

# SMG RatingsTrack

## Boost business outcomes with online reputation management



- ▶ Get an aggregated view of ratings + reviews to maintain a single source of CX insights
- ▶ Use location-level competitive benchmarks to see where you stack up
- ▶ Respond to reviews in-platform for a more effective close-the-loop process

When it comes to customers, every brand wants to be a good listener. But whether it's through a Yelp review or Google rating, customers are more often talking *about* you — not to you. And their opinions have become a crucial step in the consumer journey. Most brands have a system in place for monitoring these channels at the brand level, but that's not always actionable at the location level. SMG RatingsTrack helps clients engage with customers and resolve issues faster to develop and maintain a positive brand reputation.

Social networks and online review sites are influencing customers like never before — 95% of shoppers read online reviews before making a purchase.\*

That's why responding to customers and solving issues through these channels is imperative to stay ahead and inspire customer loyalty. So how do you ensure consumers get an accurate read on your brand? RatingsTrack allows for easy access to reviews, seamless engagement with customers, and swift problem resolution.

### Get an aggregated view of consumer feedback across channels

With new touchpoints and channels, the customer experience may be sprawling, but your reporting shouldn't be. RatingsTrack pulls

the relevant information you need from the most important sources and puts it alongside your other CX data in the smg360® reporting platform, making it easier to maintain a single source of cross-channel insights.

And instead of painstakingly checking the ratings and reviews for each of your brand's locations across different websites, RatingsTrack gives you an immediate high-level overview of your aggregated star ratings. This is a simple way to listen to your customers across multiple ratings + reviews sites by integrating relevant, unsolicited feedback with other CX data. By doing the hard work for you, RatingsTrack helps you stay informed of your brand's perception. >>

**SMG RatingsTrack** simplifies online reputation management by scanning the most important ratings + reviews sites for location-level information and putting it in one place—providing an aggregated view of CX data and a more effective close-the-loop process with in-platform response.

\*How online reviews influence sales | Spiegel Research Center | 2017



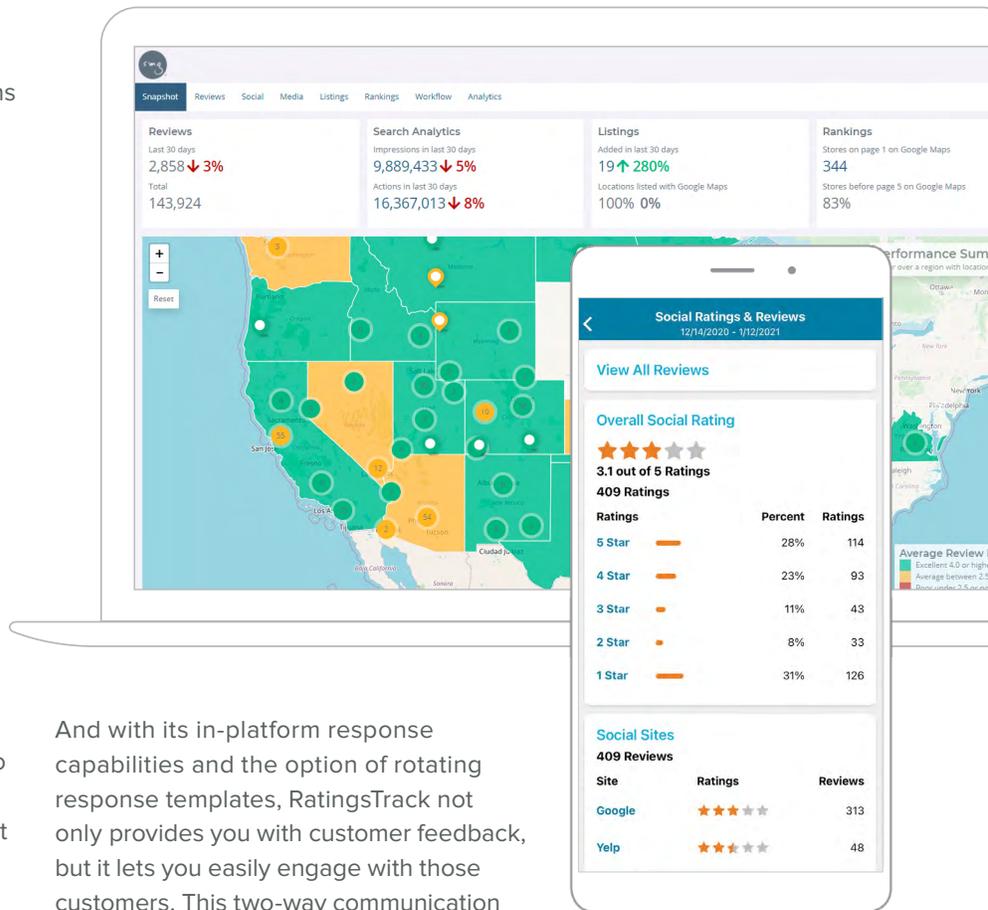
## Get a full perspective on your place in the competitive market

Many online reputation management solutions provide insights on the brand level—which is helpful, but doesn't provide the competitive insights you need to succeed. In addition to internal benchmarking that sheds light on location-level performance, RatingsTrack helps you understand where you're winning and where you're coming up short against competitors. With access to location-level benchmarks, you get:

- ▶ **Competitive insights:** See competitors' performance across all platforms (including response rates, 1- and 5-star reviews, + reviews responded to)
- ▶ **Google My Business:** Gain location- and brand-level information on impressions, visibility, + how customers interact with your online listings
- ▶ **Local Brand Visibility (LBV):** Get a unique score based on adjustable metrics to identify overall review health + learn which locations are excelling or need improvement
- ▶ **SEO + keyword tracking:** Track local SEO performance against identified + desired keywords
- ▶ **Performance summary map:** Navigate ratings + reviews across the system, giving you a holistic view of the customer experience

## Improve problem resolution by connecting with customers

While it would be great if every review was positive, we all know that despite our best efforts, not every customer leaves happy. With most social listening platforms, there's a lag between reviews and reporting. RatingsTrack offers real-time, rule-based alerts, which means you can be notified immediately on reviews with specific star ratings or comments containing keywords.



And with its in-platform response capabilities and the option of rotating response templates, RatingsTrack not only provides you with customer feedback, but it lets you easily engage with those customers. This two-way communication provides you with a more efficient and comprehensive close-the-loop process.

The social landscape is vast and rapidly expanding, which makes searching for insight a daunting task. But it's not just star ratings and social chatter floating around out there—it's an opportunity to measure ROI and improve your brand's reputation. RatingsTrack pulls in all of the relevant information and integrates it with your other CX channels, so you can stay informed without getting overwhelmed. It's just one more way to help brands build better customer connections across touchpoints and change the way they do business. ●

To learn how SMG RatingsTrack can help you connect with customers + boost business outcomes, visit



### About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit [www.smg.com](http://www.smg.com).