

Executive Insights Whitepaper

Reputation management x brand intelligence

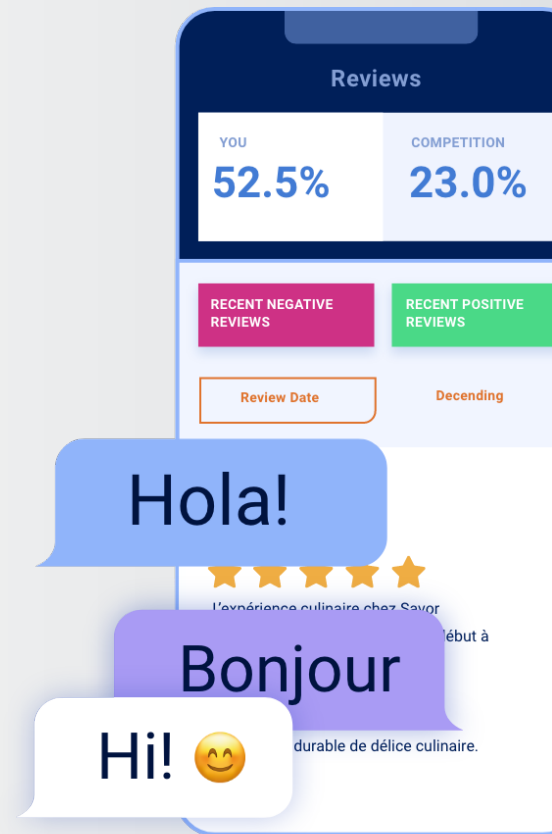
Build brand success by combining real-time, end-to-end reputation management with unmatched intelligence from AI-powered deep listening

Executive summary

The 1990s was a time of exploration into new worlds of possibility, from the publication of the first Harry Potter book to the birth of “Dolly” the first cloned sheep. Perhaps the most impactful of all – the internet became available for unrestricted commercial use. It was also the decade when the term “user experience”(UX) first emerged, and when the concept and discipline of “customer experience” (CX) were first introduced.

In a mere 32 years, we’ve gone from nascent ideas about the human experience online to a complex, connected hybrid world of online and offline experiences that propel brands of all types forward. Today, achieving business success requires a high-performance blend of humans with machines, automation with artificial intelligence, and business analytics with data science.

In a world where the economic roller coaster regularly pitches from boom to bust, businesses need to capitalize on every competitive advantage. It’s not enough to proffer quality products sold with a smile. Business leaders must establish the right blend of CX tools and tactics; artificial intelligence (AI) and analytics to manage their online reputation while harvesting essential Voice-of-the-Customer (VoC) feedback from an ever-increasing volume of unstructured data.



At Chatmeter, we believe the ability to deliver unparalleled CX starts with technology that combines streamlined reputation management, real-time deep listening, and customer sentiment brand intelligence – all from one connected platform that:

- Delivers a comprehensive end-to-end solution with “building-block” flexibility so businesses can start with individual tools and expand as needs evolve.
- Provides easy onboarding, plus strategic long-term support for ultimate optimization ensuring maximum value and success.
- Empowers teams across the organization in all roles and locations with full CX visibility, control, and intelligence.

From local listings and review management to sentiment analysis and hyper-local intelligence, the best technology eliminates guesswork. By tapping into 100% of the unstructured customer data that surveys and traditional reputation management solutions alone don't offer, your brand gains the insights and intelligence required for growth in a competitive market.

CX and reputation management simplified

Building brand trust that converts could-be customers into long-term advocates starts with seamless online-to-offline customer experiences.

Positioning your brand to be discoverable in local online searches is the essential first step for marketing leaders of multi-location businesses. It's not only critical that consumers easily find your brand's location listings online – but your listings must also rank as high as possible on search channels like Google, Yelp, and Apple Maps, etc.

Local listings management is challenging enough for single-location businesses. For enterprises with hundreds, potentially thousands, of locations, it's significantly more complex. But, know that inaccurate local listings can put revenue at risk. Listings management isn't a luxury, it's mandatory.

A recent analysis revealed that **90% of consumers** said positive online reviews influenced their buying decisions, and **86%** said negative reviews had an impact.



3.5B+ per day

Google processes over 3.5 billion searches every day.

85%

of consumers search online to find local business information.

That said, it takes more than search engine savvy and effective listings management to entice, convert, and retain customers. No matter the industry, online reviews significantly impact your ability to build trust, attract potential customers, and ultimately achieve long-term success. With a strong reputation management strategy and process, brands will get more customers to submit online reviews, receive more 5-star ratings, build authentic connections, and gain access to in-depth reputation metrics – all key factors in driving growth and revenue.

Building consumer trust through proactive reputation management

Before handing over their hard-earned dollars, today's consumers pay close attention to a brand's reputation. When people open their laptops or turn to their mobile phones to search online, those potential patrons scroll through pages of star ratings, positive and negative reviews, overall customer sentiment, and determine whether a business readily – and authentically – engages with reviewers.

From there, it takes mere seconds to make a decision to choose your brand – or a more appealing competitor.

The likelihood a consumer will patronize a business with five or more reviews is **270% greater** than that of a business with no reviews.



Given the significant impact of reviews and star ratings, why don't all businesses make online reputation management a higher priority? For many, the number of stumbling blocks makes it intimidating and challenging to effectively manage an online brand reputation. To achieve success, brands must:

- Execute what can be a manual and time-consuming process
- Delegate complex duties across multiple departments
- Manage listings for all locations accurately across a multitude of platforms
- Support a comprehensive, brand-wide review response strategy
- Track and analyze a constant stream of incoming reviews
- Train team members on proper listings and review procedures and best practices

The fact is, a stellar review response strategy does take substantial time and resources. It's also necessary for sustainable, scalable business success. Today, more growing, multi-location businesses are implementing review response software alongside a listings and reputation management platform. Others go further by enlisting white-glove review response services. With a dedicated team of review response experts, brand leaders can ensure all customer feedback gets the attention it deserves in less time.

With a refined process in place, businesses eliminate many review-related issues that often hamper customer satisfaction, retention, and loyalty. By investing in proven listings and review management tools, brands can rest assured that their reputation precedes them – in a good way – and top leadership quickly experiences the bottom-line benefits of a well-executed brand reputation strategy.

The benefits of reputation management software

- Access to a single source of truth for your brand's complete online brand reputation
- Ability to achieve 90-100% accuracy of all listings across every directory
- Efficiency in tracking, reviewing, and responding to reviews from Google, Yelp, Facebook, etc. from one dashboard
- A streamlined review response process with ability to respond to multiple reviews at once, and access to customizable response templates
- Exceptional deep listening business intelligence combined with competitor comparisons and sentiment analytics

Case study: a multi-family enterprise partners with Chatmeter to improve their online reputation and visibility

The challenge

This national multi-family brand experienced:

- High residential turnover
- Negative reviews impacting occupancy rates
- Struggles with reputation management due to a constantly fluctuating property portfolio

After one year with Chatmeter

This national multi-family brand experienced:

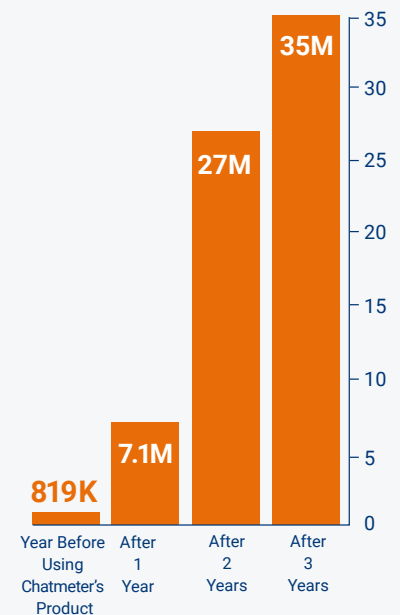
- 35.2% increase in review response rate
- 24.7% increase in 5-star reviews
- 72.2% increase in visibility on Google

The result

Vacancy revenue saved PER MONTH with Chatmeter: **\$118,681**

Replying to a negative review gives you a **1-in-3 chance** that the customer will update their review with a higher star rating or revised review.

Yearly Growth in Google Impressions



Driving unmatched business intelligence through AI-powered deep listening

According to analysts, 80 to 90% of the world's data is unstructured

Every year marketers spend hundreds of thousands of dollars on research, analyst reports, focus groups, and carefully crafted persona-inspired messages to improve CX and drive customers to their brands. But that calculus frequently overlooks the virtual treasure trove of voice-of-the-customer insight that holds the power to take CX to the next level — unstructured data.

Our world runs on structured data that lives in relational databases and data warehouses and powers our ERP and CRM systems. Structured data enables the most mundane of daily activities such as making reservations or processing credit card transactions.

Approximately **80-90%** of your **customers'** conversations are captured in unstructured data.



Unstructured data encompasses all the unorganized chatter dispersed across emails, social media, online reviews, images, photos, emojis, customer service calls, chats, messages, and other channels.

To thrive in the current competitive marketplace, savvy brands must access their unstructured data by leveraging AI and machine learning tools with deep listening capabilities. In this unstructured, sentiment-based data, you'll find clues revealing your blind spots, misplaced assumptions, and incorrect assessments about the human beings you call your customers.

Mining massive amounts of unstructured data from an increasing array of sources sounds daunting. Fortunately, machine learning, AI-powered solutions using Natural Language Processing (NLP) tackle the task with ease. By scraping millions of online reviews, user feedback, keywords, trending topics, and expressed customer sentiment, NLP technology solutions offer highly intuitive ways for multi-location businesses to:

- Track sentiment trends and identify areas of operational improvement
- Compare how locations are performing across the enterprise
- Monitor customer feedback on new products or initiatives

Unstructured data is growing at the rate of 55% to 65% per year.

Brands that don't have the right tools to analyze this data will lose out on a wealth of business intelligence.

Turning unstructured data into actionable insights

Sentiment analysis discovers and reveals repeated themes and trends — positive, negative, and neutral — mentioned online about a brand. With this intelligence, businesses can pinpoint issues, and then make informed decisions to take action before they get out of hand.

If consistent mentions of “cleanliness” linked to 1-star reviews begin to bubble up more frequently in reviews, sentiment analysis quickly highlights and informs your team of this emerging trend — backed by real-time customer data. So, instead of making assumptions about what that means, you can drill down into the data to determine the specifics: is this a hyper-local problem at a single location or a recurring issue across your brand? Is it in the dining room? The restrooms? Something employees are doing? The parking lot?

Rather than make educated guesses until you get it right, businesses can use the data to take action to fix it the first time.

Testing new products or services through unfiltered feedback

By tapping into unstructured data, companies can test new products and services, as well as make changes to existing products and services. All brands need to do is start tracking specific keywords across reviews and social channels to determine customer response.

For example, one Chatmeter fast-casual restaurant customer sought to cut costs by changing cooking oil distributors for their fried foods. When the restaurant started using the new oil they avoided soliciting feedback through surveys and comment cards. Instead, they used sentiment analysis to track keywords such as, “french fry,” “crispy chicken,” “fried food,” and other related topics across reviews and social media to determine if customers mentioned the change. Not a single customer noticed a difference, so the brand went forward with implementing the change enterprise-wide.

This is just one of the countless ways that unstructured data, filtered through sentiment analysis, gives businesses the ability to test the market and quickly assess consumer response and impact on customer experience.

Identifying blind spots by combining structured and unstructured data

Measuring the themes emerging in structured feedback against raw emotional unstructured sentiment from customers is a powerful resource for testing CX assumptions. Suppose a hotel chain notices an unstructured data trend on TripAdvisor and Google about lengthy check-in processes. In that case, it can explore the issue via structured sources of customer feedback, such as creating customer satisfaction survey questions to verify the check-in issue. By combining both structured and unstructured sources of customer sentiment, businesses gain invaluable access to test and verify what their consumers truly want, need, and expect.



Reputation management with business intelligence is the essential bridge between customer satisfaction and increased profit

For every organization, digital transformation is crucial for shaping business success. According to a Forbes analysis, “73% of companies with above-average customer experience perform better financially than their competitors.” Deep listening through AI-powered access to unstructured data trends and sentiment pattern analysis provides unfiltered insight. This paves the way to developing more human-centered, authentic relationships with consumers.

In 2023 and the years ahead, proactive leadership teams will take CX as seriously as their customers by implementing reputation management platform technology with AI-powered deep listening to the chatter that matters most to their business.

Brand intelligence, re-imagined

Chatmeter is *the* brand intelligence company re-imagining customer connections through AI-powered deep listening. Our end-to-end reputation management and brand intelligence platform makes it easy for multi-location brands to drive real-time impact through relevant insights in critical moments that matter.

Chatmeter eliminates guesswork by tapping into 100% of the unstructured customer chatter that surveys alone and traditional reputation management solutions don't uncover. The result is unparalleled information on how your brand is performing, where challenges exist, and areas of opportunity for growth — all in real time.

Learn more

Take a look at how Chatmeter streamlines reputation management and delivers customer sentiment analysis with these demos:

- [Chatmeter Overview](#)
- [Pulse AI-Powered Sentiment Analysis](#)
- [Reputation Management](#)
- [Listings Management](#)



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