



# SocialForce Reviews™

Protect your brand and revenue

## 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**.<sup>1</sup>
- 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, travellers are still willing to book at that hotel.<sup>2</sup>
- Hotels that increase their ratings by one point on TripAdvisor can **boost revenues 39%**.<sup>3</sup>
- Restaurants that boost their Yelp rating by one star can **increase revenues by 5% to 9%**.<sup>4</sup>
- **92% of people will hesitate to do business** with companies with less than four out of five stars.<sup>5</sup>
- A positive review **increases purchase intent by 9.5%**. A negative review **decreases purchase intent by 11%**.<sup>6</sup>

<sup>1</sup>"What's the ROI of Boosting Your Online Ratings?" Zuberance, 2016.

<sup>2</sup> PhocusWright, 2014.

<sup>3</sup>"Hotel Performance Impact of Socially Engaging with Consumers,"

Cornell University Hospitality Research Center.

<sup>4</sup>"Reviews, Reputation, and Revenue: The Case of Yelp.com," Michael Luca, Harvard Business School, 2011.

<sup>5</sup> BrightLocal, 2014.

<sup>6</sup>"What's the Monetary Value of Social Shares?" Media Shift, 2014.

**I**T'S MORE IMPORTANT THAN EVER FOR MULTI-LOCATION BUSINESSES TO BOTH MONITOR AND RESPOND TO customer reviews. Social media reviews impact your ability to attract and retain customers. With dozens of sites publishing social reviews it is becoming increasingly difficult to manage your online reputation.

Adding complexity is the need to understand how your locations are performing across the entire enterprise. You already know that some of your locations delight customers while others miss the mark. Tracking down all of the detail so that you can drive change where it is needed most is a daunting challenge. With SocialForce Reviews from Market Force Information®, you can see information aggregated for each of your locations from all social sites and begin to take actions that drive real change.

SocialForce Reviews consolidates all reviews and commentary from dozens of social media sources to give you a single view into comments, star ratings, scores, sentiment, and trends. You can understand what your customers are saying for both the brand as a whole and for any part within your location hierarchy—from regions to individual location.

**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 visualisations
- 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® insights platform including mystery shopping, customer satisfaction surveys, contact centre touchpoints, audits, and more



**THE POWER OF RESPONSE**

Immediately responding to negative commentary shows all readers that you take feedback and the customer experience seriously. And sometimes the proper response can turn a customer with an unhappy experience into an advocate. From SocialForce Reviews you can respond directly to reviews and commentary using either your own agents or specially trained brand advocates from Market Force. Either way you can rest assured knowing that your customers are well taken care of, and your brand's reputation is being managed online.



**Our Solutions**



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