Social Reviews

Track and analyze social media reviews about your brand.

What's the ROI of boosting online ratings?

Numerous studies have shown the ROI of increased star ratings:

- Every .1 increase in star ratings translates to a **10% increase in sales**.[1]

- Given equal pricing, guests are **3.9 times more likely** to choose hotels with higher ratings than lower ratings. And even if the hotel with great reviews has higher pricing, travelers are still willing to book at that hotel.[2]

- Hotels that increase their ratings by one point on TripAdvisor can **boost revenues 39%**.[3]

- Restaurants that boost their Yelp rating by one star can **increase revenues by 5% to 9%**.[4]

- **92% of people** will hesitate to do business with companies with less than four out of five stars.[5]

- A positive review **increases purchase intent by 9.5%**. A negative review **decreases purchase intent by 11%**.[6]

[1] "What's the ROI of Boosting Your Online Ratings?" Zuberance, 2016.

[2] PhocusWright, 2014.

[3] "Hotel Performance Impact of Socially Engaging with Consumers," Cornell University Hospitality Research Center.

[4] "Reviews, Reputation, and Revenue: The Case of Yelp.com," Michael Luca, Harvard Business School, 2011.

[5] BrightLocal, 2014.

[6] "What's the Monetary Value of Social Shares?" Media Shift, 2014.

THE POWER OF SOCIAL MEDIA

For many businesses, consumers now rely on customer reviews in making their choices about where to dine, where to stay, and where to shop. So monitoring reviews, and in some cases responding to them, is critical. Reviews of your brand made on social media can impact your ability to attract and retain customers and damage your bottom line. With dozens of sites publishing these reviews, it is becoming increasingly difficult to manage your online reputation.

That's why Market Force offers our social reviews service, a software as a service subscription, as part of its customer experience management suite. Social reviews monitors across all review sites that you need to keep tabs on, displaying social reviews and ratings results on the KnowledgeForce® reporting platform.
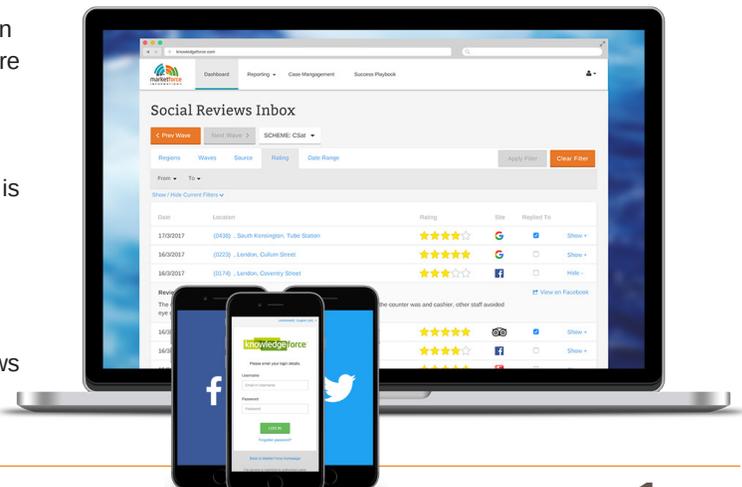
Social Reviews: Track and analyze social media reviews about your brand.

SOLUTION POINT OF VIEW

Beyond consolidating all review ratings, social reviews gives you a single view into sentiment, trends, and commentary. Social reviews utilizes the IBM Watson text analytics capability to machine learn in order to increasingly better classify commentary and provide you with the strategic insight that is often buried in aggregated feedback across large groups of customers.

THE POWER OF INSIGHTS AT AN INDIVIDUAL LOCATION

Multi-location businesses have added complexity in managing commentary in reviews. You already know that some of your locations delight customers while others miss the mark. Unfortunately, a brand's reputation can be tarnished by a few non-performing locations. Tracking down all of the detail so that you can drive change where it is needed most is a daunting challenge. With social reviews, you can drill down to an individual location to look at review ratings and commentary and begin to take actions that drive real change.

THE POWER OF RESPONSE

As you well know, a bad review can spread on social media and have repercussions to your bottom line. That's why social review services also gives you the ability to drill down into commentary in a review and respond directly to an unhappy customer. **Or respond to a delighted one!**

Social reviews features include the ability to:

- Aggregate social media reviews from all social sources, including star ratings and open-ended customer commentary

- Review scores by state, region or location

- Compare and rank locations based on star ratings

- See trends and category volumes through data visualizations

- Use our powerful text analytics to track sentiment, comment categories, and search for specific phrases or text

- Respond directly to specific social posts

- See your social reviews alongside all other customer experience data in our KnowledgeForce technology platform including mystery shopping, customer satisfaction surveys, contact center feedback, audits, and more.

Our Solutions

Strategic Advisory Services

Technology

Measurement Channels

Analytics & Insights

Market Research

marketforce INFORMATION®

877.329.9621
more-info@marketforce.com
www.marketforce.com

Protect your brand's reputation. Delight customers. Make more money.