

Reputation Score Playbook

Thoroughly understand your brand, your customers, and what actions you should take to get better.

Your online reputation and customer experience needs to be the best in class to compete. Knowing precisely all areas of opportunity to improve requires commitment to measuring feedback, sentiment, location data, and search results.

The scale of this data, however, can be overwhelming. How can you instantly assess where you stand (through the eyes of existing and future customers) and then adapt to beat out the competition?

Reputation Score aggregates your entire reputation across millions of data points into a single metric, allowing you to fully understand your current state, how you got there, and what specific actions you can take to make improvements.

This guide helps you understand your current online reputation, what factors are at play and tips on what you can do next to improve, based on your score:

Below-average: 100 – 400

Average: 401 – 700

Above-average: 701 – 1000

Did you know:

One million Reputation Scores are calculated daily for brands across 100 countries.

BELOW AVERAGE SCORE

Scores 100 – 400

It's time to take control of your online reputation.
Don't wait for feedback to come to you — go seek it out.
Leverage our services and see your Reputation Score skyrocket.



Theme:

Adopt Reputation Experience Management

Tips:

1 Ensure you've claimed all business listings and profiles:

- It's especially important that your Google My Business listings across every single location are accurate and complete. For starters, make sure that the business name, address, phone number, and hours of operation are accurate.

2 Request reviews:

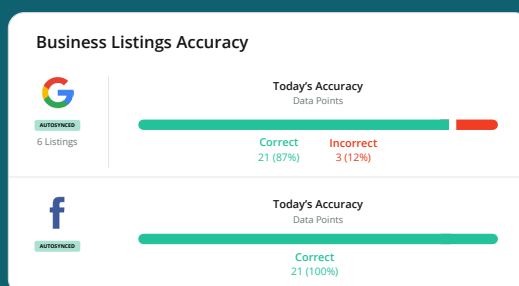
- Implement a process for consistently asking for reviews from every customer to build volume and increase ratings and rankings.

→ **Did you know:** Research shows review requests sent via SMS get 15X higher response rates.

3 Get commitment

- Get commitment and priority across your organization for implementing reputation experience management.

With the Reputation platform you can:



Automatically view accuracy and correct listings.

Review Request Template

Hey [name], Thanks for visiting Acme!
Could you take a minute to leave us a quick review.
How was your experience?

★ ★ ★ ★ ★
Poor Excellent

SEND

Use mobile, email, SMS or kiosk-based requesting to increase review volume, ratings and rankings.

ADDITIONAL RESOURCES:

[Starter Series, Part 1: Getting Started with ORM](#)

[Starter Series, Part 2: Which Review Sites Should I Monitor?](#)

[Starter Series, Part 3: Taking Action on Customer Feedback](#)

AVERAGE SCORE

Scores 401 – 700

Your Reputation Score has good momentum, but it has the potential to be great. Take this time to analyze the feedback your business is already getting. Use that insight to boost activity on review sites and social media channels.



Theme:

Boost Activity & Awareness

Tips:

1 Better understand the sentiment of feedback – across all areas of the business

- While marketing and CX departments typically own the monitoring of feedback – all areas of your business are subject to receiving feedback that provide valuable insights on what's working and what's not.

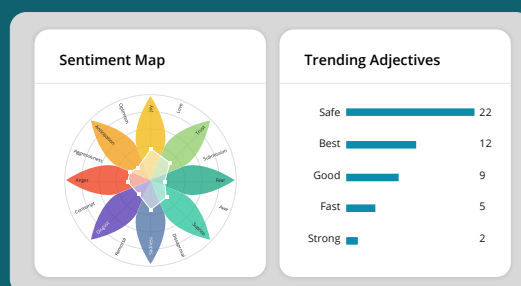
2 Increase engagement across all public facing channels:

- Respond to all negative reviews (daily)
- Monitor your social channels for customer feedback (daily)
- Post frequently to GMB and social channels (multiple times per week)
- Check and update business listings and profile information (monthly)

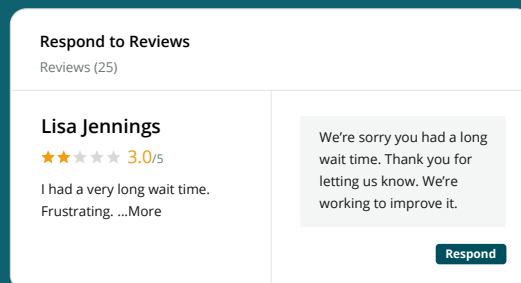
3 Evaluate industry benchmarks

Evaluate industry benchmarks and see where you stand against the competition. By gaining insight into your brand's strengths and weaknesses you can compare where you stack up across your industry.

With the Reputation platform you can:



Take out the guesswork and know exactly what people say, feel and think about your business.



Use macro templates to easily increase response rates and customer satisfaction.

ADDITIONAL RESOURCES:

[Online Reviews and Ratings 101: A 5-Step Guide to Improving Your Online Reputation](#)

[How to Collaborate Across Teams to Scale Online Reputation Management](#)

ABOVE AVERAGE SCORE

Scores 701 – 1000

Your Reputation Score may be outstanding, but don't stop there. Take action from the insights and use that feedback to make data-driven decisions to beat out your competition and become the clear choice for consumers.



Theme:

Operationalize & Optimize

Tips:

1 Operationalize your insights by taking action from feedback

- Uncover prescriptive recommendations that are tailored to your business and based on real-time measurement of your brand's performance.

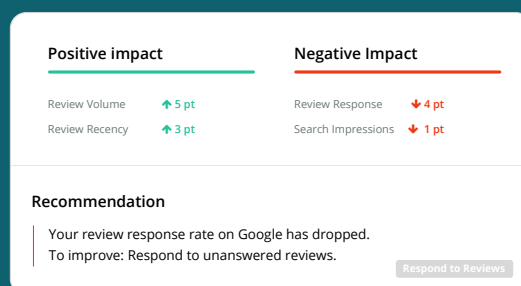
2 Optimize results

- See what factors have the most impact on your Reputation Score, and eliminate the need for you to dig through piles of data, to bring your current strengths and weaknesses to the forefront. Implement the action plans and check in weekly and monthly to track progress.

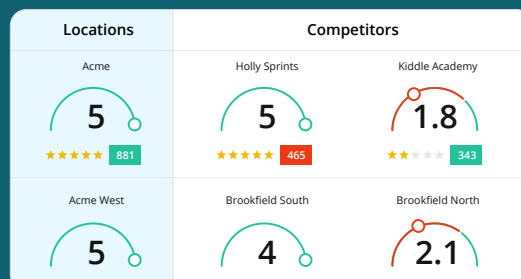
3 See how you compare against specific competitors (market area & high scorers)

- Understand how your competitors' Reputation Scores, star ratings, reviews and customer comments are impacting their business—at the brand and location level.

With the Reputation platform you can:



See where you stand today and exactly what to do next to improve each component of your reputation.



Strengthen your competitive strategies by identifying where your winning and lagging compared to your competitors.

ADDITIONAL RESOURCES:

[What Role Does Sentiment Analysis Play in Digital Marketing and Customer Experience?](#)

[5 Real-World Sentiment Analysis Use Cases](#)

Improve Your Entire Brand with Reputation Score



For The Entire Organization:

Leverage Reputation Score to uncover prescriptive recommendations with clear actions to better improve operations, customer satisfaction, business continuity and revenue goals.



For Marketing Teams:

Insights from your Reputation Score can help you to create campaigns targeted to your customers' needs. Real-time feedback allows you to see what's working and what's not to make sure you're investing in the right places.



For Customer Teams:

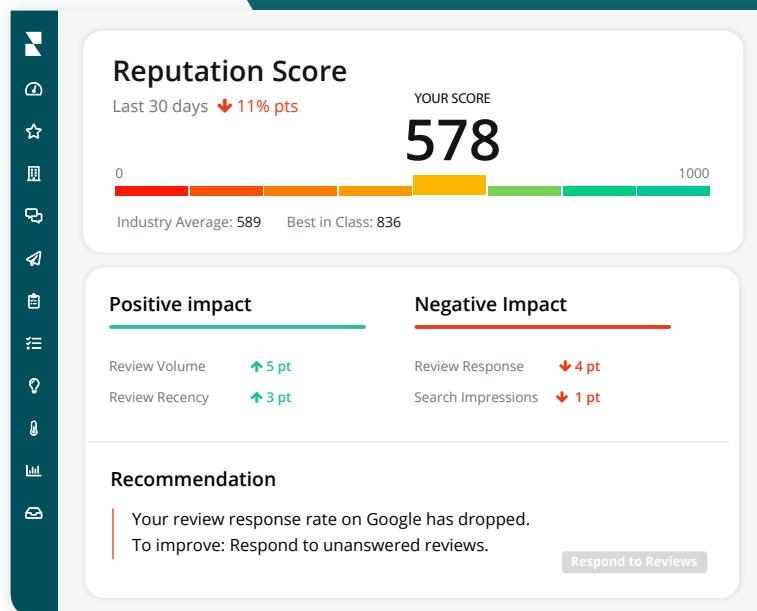
Gain the tools to react to reviews immediately. Understand positive or negative customer sentiment for your brand or locations to anticipate your customers' needs and improve customer experience.

About Reputation Score

Using proprietary algorithms, Reputation Score helps you see where you stand today and learn how you got there.

It coaches you on what to do next to improve — highlighting both the positives and the negatives topics that have impacted each component of your Score over time.

Reputation Score intelligently prescribes specific actions for you to take to improve your Score — estimating the impact each activity will have on your Score, and allowing you to prioritize your next steps better.



Results

Our clients across significant industries have improved online reputation, search engine visibility, customer sentiment, and financial growth. For example, with high Reputation Scores, retailers experience nearly **4% higher sales growth** than others; hospitals earn **\$1.2M more revenue** per bed each year; automotive dealerships see up to a **10% increase** in sales. No other score or index is depended upon more when a brand's hard-earned reputation and revenue are at stake.

About Reputation

Reputation's award-winning platform consistently delivers innovative solutions to help companies manage tens of millions of ratings, reviews and customer feedback interactions across thousands of touchpoints. The patented algorithms behind Reputation Score are based on a decade of deep machine learning and provide businesses of all sizes with a reliable index of brand performance that they can use to turn feedback into the fuel to grow their businesses. Visit reputation.com to learn more.

Founded **2006** · **1K+** Customers · **500K+** Locations Managed · **250M** Reviews and Social Posts Managed · **40M+** Surveys Deployed · **3B** Business Data Points Managed · **50** Patents and Growing.

Request a Demo

North America

sales@reputation.com

EMEA

emea-info@reputation.com