review beacon

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The checkmate step to improve your online reputation

The importance of online reviews

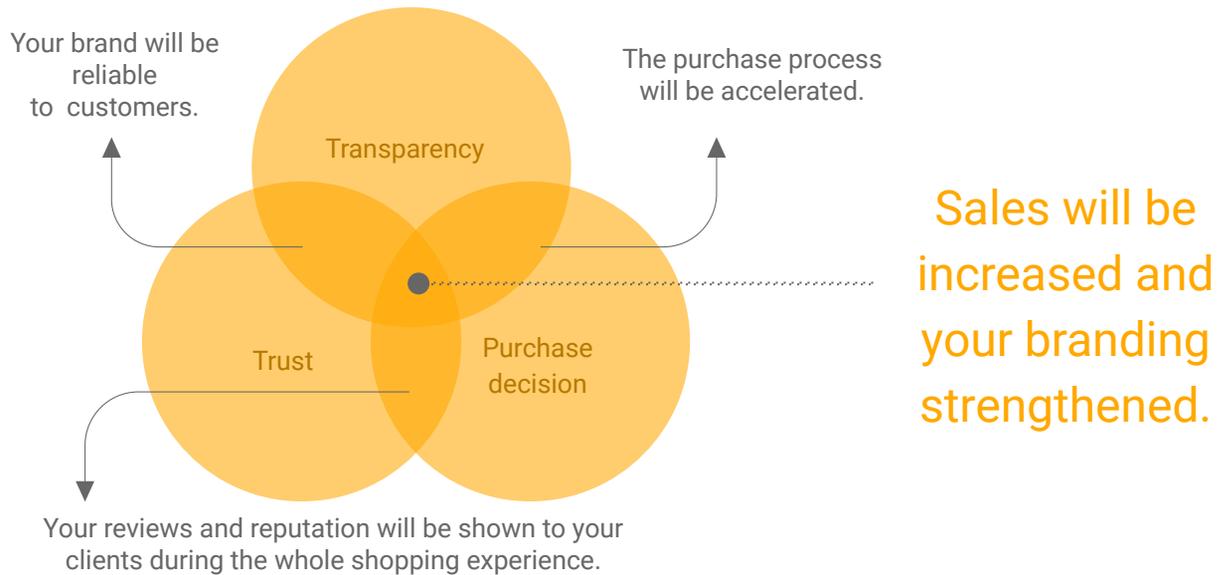## *84% of people rely on both online reviews as well as personal recommendations.*

If you have a bad reputation or do not in any way expose the positive opinions of your customers you are already at a disadvantage compared to your competitors. A good business reputation increases engagement and encourages customers to make their first contact with your brand.

The online and offline buying process has completely changed in recent years. A brand that is not transparent in digital media will have serious difficulties in converting sales, especially when you consider the dozens of distractions like: navigation, multi-usage of different apps, competition, and the need to buy quickly, among other factors. Showing reviews on your website is considered a determining factor impacting the purchasing process and increases sales by 18% on average.

With the growth of online review sites, people have created a habit of leaving their opinions, as they also depend on reading the reviews from others when buying something. It is a mutual aid process where customers earn a lot by eliminating the risk of frustration from their purchases. Everyone has a voice and these voices generate the security they seek at the time of purchase.

Your business relationship with your various audiences goes far beyond just your target audience. It extends to your niche market, your employees, and those who invest in your brand and have partnerships with you. So a good reputation process on the net will add value to your company and your brand in general by increasing sales, improving your branding, and bringing countless benefits to your audience.

An easy way to understand the impact of ratings on your site:

Your brand will be
reliable
to customers.

The purchase process
will be accelerated.

Transparency

Sales will be
increased and
your branding
strengthened.

Trust

Purchase
decision

Your reviews and reputation will be shown to your
clients during the whole shopping experience.

Negative comments:

For a brand, it is just as difficult to receive negative comments as it is to receive an aggressive personal critique. After all, a brand has its own personality and voice. If you do not adopt a plan on how to respond to them, you may have problems especially if you allow employees to respond impulsively to comments. There will be unfair comments from customers and there will be comments where they are right. Your brand needs to know how to handle each case. Here are some tips that will help show the power that online reviews have to influence consumers' purchasing decisions. Paired with other tips on how to improve your overall rating, you can reduce the impact of negative reviews and use them in favor of your brand.

HOW TO DEAL WITH

NEGATIVE

REVIEWS?

If you receive a negative rating do the following steps:

1 Identify the essence of the complaint and verify what actually occurred.

2 Leave the emotions aside. It's hard to handle customers but you need patience.

3 Apologize and say you're sorry for the event. Recognizing the error and reiterating that your company uses the feedback to improve the experience with the consumer can reassure them.

4 Provide a solution as proactively as possible. The focus is on solving the problem.

5 Always use individual, personalized answers and treatments for each case.

6 Use the moment to offer a more private contact, by phone or email. Do this transparently and only if the customer agrees. This way you will have a more personal contact and will further show the customer that you care about them.

7 Give total customer support and no doubt the case will be resolved. You'll still have the chance to charm your client and ask him to give you positive feedback about your case being resolved, thus, increasing the transparency of your brand.

8 Definitely use all feedback to improve any problem that has occurred with the client whether it involved processes, service, quality, or other issues. Your process will be constantly improved and the amount of negative evaluations will be reduced. Negative reviews should be seen as an opportunity to improve and bring excellence to products and services. This is a process of constant learning and care with the client.

# Why search for online assessment management?

If you already know 77% of customers make a purchase based on online reviews, it becomes easier to understand. There are dozens of surveys on new consumer behavior and the boom in online review sites.

From 2013 to 2014, the number of reviews in Google grew 80%. In the following year, it grew by 114% and from 2015 to 2016 this growth accelerated to 278%. Similar growth was observed in the first quarter of 2017, so it will be interesting to see later if that pattern was repeated in 2018 as well. Overall Google ranks the number of reviews, but Facebook showed that some companies participating in a study received 71% more reviews on Facebook in 2016 than in 2015. In fact, the average business on TripAdvisor received 47.5 new ratings, which is triple the average number received by Google My Business. This shows you the strength of the niche market in certain rating sites and that they behave differently.

What we've learned here is that no matter what your niche market, ratings on different websites have a powerful influence on your business.

review Alert

The power of online reviews can be managed with Review Alert. A powerful online review management software that allows to send review requests and monitor in a dashboard in order to boost online reputation, increase sales and trust an also to monitorate negative reviews.
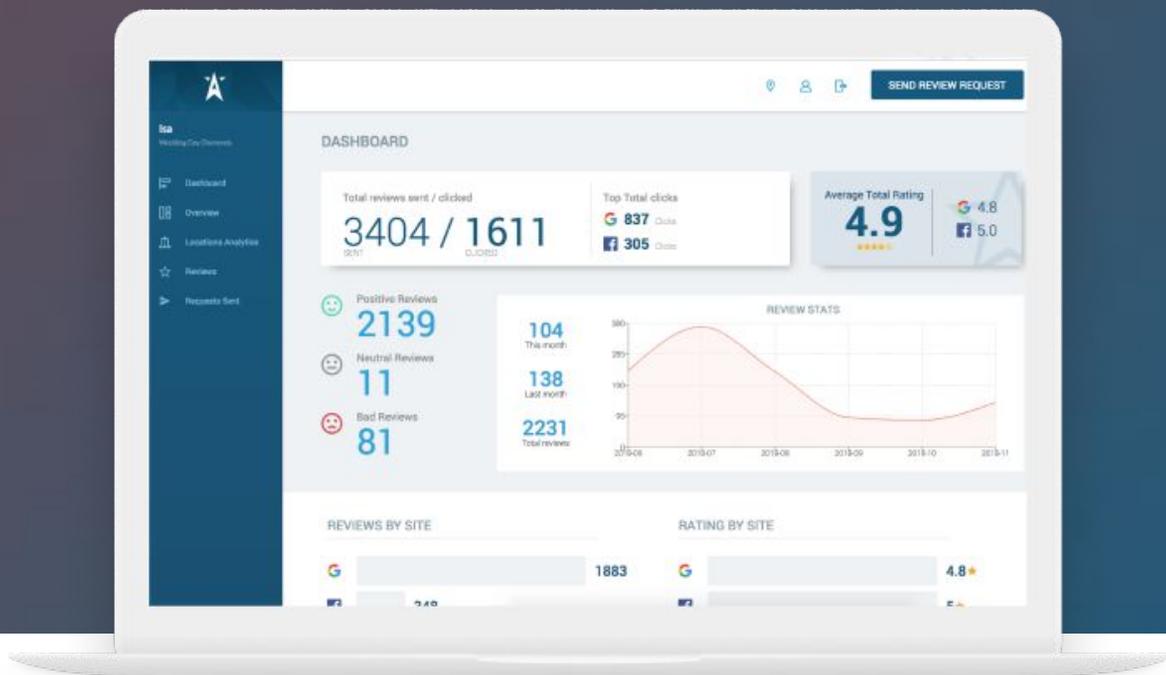
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