plan**, and blue targets indicate an **Objective.**

Objectives are individual actions that make up a complete **Action Plan.** When objectives are closed, they progress of the Action Plan will update to indicate progress.

7. In the "Open" stage, locate the action plan titled "**Staff Friendliness Action Plan"**
8. Move your action plan by dragging and dropping from **Open** to **In Progress.**
9. Click into the **Staff Friendliness Action Plan.**

On this page, you will see the overall status of your Action Plan, as well as the description. On the left-hand side, you can see the individual Objectives associated with this plan, as well as their due dates and assigned employees.

When an employee is assigned to an Action Plan or Objective, they will be notified and have access to these tasks in the platform. Once each of these Objectives are complete, the Action Plan can be closed.

10. In the right-side panel, you can view additional details about the action plan. Click into **History** to see the history notes of this action plan.
11. This section will keep a log of the history in this action plan.
12. Next, click into the Objective on the left called **Hold Staff Meeting - Review Customer Comments**
13. This shows the details of this particular Objective. In the text box, add the comment "Scheduled staff meeting for May 10" and click **Respond.**
14. Now, using the right-side panel, use the dropdown to change the stage of this objective from **Open** to **In Progress.**
15. In the main left-side panel, click back into **Action Plans** to view your dashboard.
16. You can now see the objective you were working on has been moved from **Open** to In **Progress**.

Great! You have reached the end of this exercise. Check out the Extra Credit! section below or wait for further instructions from the Reputation Staff.

Extra Credit!

After RAD concludes, feel free to work through the following steps in the BDP sandbox environment to practice how to create an Action Plan!

1. In the navigation bar on the right-hand side, click **Reports.**
2. In the righthand sub-navigation bar, click the drop down for **Actions**.
3. Select **"Root Cause Analysis"**
4. Using the topline filters, sort the results to previous 30 days.
5. Looking at the pie-chart, click on the section for "Staff Friendliness"
6. Below the chart, you will now see a sample of surveys that have been closed with the root cause of "Staff Friendliness," examine a few of these tickets. Keep in mind, you can use the topline filters to see specific locations or survey sentiment.
7. Using the check boxes to the right of each survey, select 5-6 surveys to focus on when creating this action plan.
8. Click "Create Action Plan" above the selected comments.

   Note: Now, it's time to create your action plan around the changes you want to make with the feedback.

9. Use the dropdown to select your **Action Type**. In this case, we want to improve the friendliness rating of our providers, so select **Continuous Improvement.**

10. Title your new action plan: (Your initials) “Staff Friendliness Action Plan” Example: KK Staff Friendliness Action Plan

11. Toggle your action plan assignment to **Team.**
12. Select **Office Administrators** as the assigned team.

Option: Click into selected quotes to add additional comments from your root cause queue.

13. Enter a description of your action plan. Example: We have several comments associated with the friendliness of our staff and certain providers. Office Administrators should work with staff to improve customer interactions.
14. Click **Create Objective**.
15. Fill out the following fields:

    a. Title: All Staff Meeting
    b. Description: Hold staff meeting to discuss customer comments
    c. Click “No Due Date” and change the due date metric to “2 weeks”
    d. Click “Unassigned” and assign this action to Mary Manager, the staff manager.
    e. Click Save.

Note: By examining the comments, you see several mentions of a specific provider, Dr. Gross. Let’s set another objective for his supervisor to meet with him privately.

16. Add a second objective to this action plan by clicking **Add Objective**.
17. Fill out the following fields:

    a. Title: All Staff Meeting
    b. Description: Hold staff meeting to discuss customer comments
    c. Click “No Due Date” and change the due date metric to “2 weeks”
    d. Click “Unassigned” and assign this action to Mary Manager, the staff manager.
    e. Click Save.

Click **Save.**

Case Study

Westfield

Westfield is a group dedicated to providing positive shopping experiences for millions of people in their shopping centers around the world. Westfield came to Reputation with the following needs:

- Full visibility and analysis of the Voice of the Customer across all channels (525 million customer visits per year)
- Ability to track, respond to, and act upon all customer feedback
- Generate insights to inform decision-making for their centers, and their tenant partners within each center
- One platform to provide all capabilities, avoiding the need to custom-build a solution

Actions Taken:

- One platform providing all capabilities; no need to custom-build a solution
- **Reviews** and **Social** to see and respond to all customer comments from one place
- **Actions** to track and quickly resolve customer issues
- **Insights** and **Reputation Score** to benchmark and publish actionable reporting

Results:

- Greater visibility into the broader feedback themes impacting the business
- Allowed Westfield to become a more strategic partner to help their tenants grow
- Integral solution to managing the Westfield brand online
- **Improved guest experience with 98% of all raised issues from all sources being closed**

Capstone

In session 3, we discussed:

- How to collect solicited feedback from surveys and review requests, as well as unsolicited feedback from customer reviews
- How to address customer feedback and close the loop

Let's tie this back to your own business's customer experience strategy. Answer the following questions:

1. How does your team currently collect feedback? Do you rely on unsolicited feedback from social media, send customer surveys, or other?
2. What are some examples of key drivers of your business you would like to monitor more? What are the key detractors?
3. Are you utilizing customer feedback in your marketing strategy? If not, what are some ways you can implement this?
    - Share reviews/survey feedback on social media
    - Stream to website
    - Internal praise or recognition
    - Employee/Leaderboard rewards program

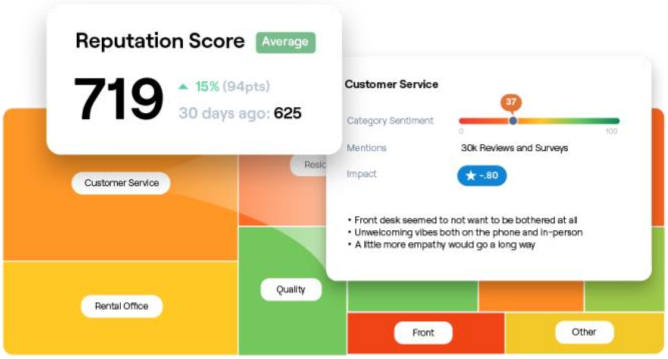
Notes:

Notes:

Session 4: Fuel Growth with Feedback

In this session, we will:

- Tie together all first- and third-party feedback
- Discuss Reputation Score X and how each component has an impact on a business's overall online reputation
- Reveal exactly what can be done to improve each component over time



Experience Insights

Generally, businesses have no shortage of feedback from their customers. Whether it is first-party survey data or third-party reviews, your customers are willing to tell you about their exact thoughts on customer experience, but it is not always clear how to use that feedback in a productive and meaningful way that can result in improved CX.

This is where the power of the Reputation platform can elevate how businesses ingest and interpret feedback. Reputation is designed to listen to feedback anywhere by pulling together first and third feedback to give businesses the full scope of their overall customer experience.

Using the Reputation Insights, you get defined trends and sentiments to help you understand not just what customers are saying, but how they feel when interacting with your business. The platform pulls in all feedback and uses artificial intelligence and natural language processing (NLP) to hundreds or thousands of individual pieces of feedback, breaking it down into valuable information to take action on.

This allows you to focus on the solutions rather than looking for the problems.

Practice!

All attendees will complete this exercise, there is no Level 2 exercise.

Exercise 4.1 Identify Customer Experience Strengths and Weaknesses with Insights

Level 1

Now that you have both your first- and third-party feedback, let’s see where we can improve our customer experience with the Experience Insights solution.

1. In the left navigation panel, click **Experience,** then **Insights.**
2. This is the Summary Page, where you can get an overview of your insights information. Look at **Feedback Volume**, and hover over the pieces of the chart to see, by volume, where your customer feedback is coming from. You can see some feedback used for these insights is coming from customer surveys, and some comes from reviews.

   Using this chart, what percentage of feedback volume comes from Google?

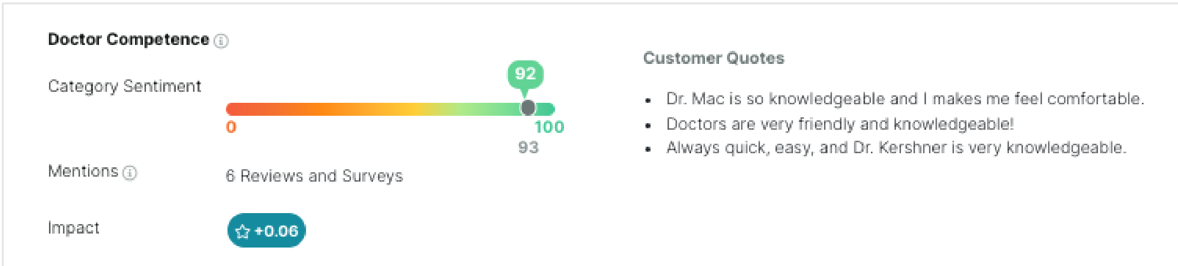
   ____

3. Next, view your **Sentiment.** Keep in mind, this sentiment will be different than the average star rating of reviews or surveys alone, but instead, is pulling both types of feedback together.

   What is BDP's current sentiment? ______________________________

4. At the top of the page, click Insights by Category.

5. Locate the Strengths and Weaknesses section and scroll down to Strengths. These are categories with the highest positive impact on the average star rating.



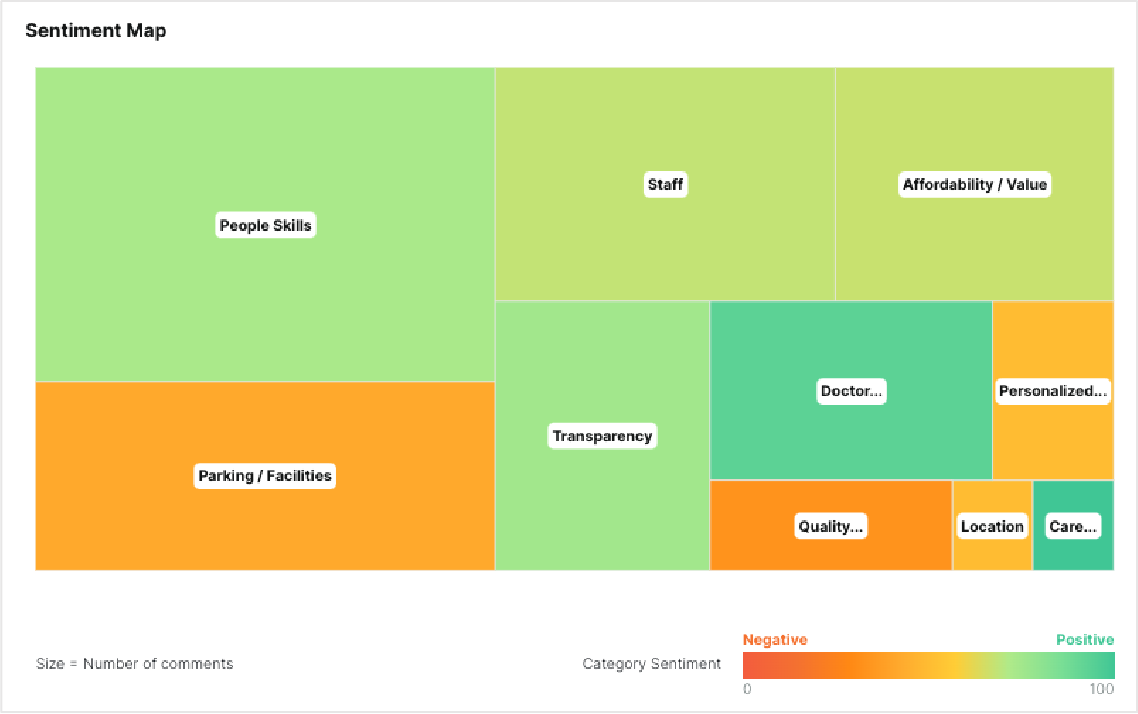
To identify these categories, Reputation's AI and NLP technology is constantly sifting through your customer comments, determining their sentiment, and identifying words or phrases that would associate them with this particular category. It then shows you your score against the industry average of this category, how many comments make up this category, sample quotes from customers, and the overall impact this is having on your business' sentiment star rating.

What is BDP Uptown's top strength today? ________________________________

6. Now, scroll down to BDP's Weaknesses. Here, the platform is analyzing the feedback to figure out the pain points of your customer experience. These are the valuable insights that you can focus on and address when working to improve your CX strategy.

What is BDP Uptown's top weakness today? ______________________________

7. Now, scroll down to the **Sentiment Map**. This map is a quick look at some of the main industry categories, and they are color coded to align with sentiment, with green color indicating positive sentiment, and red indicating negative sentiment. The size of the boxes is determined by how much feedback is associated with that category, with larger boxes having more feedback about that category, and smaller boxes having less feedback.



8. Click into the largest box and select View Customer Quotes.
9. In this window, you can see the customer quotes associated with this category, and the word cloud on the left-hand side. The largest words in the word cloud have been mentioned the most.
10. Next, click **View Review** for one of the tiles of feedback.
11. This shows you the exact review or survey, so you can dive deeper into the comments to understand your customers' comments.
12. **Close** the window.
13. Next, scroll back to the top bar and click Trends.
14. Similar to your feed for surveys and reviews, the Trends section shows you your overall sentiment trends overtime. Keep in mind, the insights solution is pulling in all of your first and third-party feedback. This chart is helpful to see on a large scale if you are trending positively.

Reputation Score X

Let’s talk about why you should focus on improving your Reputation Score! 84% of companies that prioritize improving customer experience also report an increase in revenue (https://bit.ly/3olE87d). In fact, increasing customer retention rates by just 5% can increase profits by 25-95%.

Remember: The #1 reason customers switch to a new brand is feeling unappreciated (https://bit.ly/3A4nLhN).

So, to measure insights into everything your customers say, feel, and hear about your business, we use one single metric: *Reputation Score.*

This score factors in a variety of components to identify strengths and weaknesses and provide actionable insights into why your business’s performance is leading or trailing compared to peers in your industry, ultimately improving your brand’s online reputation.

The higher your Reputation Score is, the greater the likelihood you will stand out among search engines, map results, and review sites—and that you are doing the right things to be seen and chosen by new consumers.

Improving your Reputation Score shows how you’re improving the overall customer experience for your brand, from how people find you online to the feedback they give and how you interact with them.

Improve your CX and you’ll retain more customers.

Finish matching the answer on the left with the correct definition on the right to learn more about the different components that impact your Reputation Score. Understanding each component will help you understand why your business's performance is leading or trailing compared to peers in your industry:

Review Sentiment	A healthy amount of reviews represent an established business
Review Volume	Recent reviews create a fresh and vibrant feel for a location
Review Spread	Responding to reviews elevates your credibility online
Review Recency	Engaged users on social networks are more likely to convert
Search Impression	Reviews distributed across all major sites improve search coverage
Review Response	High ratings with positive feedback on important sites are critical
Listing Accuracy	Longer reviews are more substantial and impactful
Social Engagement	A robust presence on search engines invites prospective buyers
Review Length	Accurate listings on major sites bring new customers

Answer Key:

- *Review Sentiment*
- *Review Volume*
- *Review Spread*
- *Review Recency*
- *Search Impression*
- *Review Response*
- *Listing Accuracy*
- *Social Engagement*
- *Review Length*

- A healthy amount of reviews represent an established business
- Recent reviews create a fresh and vibrant feel for a location
- Responding to reviews elevates your credibility online
- Engaged users on social networks are more likely to convert
- Reviews distributed across all major sites improve search coverage
- High ratings with positive feedback on important sites are critical
- Longer reviews are more substantial and impactful
- A robust presence on search engines invites prospective buyers
- Accurate listings on major sites bring new customers

Exercise 4.2 Prescriptive Recommendations

Level 1

At BDP, we have developed a robust customer feedback program via surveys and reviews. Now let's see how our Reputation Score is impacted and what recommendations we can use to improve.

Follow along in this exercise and answer the questions throughout.

1. From the left-side panel **Reputation Score X.**

2. Let's find out what is impacting our Rep Score. Scroll down to the section that reads "What has impacted your Reputation Score since 30 days ago?" Here, you will see the top two most impactful insights. Click **View All Insights About What Impacted Your Score** at the bottom.

3. We're going to focus on what we can do to improve. Click the component that has the most negative impact on your score. For example, it looks like Review Sentiment has the most negative impact from the list below on our change in Rep Score.

Negative Impact	Score Change
Review Sentiment	12 pts
Review Recency	4 pts
Review Response	<1 pt
Review Volume	<1 pt

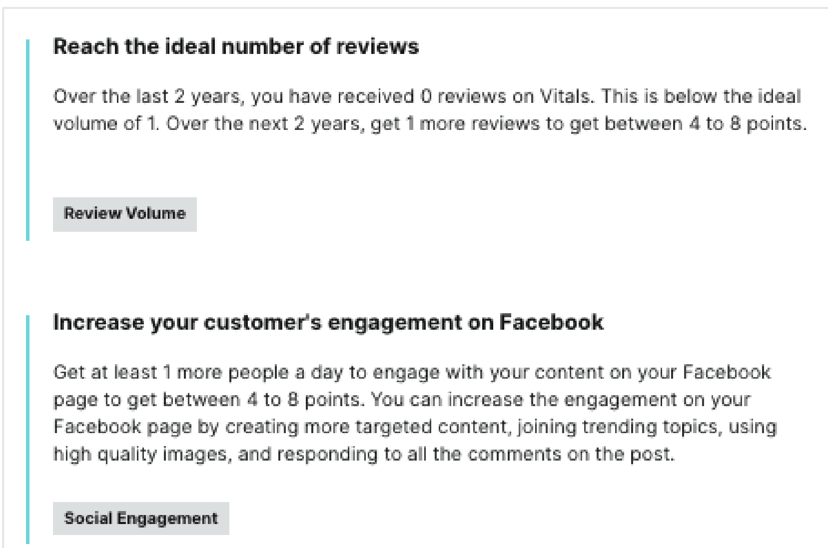
4. Scroll down to the “What can I do to improve” section and review the feedback in various categories.

   What is one action BDP can take to improve in this category?

   Note: You might notice similar verbiage and trends from the Insights exercise. Insights and Reputation Score are closely related when developing your strategy of improving customer experience.

5. Scroll to the top of the window and hit the **X button** in the top right.

6. Next, scroll down to the section entitled “What can I do to improve my Reputation Score?” and click **View All Recommendations.**



7. This is a comprehensive list of all the actions you can take right now to improve your score. If you would like, you can download this report using the ellipses in the top righthand corner.

8. When you are finished reviewing these recommendations, click the **X button.**

9. Using the top tab, click **Components.**

10. Here, you can view the 9 major components that make up your Reputation Score. These charts show your performance in each component, trends, and your component score compared to the industry average. Think of this as a quick look to see what areas need immediate attention.

11. Locate the **Review Volume** component and click **View Details.**

    In this section, you can see your recommendations sorted by the component they will impact.

    You will also see the recommendations broken down into each of these components. If you notice one component is performing poorly compared to the industry average, you can focus your efforts on these specific recommendations.

    For Review Volume, what is your top recommendation listed in the "What can I do to improve my Review Sentiment Score?" section?

    ____

Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.

Exercise 4.3 Reputation Score Targets

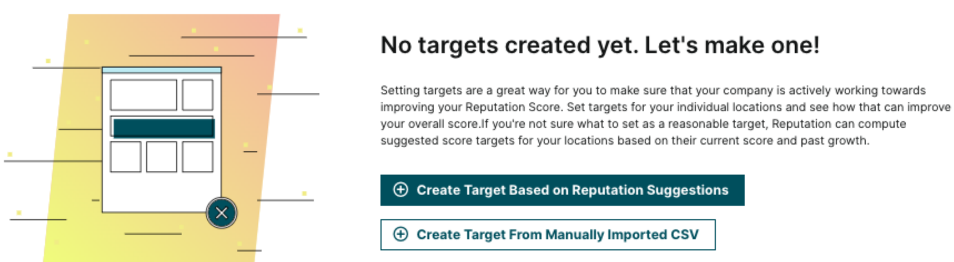
Level 2

At BDP, we've been closely monitoring our Reputation Score X and following recommendations to improve our score. Now, we want to set defined targets in the Reputation platform so our team can track our progress.

1. In the left navigation, click **Reputation Score X.**

2. At the top of the page, click on the **Targets** tab.

   Note: For reference, if you have not created a target in the past, you will see this view. Create your first target by selecting one of the options.



3. At BDP, we already have Targets set for the quarter and year, but let's make sure we stay on track with a monthly target. Click **Create New Target** in the top right-hand corner and in the dropdown, select **Based on Reputation Suggestions.**

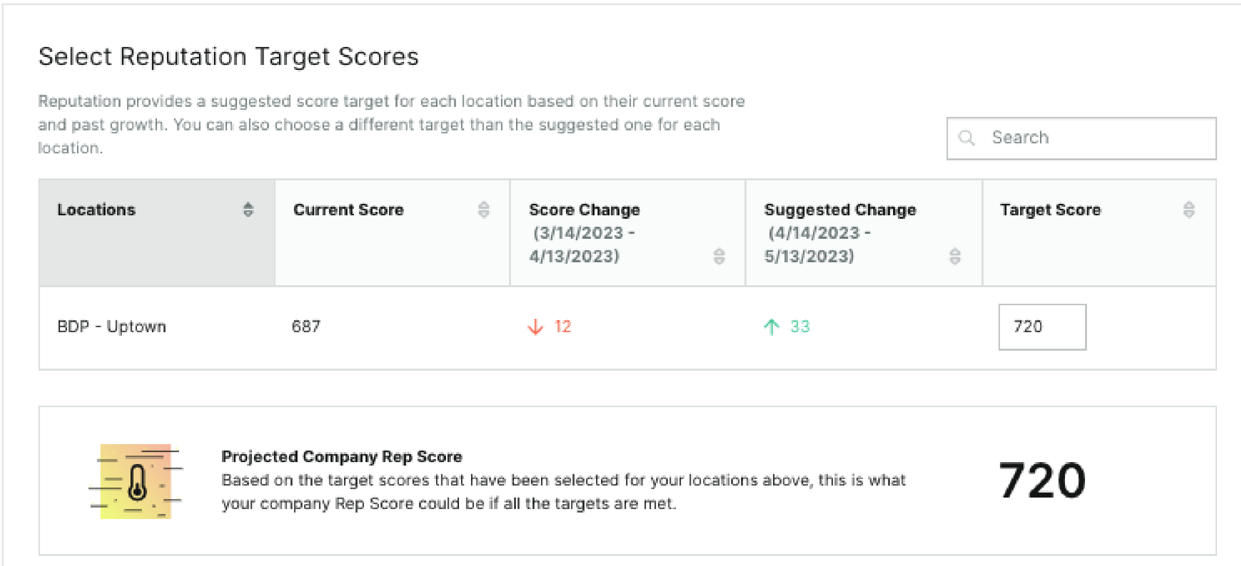
4. Name your target **"(Your initials) BDP Uptown Monthly Target"** Example: "KK BDP Uptown Monthly Target."

5. Using the dropdown for time period, select **Monthly.**

6. Under "Locations Included" it should have auto selected BDP Uptown as your location. If not, select **BDP Uptown.**

7. Click **Next.**

8. Now it’s time to select your monthly target score for Reputation Score X. You can choose to use the recommended score provided or select your own score. This page will show you what your score change was for the last unit of measured time, depending on if you selected Monthly, Quarterly, or Yearly targets.



Note: When selecting target scores, you want to be realistic and set goals that are reasonable and achievable. It might not be possible to increase your score by 150 points in one month, but that might be a reasonable goal for a Yearly target, for example. It can be helpful to observe the score change on this page to help you select your target score.

9. When you are satisfied with your target score, click **Create Targets.**

10. Now, you can see where your new target has been created. Find the target you created and click into the title.

11. This view will show you the metrics of your new target. Using this dashboard, you will be able to see how you are tracking with your real-time Reputation Score X against your target score. Using this view, you can see if you are “On Track” to hit your goal, and how you are pacing. Since this target was just created, there will not be new or changing data.

12. Using the button at the top, click **Back to Targets.**

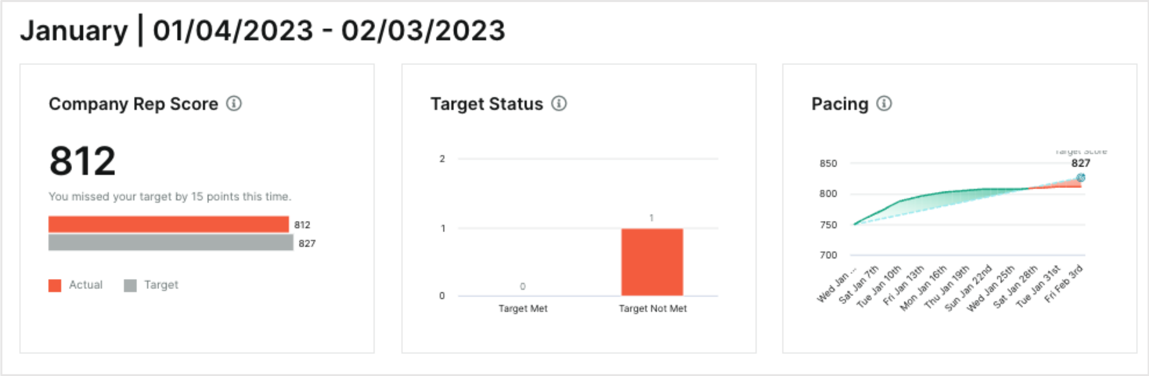
13. Let’s look at an existing target that has been created. **Click BDP Uptown Quarterly Target (April-July).**

14. This is the view of a quarterly target that has been active for a few weeks. Examine the dashboard.

    Is the current quarterly target trending positively for pacing to be achieved?

    ____

Note: At the end of the target time, you could revisit your targets to see if you met your target score goal. The dashboard view will change slightly, but will show the complete history of the pacing, which can be used in future goal setting!

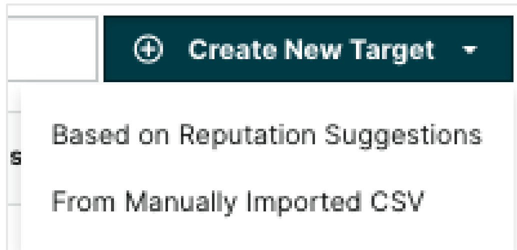


Great! You have reached the end of this exercise. Review the *Extra Credit!* section below to learn how to set targets for multiple locations or wait for further instructions from the Reputation Staff.

Extra Credit!

After RAD, practice bulk-uploading Reputation Score X targets. This is particularly useful if you manage multiple locations and want to quickly and easily set targets all at once.

1. If you manage multiple locations and you want to create Reputation Score X targets in bulk, you can do so by clicking **From Manually Imported CSV** when you use the **Create New Target** dropdown.



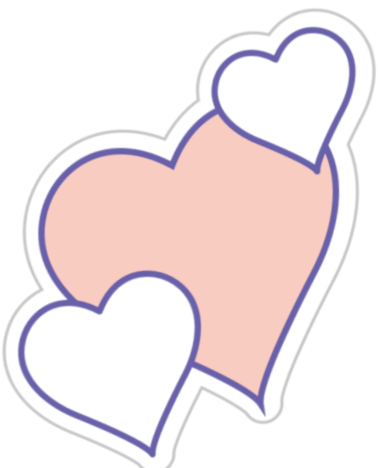
2. Name your target and select the timeframe.
3. Download the CSV template included on this page. This will automatically download a CSV file with all of your location names and current scores.
4. You can input your score goals for each location (as seen below) and save the file.

	A	B	C	D
1	Location ID	Location Name	Current Reputation Score	Reputation Score Target
2	1878514	BDP - [illegible]	451	501
3	1909390	BDP - [illegible]	518	568
4	1909397	BDP - [illegible]	571	621
5	1909398	BDP - [illegible]	491	541
6	1909399	BDP - [illegible]	562	612
7	1909400	BDP - [illegible]	666	716
8	1909401	BDP - [illegible]	522	572
9	1909402	BDP - [illegible]	603	653
10	1909403	BDP - [illegible]	697	747
11	1909404	BDP - [illegible]	522	572
12	1909405	BDP - [illegible]	564	614
13	1909406	BDP - [illegible]	555	605
14	1909407	BDP - [illegible]	572	622
15	1909408	BDP - [illegible]	705	755
16	1909409	BDP - [illegible]	549	599
17	1909886	BDP - [illegible]	471	521
18	1909907	BDP - Uptown	687	737

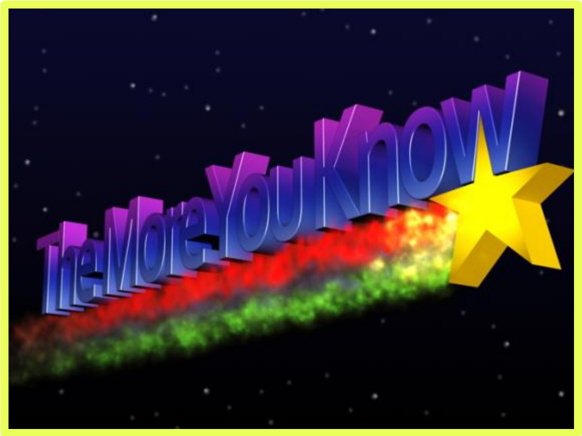
5. In the Create Target page, at the bottom, drag the file into the attachment area, or browse your computer files to attach the new form with your updated location targets. Click **Next.**

6. In the next step, the platform will verify the values from the CSV file. Make any additional changes in this section if you choose and click Create Targets.

   Now, when viewing your targets, you can see a tile with your bulk uploaded targets, and you can interact with them the same way shown above in the exercise.



Great! You have reached the end of this exercise. Wait for further instructions from the Reputation Staff.



Frequently Asked Questions: Reputation Score X Targeting

Some insights heavy users may ask: how are the Suggested Targets created?

Target projections are based on how the locations' Reputation Score has been performing along with typical Reputation Score measurements of sources and market trends. The suggested score is considered a realistic score to achieve within the selected time frame based on historical data.

Will Targets show up for admin only or also at the location?

Targets can be viewed by any user who has access to a location by default.

Do Targets need to be turned on by user role? Or is there a way to limit if users can edit/create targets?

Rep Score Targets access is set through user role permissions. There are separate permissions for Add, Edit, View Targets that can be assigned to a role. By default, these permissions are turned on for Admin role.

Do the Prescriptive Insights of Reputation Score X correlate to Target goals?

At this time, Rep Score Targets is NOT connected to the prescriptive recommendations. This will be an enhancement that is currently being developed and planned to launch at the end of Q1/early Q2.

Case Study

Hendrick Automotive Group

Hendrick Automotive Group represents 130 franchises and 25 manufacturer nameplates across the United States. It is the largest privately held automotive retail organization in the US. The company employs more than 10,000 people in its 93 dealership locations, 21 collision centers and four accessories distributor installers in 13 states. As an existing Reputation customer with strong performance in reputation management, leadership wanted to elevate their goals even further by:

- Incentivizing dealerships to achieve and maintain a Reputation Score of 800+
- A group of four dealerships in South Carolina wanted to improve their overall Reputation Scores and rank among the top Hendrick locations

Actions Taken:

- Started using Reputation Score X in July 2020
- Followed the prescriptive recommendations provided by Reputation Score X to improve Star Average, Review Spread, Review Recency, and Review Volume

Results:

- Scores for Star Average, Review Spread, Review Recency, and Review Volume all increased
- Avg. Reputation Score for participating dealerships increased by 69 points; stayed flat across other locations
- One participating dealership achieved 943 Reputation Score - highest company-wide

Capstone

As we covered in session 4, the Reputation platform allows you to analyze what your business is doing well, what you can be doing better, and how you can start making those improvements through prescriptive insights. Think about your own business strategy and answer the following questions:

1. Am I utilizing Reputation Insights to identify my strengths and weaknesses? What am I doing to address those strengths and weaknesses? Who is involved in this process?
2. How can I incorporate Reputation Score and Rep Score targets into my overall strategy?
3. What frequency will I revisit my targets and goals for my score?
4. What are the key performance indicators (KPIs) I will use for customer experience?
    a. Reputation Score
    b. Industry Averages
    c. Sentient ratings for aggregate first- and third-party feedback

Notes:

Notes:

Notes:

Final Thoughts

Congratulations! You have reached the end of our practical exercises! We have shown you how to utilize pieces of the Reputation platform to build a strong customer experience program, but now it's up to you to take action. At Reputation, we help you manage your customer experience at every step of the journey, from acquisition to loyalty.

You will have access to BDP Uptown's Sandbox environment for 30 days if you would like to revisit any exercises or work through Level 2 exercises if you did not complete them in today's sessions. If you need extended access to the Sandbox environment, reach out to training@reputation.com.

We hope you had a

RAD

time!

