

GETTING STARTED GUIDE: REPUTATION MANAGEMENT

• ——— FROM PMW ——— •

*Transform feedback from reviews, likes, listings, comments and clicks
into your competitive advantage!*



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MAKE THE MOST OUT OF YOUR ONLINE REVIEWS

Customer reviews are a highly effective marketing strategy, but your customers must spread the good word about your business for you. ***So, what's the best way?*** Using an online reputation management tool helps you generate reviews, monitor reviews and market those reviews on your website so you can build the reputation and credibility you deserve.

HOW IT WORKS

1. Clients are sent to the review funnel where they will be able to indicate whether they had a good or bad experience.
2. If your client chooses to leave a good review, they are provided a link to choose a site to leave a review, such as Google or Facebook.
3. If their experience was poor, respondents are directed along unique, contextual paths based on their answers by using custom surveys.



**Generate,
monitor, and
share customer
reviews!**

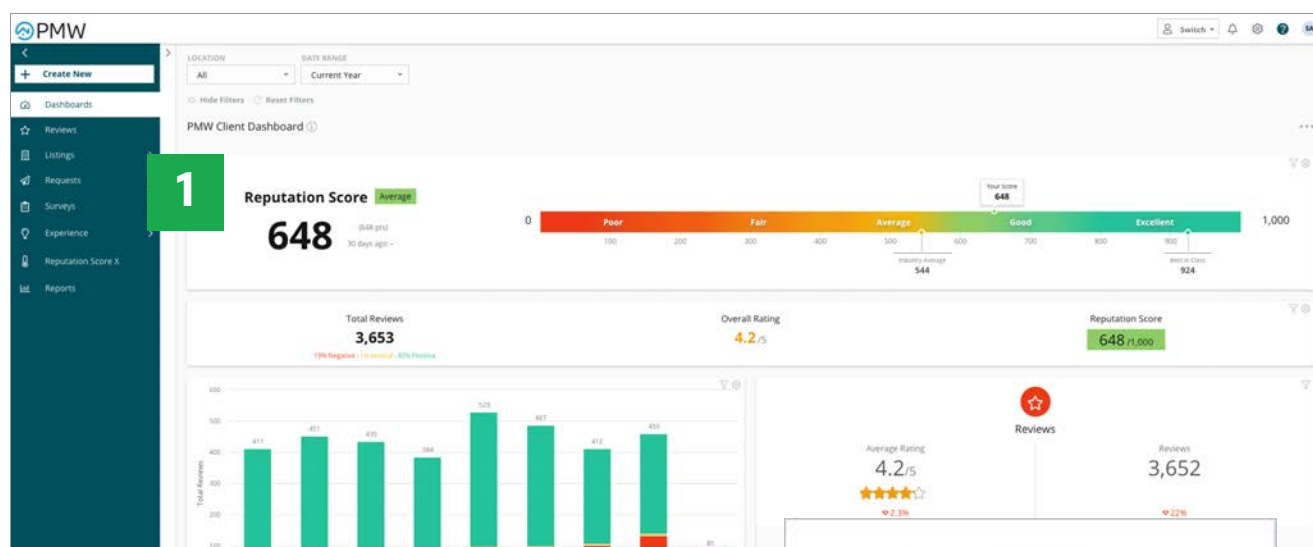
REPUTATION MANAGEMENT DASHBOARD

Your reputation management helps your business boost its online presence and customer ratings across the social web. Upon logging into Reputation.com, the Summary Dashboard is the default screen. On the left of the screen, the Menu Bar shows the different features or tabs that may be available within your account.

*Note: Not all features are available to all accounts. If a feature/ tab that you're not using is showing on the Menu Bar, consider contacting Customer Support at support@propertymanagerwebsites.com to add this feature to your reputation management.

[1] REPUTATION SCORE

Displays your account's **Reputation Score** for the selected period. Below the results, the industry average and best in class scores are available to see how you compare. Additionally, your account's score for the previous time period is also available for comparison.



Industry Average represents 1,000 businesses in your industry (Reputation.com customers and non-customers).

Best in Class represents the highest scores within that 1,000 business sample.



DASHBOARD MENU

REVIEWS

The Reviews tab displays review results from third-party sites about your company and allows you to [respond to them](#) from within a central location.

You can also access additional review options, set alert and [summary](#) notifications, display reviews on your website using a [widget](#), and [manage macros](#) to streamline review responses.

REQUESTS

Arguably the most effective way to improve your online review presence is by actively [requesting reviews](#) from your customers. The Requests tab displays options for requesting reviews and managing those requests.

You can use a [leaderboard](#) to encourage request volume, analyze key metrics, view historical logs, manage [request templates](#), and set additional request options.

LISTINGS

Listings allows you to monitor and maintain online presence for all locations across sites to match the [source of truth](#). Listings ensures that you enhance your presence across the most important sites and updates business listings data on a regular basis.

SURVEYS

The Surveys tab allows you to create and send tailored customer satisfaction surveys to assess performance ([NPS](#)) and uncover hidden service issues, before bad reviews affect your ratings. Surveys allow you to build, monitor, respond, and share results.

SOCIAL SUITE

The Social Suite makes it easy to stay on top of social conversations across all channels on one social media dashboard. Stay engaged and enable your team to respond to social media posts about your organization in real time. [Publish](#) engaging, approved content and local stories in minutes, across all locations. Promote the best posts and customer success stories to drive awareness, visits, and leads.

ACTIONS

Display tickets that have been created from customer feedback and allow your teams to track the resolution timeline for taking action on the feedback. [Define team workflows](#) within Actions ensuring a consistent resolution for every issue, no matter the channel from which it was received.

OPERATIONS

Allows you to monitor and analyze business performance, identify customer reviews, and survey trends and themes, and make informed operational improvements. Understand your strengths and weaknesses based on what your customers are saying in reviews and surveys.

REPORTS

Allows you to filter and analyze various metrics for your overall reputation management. Reports are categorized by type, which correspond to the features enabled for your account. Build and share [custom reports](#) to track important metrics across multiple solutions.

REPUTATION SCORE

The Reputation Score is calculated on the basis of your business's performance across a variety of important online areas including review count, spread, visibility, and more. The score is calculated on a 1,000-point scale, where 1,000 is the highest possible rating on the scale and 100 is the lowest possible score.

MONTHLY REPORTING

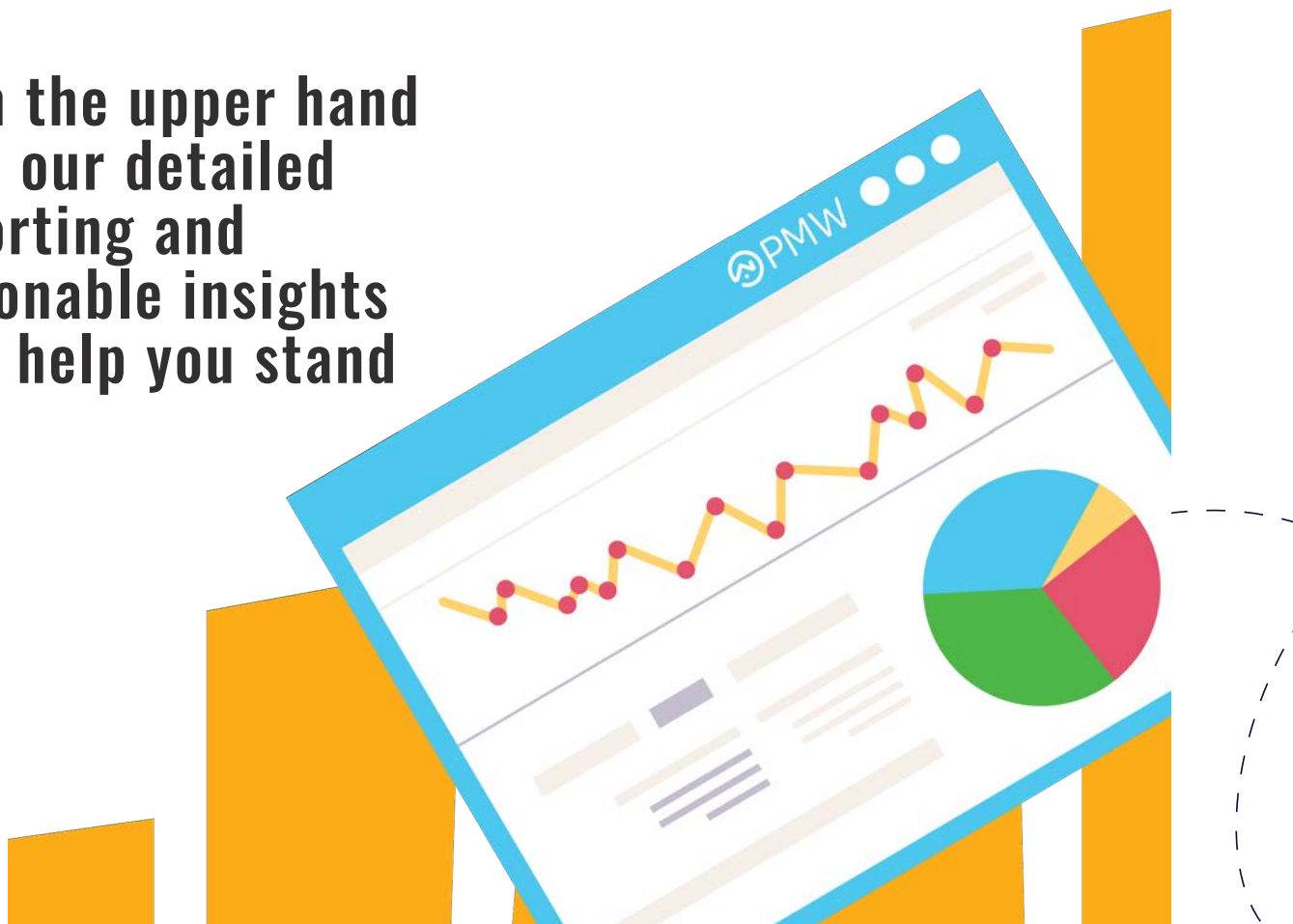
Every month you will receive an automated report with all your previous month's data. This report will include the following

1. Summary statistics
2. Customer request statistics
3. Response statistics
4. Survey summary
5. Sample positive & negative feedback.

To learn more about reputation.com, find out more here:

<https://support.reputation.com/s/toparticles>

**Gain the upper hand
with our detailed
reporting and
actionable insights
that help you stand
out.**





Have questions about reputation management?

Contact Support:
support@propertymanagerwebsites.com