



# REPUTATION BUILDER

## Easily Get Customer Feedback & Online Reviews

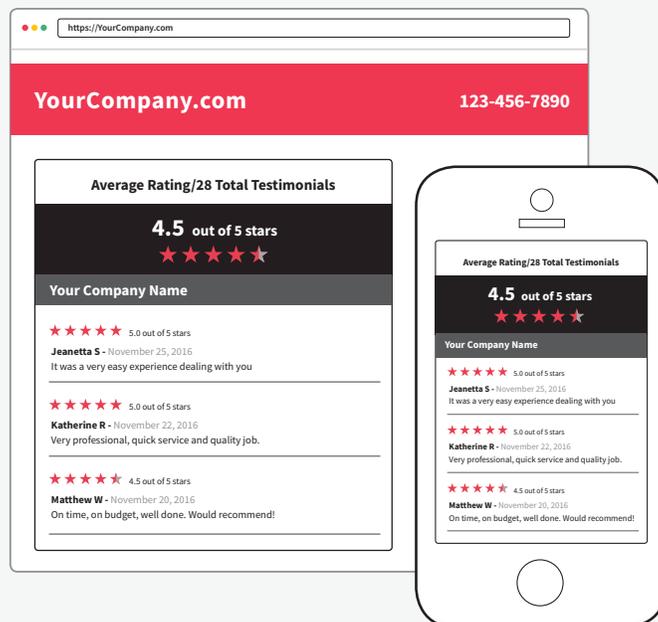
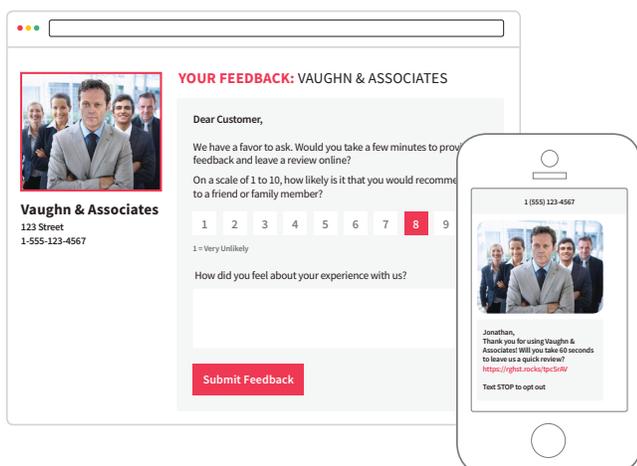
Take control of your reputation with this all-in-one platform. Engage with customers to gather, evaluate, and measure their experiences while growing your business.

### HOW IT WORKS

All you need is the customer's name, email address or phone number, and the system will take care of the rest.

1. Send a customized branded email or SMS text message to your customer asking for their feedback.
2. Your customer rates your business on a scale of 1 to 10 which generates your Net Promoter Score (NPS) - a key metric used to measure customer satisfaction.
3. Customers who rate your business 7 - 10 are directed to a form encouraging them to leave an online review for your business on designated third party reviews sites chosen by you; for example, Facebook, Amazon, or TripAdvisor.

Unsatisfied customers that rate a 6 or lower are directed to a private internal feedback form, allowing you to address problems directly, and decreasing the chances of a negative review.



### GROW YOUR BUSINESS WITH REVIEWS & TESTIMONIALS

#### Hear how customers feel

Get direct feedback from your customers; find out how they rate your business, if they are satisfied, and encourage them to voice their concerns.

#### Learn your strengths and weaknesses

Customer opinions allow you to identify areas for improvement, as well as your best selling points, while gaining valuable insights into their experiences.

#### Feature positive feedback on your site

Showcase your top customer feedback as testimonials on your website, not only will they help to create trust, and add valuable content about your business, but they also enhance your organic search results with gold review stars.

#### Standout in Google local packs

Earning reviews on your Google My Business listing can not only help you stand out from your competitors, it can also increase your rankings and click-through-rates.

#### Reviews tell a story about your business

Consistent positive reviews on third-party websites and Google tells a story to potential new customers on why they should choose your business over a competitor.

#### Negative reviews can hurt your business

Preempt negative reviews by connecting with dissatisfied customers before they leave you a harmful online review.

# POWERFUL PLATFORM FEATURES



## FEEDBACK ENTRY POINTS

Reputation Builder offers various engaging methods to acquire customers feedback and information.



### Single or Bulk Email

Manually add one customer email at a time or upload a customer spreadsheet.



### SMS / Text

Send customers a SMS text message to request their feedback from their smartphone.



### Tablet & iPad Kiosk Mode

Use your tablet or iPad to capture your customer's feedback and information onsite.



## CUSTOMER FEEDBACK

These features allow you to gather, evaluate, measure and market feedback from your customers.

### NPS

#### Net Promoter Score

Capture your NPS, a powerful data point and business indicator of your customers experience.



#### Customer Testimonials

Capture powerful testimonials from your customers that you can use in your marketing both online and offline.



#### Testimonial Widget

Embed the widget anywhere on your website to automatically display positive testimonials and turn your website into a review hub.



#### Survey Questions

Learn even more about your customers and how you can improve their experience by asking important questions.



#### Online Reviews

Encourage happy customers to review you online at the review sites that are most important to your business; over 40 sites to choose from.



## REPORTING & MONITORING

Receive notifications when your customers leave you feedback and reviews. Dive into our advanced reports that are loaded with data, strong visual charts, and customizable views to help you measure your feedback and reputation.



### NPS Reporting

We benchmark your Net Promoter Score over time so you can evaluate your improvement and customer service.



### Review Monitoring

We monitor online reviews sites like Google, Facebook and more to alert you to new reviews so you can respond.



### Performance Reporting

Our reports dashboard offers high level and detailed reporting. You can set-up auto-delivery of weekly or monthly reports.



### Negative Alerts

Receive email alerts when customers rate you low so you can follow-up directly, and head off any potential negative online reviews.



## GENERAL FEATURES



### Mobile-friendly

All of our features are responsive ensuring a mobile-friendly experience.



### Scalable

Our platform can manage feedback ranging from 1 location to over 10,000 locations.

**Get instant access to the platform and take control of your online reputation today.**

**Visit our website to see what plan works best for your business.**

[whitespark.ca/reputation-builder/](https://whitespark.ca/reputation-builder/)

