

THE ONLINE REPUTATION MANAGEMENT GUIDE

For Agencies



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OVERVIEW

Most agencies serving multi-location clients are aware of the importance of the feedback clients receive from consumers. Both you and your clients likely understand that it's crucial to obtain customer sentiment through surveys, feedback forms, and reviews.

However, online reviews have changed the nature of such feedback, turning it from a private conversation between a consumer and the client into a public declaration of sentiment.

If that sentiment is positive, reviews can help attract other potential consumers and turn them into long-term buyers. If the sentiment is negative, however, reviews can quickly turn prospects away.

The best way to gain positive online reviews and win more customers is to increase customer satisfaction, which is often easier said than done.

We all know the stats, but they're worth repeating:

98%

OF CONSUMERS FEEL THAT REVIEWS ARE AN ESSENTIAL RESOURCE WHEN MAKING PURCHASE DECISIONS.

77%

OF CONSUMERS "REGULARLY" OR "ALWAYS" READ ONLINE REVIEWS OF LOCAL BUSINESSES.

25%

FOR EVERY 25% OF REVIEWS RESPONDED TO, CONVERSION OF GOOGLE PROFILES IMPROVES BY 4.1%

That's where online reputation management comes in. In the world of multi-location marketing, reviews are more important than ever. The data speaks for itself. Reviews are the **number one factor** consumers consider when making a purchase decision.

This data further underscores the fact that effective reputation management can be the difference between your clients obtaining new customers and retaining current ones.

Additionally, we can assume that most people who look online at your clients' local stores have looked at the reviews on major listings directories like Google, Yelp, and Facebook.

Managing reviews across 100s or 1,000s of business locations has become a significant challenge for multi-location brands. But, how do you, as an agency, scale the management of your clients' online reputation at each location? That's where this guide comes in.

01

WHO IS THIS GUIDE FOR?

The Online Reputation Management Guide for Agencies is a set of recommendations for agencies who want to take charge of their clients' reputations at the local level, but may be challenged to find the resources or know-how to do so effectively.

Many of your clients receive various reviews every week across multiple sites and business locations. At that kind of scale, it's challenging to respond to every review with the right level of care and attention. You risk either not responding to some reviews or doing so in a repetitive, impersonal manner that doesn't help to build customer engagement.

There is a solution. Through the knowledge gained in this guide, you must help your multi-location clients develop an effective review response at scale in a personal, engaging manner, but not without a thoughtful reputation management strategy.

In this guide, we'll cover best practices for maintaining a solid online reputation by:

- *Monitoring local reviews*
- *Responding at scale*
- *Providing tips on crafting responses for various types of reviews and prioritizing your clients' influx of reviews*
- *Utilizing surveys to reduce negative reviews and gain essential feedback*



02

EVERYTHING YOUR AGENCY NEEDS TO KNOW ABOUT REVIEW RESPONSE

Why You Should Respond to Reviews

If you're not already convinced that a comprehensive online reputation management strategy is a must for your clients, consider this: **46 percent** of all searches on Google include local intent. What will potential customers see when clients' local listings come up in local search results? While claimed and updated local listings are a must, online reputation is equally important.

The competition is fierce, and for many businesses, reviews are the differentiating factor between one location and another. Put yourself in a consumer's shoes.

If you have to decide between two businesses, and one has a slightly higher reputation, and you notice that the business is taking the time to respond to reviews while the other isn't, which would you choose?

If your clients aren't responding to reviews, it could cause their local stores to:

1. Come across as though they don't care about their customers. If a potential customer notices that a business they're interested in hasn't responded to positive and negative reviews, it could taint their first impression.
2. Allow the reviews that haven't received a response to influence a future customer without any mitigating input from your clients or the local management team.
3. Miss out on constructive, unsolicited customer feedback that has the potential to help each store's overall brand.

While lack of review response can hurt a client, responding to reviews motivates current and former customers to leave more reviews and often leads to more positive reviews. In one independent study, review volume increased by **12 percent**, and ratings went up by an average of **0.12 stars** because the business started responding to reviews.

A strong review response rate creates a better perception of local businesses' reputations. It may even help improve a location's star ratings and review volume, which are competitive factors in local search.

Review Response Is an Everyday Activity

One of the first factors you and your client should consider in their review response strategy is timeliness. The real-time nature of social media has heightened expectations about brand engagement. If your clients' local businesses don't respond to a review in a timely fashion, they will miss their chance to change that reviewer's perception.

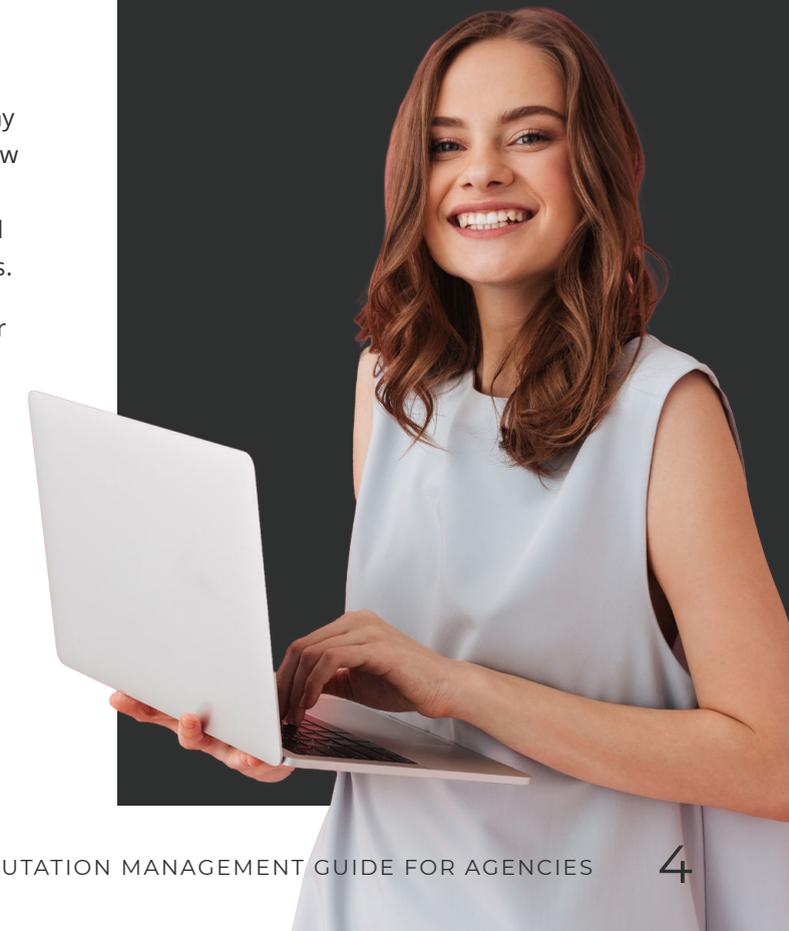
To develop a timeline for responding to reviews, you and your clients must first determine who is responsible for responding to reviews. Will local teams manage review responses, or will there be any corporate oversight? Will your agency assist in review response? Typically, local teams have more insight into what is happening at their individual stores and may be better equipped to handle review responses.

Remember, what matters most is ensuring that your clients' teams can **regularly respond to reviews**.

While this may seem overwhelming, further in this guide, we'll cover several strategies for efficiently responding to reviews. Some local businesses can respond to all reviews received each day, with an effective process in place.

While responding to as many reviews as possible is critical, responding to negative reviews should always come first. We'll get more into this topic later, but let's first look at where to start with review responses.

A STRONG REVIEW RESPONSE RATE CREATES A BETTER PERCEPTION OF LOCAL BUSINESSES' REPUTATIONS. IT MAY EVEN HELP IMPROVE A LOCATION'S STAR RATINGS AND REVIEW VOLUME, WHICH ARE COMPETITIVE FACTORS IN LOCAL SEARCH.



Where Should You Start With Review Responses?

This question often comes up for clients launching a review response strategy for the first time. They may have accumulated several years of reviews on Google, Yelp, Facebook, and other directories. Do they need to go back and respond to all of them?

The answer is probably not. Remember, consumers expect timely responses, so if a review is months or even years old, the benefits of responding to that aged review will have lessened.

With your agency's guidance, your clients must weigh the benefits of responding to dated reviews against the fact that other online searchers will see that the timestamp of their response is much later than the timestamp of the original review. Unless they acknowledge that they're responding to the review after an extended time has passed, the response may seem inauthentic.

With that being said, if resources allow, it's wise to respond to noteworthy reviews from the past, like a review that expresses concern about a service that has undergone substantial improvement.

For instance, if a home service client has a review from two years ago that complains about a base service fee, but you've eliminated that fee, the review may still be worth responding to. A response like this would be helpful to prevent other potential consumers from getting the wrong impression about your client:

"Hello [Reviewer Name]! Sorry we did not respond sooner, but we wanted to let you know that we've updated our fee structure since we last served you! Currently, there is no base service fee. If you're still in the area and have home issues, we hope to re-earn your trust and business!"

Aside from these selective responses, at the beginning of a review response strategy, it's a good idea to respond to all reviews from the past 30 days since online users will perceive these responses as relatively timely. Clients should respond to as many reviews as possible from the campaign launch date forward. Setting a goal for your clients before launching a review response strategy will help keep you and them accountable for responding to reviews.

Should You Respond to All Reviews?

In a perfect world, local businesses should respond to all reviews, both positive and negative. It's important that your clients are as attentive to those leaving positive reviews as they are when addressing the negative feedback. From a perception standpoint, if clients only respond to negative reviews, they risk creating the impression that they only care about customers' feedback when it makes their store look bad or costs the business money. Responding to all or most of their reviews shows that their brand cares about everyone's input and wants to give all customers a great experience. However, there are some exceptions to this rule which we'll get into next.

How to Prioritize Review Responses

1. Timeliness matters more than completeness

If clients' local stores lack the resources to respond to all reviews, it's far better to react only to a subset — such as reviews of three stars or less — in a timely fashion than responding more slowly or not at all. This strategy is an acceptable approach to responding to reviews, especially if they're just getting started. Remember, your clients can build a stronger system over time.

2. You can skip text-free reviews

Reviews that include a rating but no text (these are prevalent on Google) don't always need a response. These ratings will still contribute to your clients' average star rating on the site where they appear, but it's challenging to come up with variations of "Thanks for the great rating!" that sound authentic and sincere.

Responding to dozens of four or five-star ratings with no text may offer little benefit. Similarly, a low rating with no text is hard to respond to constructively. Clients may choose to respond to ratings without text if they have the capacity, but skipping no-text reviews is acceptable when they're looking for ways to prioritize reviews that need a response.



3. Take delicate conversations offline.

With the support of your agency, clients should carefully handle reviews that contain inflammatory language. If someone offers a bad-mannered opinion, your clients should always respond professionally and offer to take the conversation offline. On the other hand, your clients **shouldn't respond to** any reviews that threaten legal action, contain abusive or racist language, attempt to create political controversy, or are otherwise beyond the norm. Your clients can reach out to the reviewer privately, or if a review violates the terms and conditions of the site it's published on, their best course of action is to request its removal rather than responding publicly.

4. Ensure your clients are meeting industry standards.

Our [The High Cost of Invisibility for Multi-Location Enterprises](#), which uses our [proprietary 2023 Local Visibility Index \(LVI\)](#) data, analyzed how top-performing multi-location brands performed in local search, local social, and reputation.

Data from our [2023 LVI Dashboard](#) revealed the following:

- On average, multi-location brands responded to:
 - **46%** of Google reviews
 - **6%** of Yelp reviews
 - **11%** Facebook recommendations.
- The top overall performers **receive 215%** more reviews than the average business in their industry.
- It takes multi-location brands an average of **6 days** to respond to a review or recommendation on Google, Yelp, or Facebook.

Note, these are averages for multi-location brands across 39 industries. For more industry-specific data, and to see who the top 10 brands are in each industry, visit our interactive [LVI Dashboard](#).

While responding to as many reviews as possible is key, your clients should at least be meeting or exceeding these averages found in the LVI.

Who Should Respond to Reviews?

As mentioned previously, determining who will respond to reviews can vary depending on the nature of your client's marketing and customer success teams. One of the following scenarios will likely make the most sense:

1. **A team at the corporate office** handles all reviews and communicates with local store managers as needed.
2. **Local team members** handle all reviews.
3. **Both local and corporate teams** handle reviews. This hybrid model can often prove effective as long as everyone understands who is responsible for what.
4. **Both your agency and clients** will handle review responses. In some cases, your agency may provide clients with a streamlined tool to manage review responses.

If local managers can consistently devote time to review management, they can often provide the most direct, authentic, and personal responses to reviews.

However, in many cases, local managers are pressed to find the time for such activities, and they may find it helpful for your agency, corporate, or tools with artificial intelligence (AI) to assist with the review response strategy — we'll touch on incorporating AI tools into your reputation management strategy later on.

Regional or corporate staff will have less familiarity with the daily happenings at a particular location. Still, they may have an easier time maintaining a consistent, professional brand voice for all responses.

Your clients must consider what works best for their structure and decide which plan best fits their needs and priorities.



VISIT OUR INTERACTIVE [LVI DASHBOARD](#) TO SEE WHO THE TOP 10 BRANDS ARE IN EACH OF THE 39 INDUSTRIES.

03

HOW TO RESPOND TO POSITIVE REVIEWS

Let's set the record straight before turning to best practices for responding to positive reviews. Many businesses feel that consumers only leave reviews when they have something to complain about, but that's not the case. These days, consumers are **10 percent more likely to share** good experiences than negative ones. So what should responses to a positive review look like?

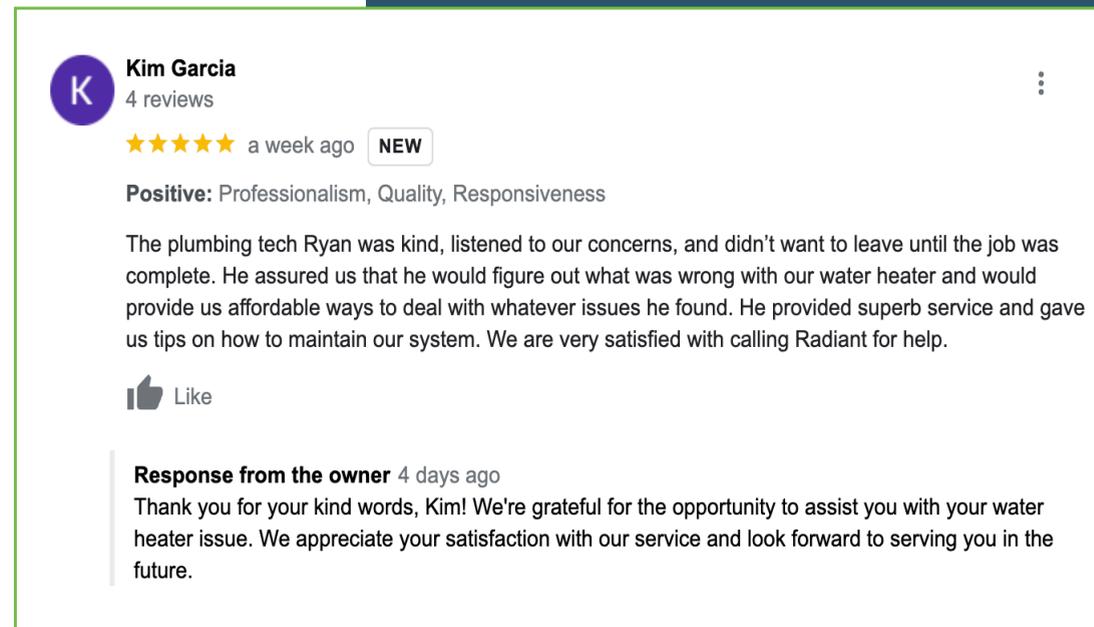
When responding to positive reviews, consider the following:

1. Thank the reviewer for their business.
2. Use the reviewer's name in your response.
3. Personalize your response by mentioning the subject matter of the review.

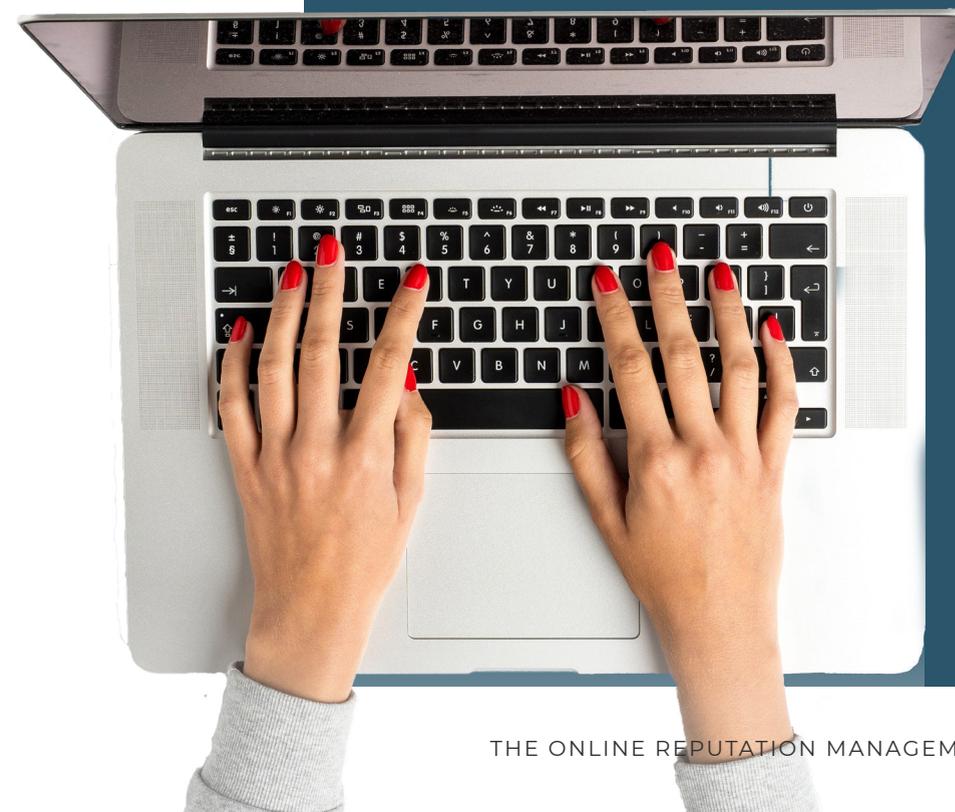
To the right is an example of a positive review left for one of home service company.

As you can see, this home service company responded by using the reviewer's first name, staying positive, and letting them know they'd be happy to assist the reviewer in the future.

It's also worth mentioning that it is unnecessary to respond to every point mentioned in the review. Doing so might make clients' responses seem inauthentic. Instead, ensure the response is personalized, natural, and to the point.



The image shows a laptop screen displaying a review and a response. The review is from Kim Garcia, who has 4 reviews and gave a 5-star rating. The review text is: "Positive: Professionalism, Quality, Responsiveness. The plumbing tech Ryan was kind, listened to our concerns, and didn't want to leave until the job was complete. He assured us that he would figure out what was wrong with our water heater and would provide us affordable ways to deal with whatever issues he found. He provided superb service and gave us tips on how to maintain our system. We are very satisfied with calling Radiant for help." Below the review is a "Like" button. The owner's response, dated 4 days ago, says: "Thank you for your kind words, Kim! We're grateful for the opportunity to assist you with your water heater issue. We appreciate your satisfaction with our service and look forward to serving you in the future." A small green succulent is visible in the bottom right corner of the laptop screen area.



04

HOW TO RESPOND TO NEGATIVE REVIEWS

Responding to negative reviews requires sensitivity, attention to detail, and a constructive attitude. Remember, people who write negative reviews are usually not out to get your clients or tarnish their reputation.

Many who complain do so out of a sincere desire to highlight how local businesses can improve their customer experience.

Be Calm and Professional

It's best to approach responding to negative reviews by assuming that the reviewer means well. Remember:

- Don't take negative reviews personally.
- A response isn't an opportunity to prove that the reviewer is wrong.

Whatever your clients say will be available for the public to see, so they should always respond politely and professionally — even in cases where a reviewer has not done the same.

Develop Policies for Common Situations

Satisfied customers are simpler to respond to — they praise you, and you thank them. By contrast, negative reviewers can present a range of seemingly unique challenges, but these challenges usually fall into specific patterns. As an agency, you'll want your clients to develop a standard policy for each.

Your clients' review response policy can be a continuation of other company policies they likely already have in place, such as:

- Policies for customer service
- The handling of complaints
- How to maintain a consistent brand voice when interacting with their target audience on social media

Below, we'll look at some common negative review situations and include insight into how a local business should adequately respond. Remember, the list of problems will differ by industry, and clients' policies may vary significantly.

1. The customer received poor customer service; the local management team was rude or inattentive

For complaints about local team members, where a customer was generally dissatisfied with the service

received, it's often best to issue a general apology without rehashing the fine details.

Although your client might want to respond by defending your staff, remember, the consumer is likely **expressing what the experience felt like from their point of view.**

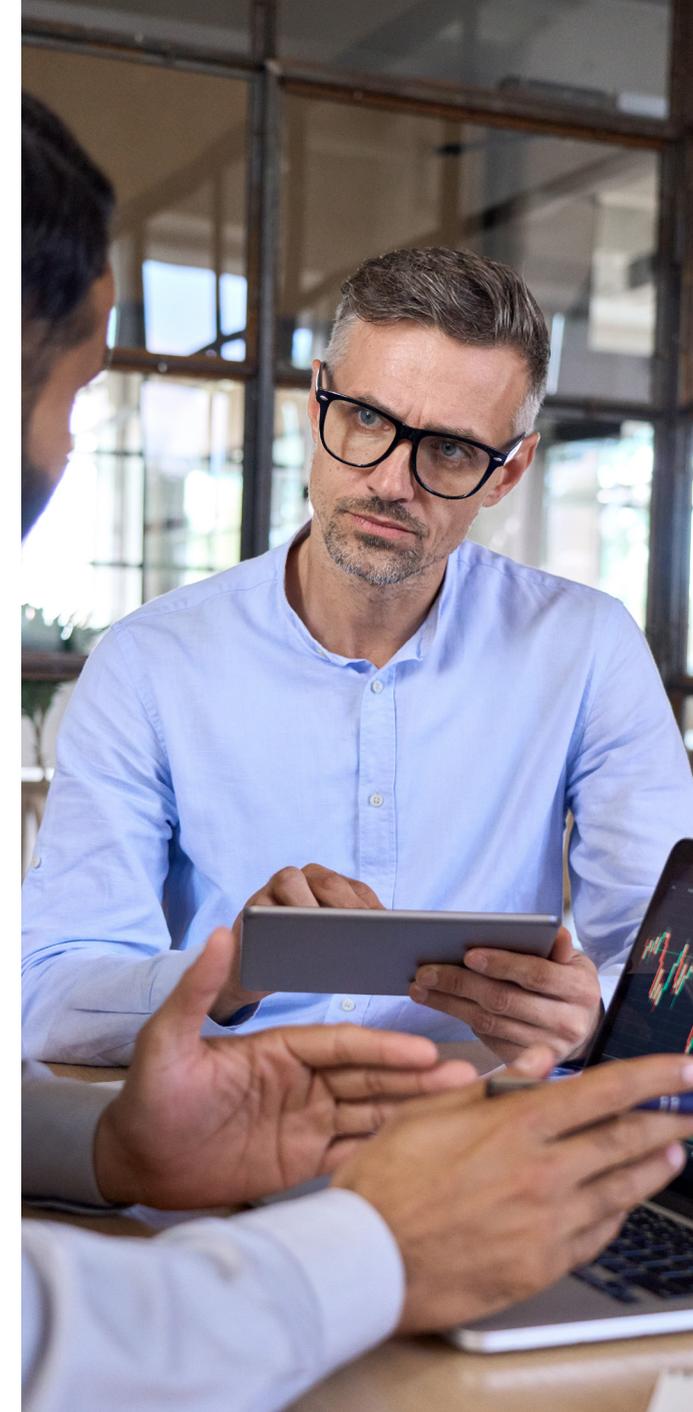
Your clients don't want to risk the appearance of defensiveness in front of other potential consumers who may read their response.

Here's an example from a healthcare service provider:

"Hello [Reviewer Name]! Thank you for taking the time to share your experience with us. We sincerely apologize for any discomfort you experienced during your recent dentist appointment.

We'd like to invite you to visit us again so we can provide you with a more positive experience. Have a great day."

It's important to remember that patrons who take your clients up on their offer to return may be on the lookout for specific changes in service. Patients may even ask whether your client internally discussed and addressed their negative review, making it important for your client to maintain a high level of customer engagement and service.



2. A patient is unhappy with the quality of product or service

This type of review can range from criticism of a specific product or a service that didn't meet a customer's expectations. What all these experiences have in common is the feeling on the consumer's part that they didn't get the full value from what they expected or paid for. Again, such assessments are subjective, and it's best to take consumer feedback at face value.

Here's an example of a potential response from a home service company:

"Dear [Reviewer Name], first of all, thank you for bringing this to our attention. We apologize for the unsatisfactory experience you had with us. We strive to provide exceptional service, and your feedback is invaluable in helping us improve.

We've messaged you privately about assigning a new technician to readdress your issue. We value your business and hope you will give us another chance to exceed your expectations."

Again, client's shouldn't say they take feedback seriously unless they do. They'll want to develop a means of keeping track of complaints about specific issues, services, or employees so that you can take meaningful action when other customers make the same criticisms.

3. The customer was dissatisfied with circumstances outside your clients' control

Sometimes, reviewers complain about things that your clients can't easily change. For instance, if your client is a car dealership with a service department, a reviewer may complain about a dealership's inability to get a specific part for their vehicle. Supply chain issues or other factors could be preventing you from having the part in stock.

In this case, your automotive client can respond with sympathy and offer the customer an honest explanation of the holdup.

"Hello [Reviewer Name]! Thank you for choosing our service department to work on your vehicle. We understand your frustration regarding the unavailability of the specific part you needed. Due to ongoing supply chain challenges, acquiring certain parts has become increasingly challenging.

However, we assure you that we are actively working to resolve this issue. We expect to have the part in stock within [specific timeframe]. We'll contact you by your preferred method as we receive updates. We appreciate your continued patience!"

As you can see, the general idea is to take the reviewer's side, sympathize with the complaint, and offer an action plan.



05

VARYING YOUR RESPONSES

If you've taken the time to develop a nuanced response strategy, you don't want to risk it all by responding repetitively in a way consumers will notice.

For instance, if every time you get a positive review, you say, "Hello [Reviewer Name]! Thanks for the positive feedback," those who read through your clients' reviews will likely notice that your clients repeatedly posted the same response. It'll look as though it's copied and pasted without much thought — even if your client typed each response separately and genuinely appreciated the review.

To avoid that generic impression, ensure the language used in your clients' responses varies. Using different diction doesn't equate to their team having to put extra time and thought into their review responses. Instead, they can alter their responses slightly, ensuring some differentiation.

Rather than saying, "Thanks for the positive feedback," you can say, "We appreciate the kind words," when responding to two positive reviews left in a row. This doesn't mean that your clients can never use the same responses — just ensure there's three or four reviews between the same response copy.

06

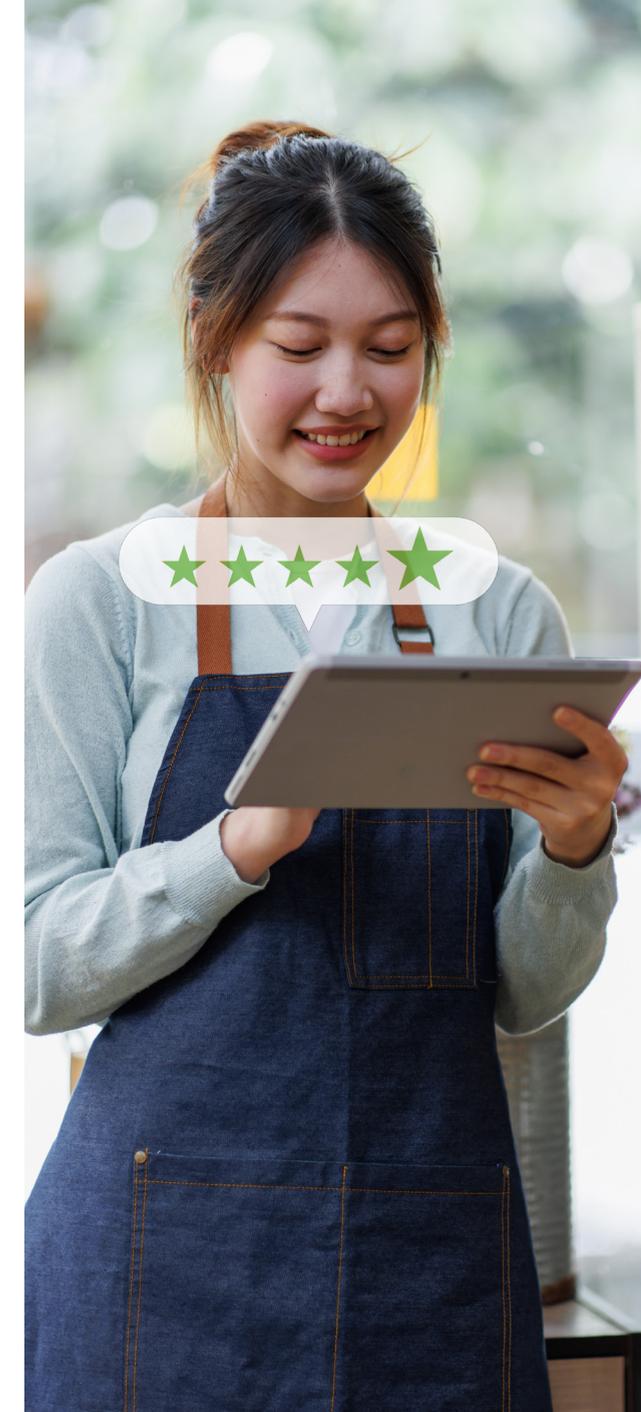
HOW TO WORK WITH REVIEW RESPONSE TEMPLATES

The need to respond to numerous reviews without being repetitive is where templates come in. Review response templates offer a variety of benefits when used correctly. For instance, if clients use templated responses, they can ensure that their messaging will always be brand-appropriate, no matter who is drafting the response.

Templates also empower clients to collaborate with relevant team members to determine the optimal way to respond to everyday situations. Templates can significantly speed up the process of responding to multiple reviews.

If your clients use templated responses, it's essential not to forget about the human aspect of responding to reviews. For instance, clients can develop suggested responses for everyday situations, but verify that whoever is responding to the review can customize and personalize those responses depending on the content of the review.

If clients are starting their reputation management program from scratch, it's best to keep track of common themes in their reviews for several days or even a few weeks before creating templated responses. This way, they'll have a better idea of what the content in their reviews looks like and how to compose templated responses so that they work well in similar situations.



07

USE INCENTIVES WITH CAUTION

When responding to negative reviews, there are a few times when it makes sense to offer a discount or incentive to placate a patron who had a negative experience. After posting a negative review, appeasing a customer can put your clients in a legal gray area. Note that in the U.S., the Federal Trade Commission (FTC) **overtly prohibits** “undisclosed paid endorsements,” including online reviews.

Thus, we recommend having your clients check with their legal department first, or advise them with your own legal team when addressing online reviews or utilizing disclosed endorsements.

Clients should also be on the lookout for consumers who may abuse the system and leave a negative review with the hopes of receiving something for free. To stop this behavior from becoming more pervasive, your clients should take any communication about offers or incentives offline — ensuring they don’t occur publicly.

For instance, your clients can include a link to an online form or an office phone number where the reviewer can contact a local business or corporate customer service team and provide more details about their experience. Once the conversation moves offline, your clients can give an offer or incentive if warranted and legally allowed.



08

FAKE AND INFLAMMATORY REVIEWS

While you should almost always accept a customer's experience or situation at face value, there are exceptions to this rule. However, fake reviews are on the rise.

- In 2023, Tripadvisor identified more than **1.3 million** reviews as fake and removed them from its site.
- In 2022, Google blocked or removed a total of **115M fake reviews**.

Sometimes, people write fake online reviews about your clients' local businesses, and in some cases, a review violates other rules of the review platform.

Most online review platforms have methods of filtering out reviews that show obvious signs of being fake, such as when a user only posts very negative reviews or when the same user reviews multiple businesses. While many of these reviews are removed, automated filters do not catch all fake reviews.

09

FAKE REVIEWS, SPAM, AND INFLAMMATORY CONTENT IN YOUR OWN LISTINGS

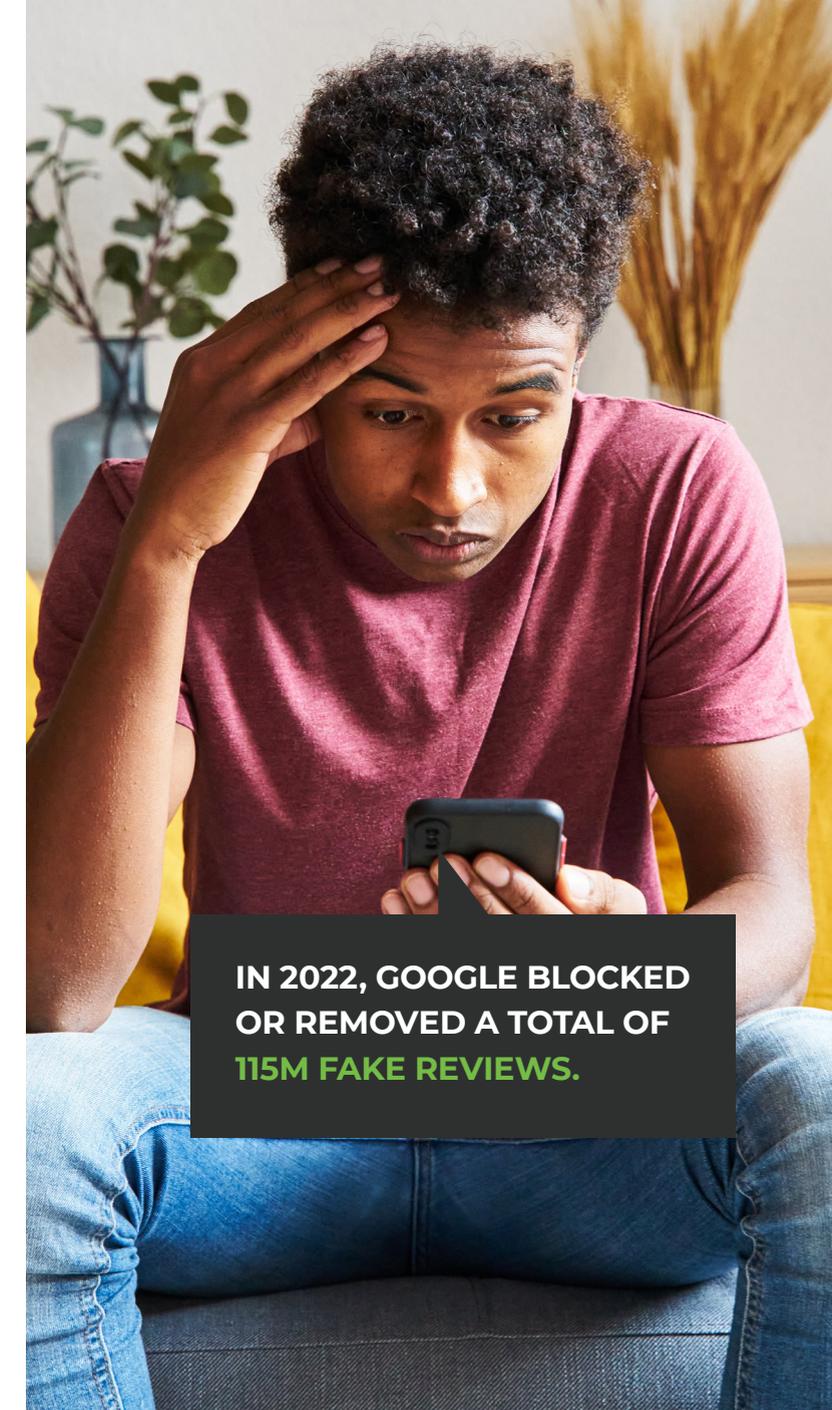
Your clients will want to look out for reviews of their businesses that are obviously fake or otherwise violate a site's rules. For instance, a competitor might post fake negative reviews or even someone who was never a customer

who, for whatever reason, wants to harm your business. Fake reviews have the potential to contain hate speech, profanity, advertising, and other types of spam or might be irrelevant to your clients.

Most sites will allow you to report reviews that violate their guidelines. For instance, Google lets you flag reviews that violate its **policies** on users' comments. These policies include:

- Don't spam or post fake reviews intended to boost or lower ratings.
- Don't post or link to content that is sexually explicit or contains profanity.
- Don't post or link to content that is abusive or hateful or threatens or harasses others.
- Don't post or link to any file that contains viruses, corrupted files, "Trojan Horses," or any other contaminating or destructive features that may damage someone else's computer.
- Don't post any material that violates the copyrights or other intellectual property rights of others.
- Don't impersonate any person, or falsely state or otherwise misrepresent your affiliation with a person or entity.
- Don't violate any other applicable law or regulation.
- Don't use comments as a forum for advertisement.

There are a few ways clients can **report reviews to Google**. Hopefully, their businesses won't come across many fake or inflammatory reviews, but it's good to know how to handle the situation if it does arise.



IN 2022, GOOGLE BLOCKED OR REMOVED A TOTAL OF 115M FAKE REVIEWS.

10

HOW SURVEYS COME INTO PLAY

While you now understand how reviews can impact your client's overall online reputation, this guide wouldn't be complete without touching on surveys. Surveys are another crucial aspect of online reputation management strategy.

Your clients should deploy surveys so they can proactively capture customer sentiment and address pain points. According to [one study](#), **32 percent** of customers will leave a brand they love after just one experience. Moreover, **92 percent** would completely abandon a company after two or three negative interactions.

Helping your clients conduct surveys regularly helps you proactively gain insight into their customers' minds. Furthermore, surveys help reduce negative reviews by giving clientele a private outlet to bring up issues or vent.

Surveys also help your clients build trust and credibility, which improves customer experience and gives them the ability to showcase positive feedback.

ACCORDING TO ONE STUDY, 32 PERCENT OF CUSTOMERS WILL LEAVE A BRAND THEY LOVE AFTER JUST ONE EXPERIENCE.



11

START IMPROVING CUSTOMER LOYALTY AND CLIENT RETENTION

We've just gone through everything it takes to help your clients maintain a solid online reputation, but why is it important? As an agency, one of your top goals is to help your clients build connections with consumers and give their customers the best customer experience possible.

Reputation management is one of your clients' primary ways to build customer engagement and improve retention. The key to customer engagement and loyalty is to make customers feel special.

With reputation management, your clients can make the customers feel special by:

- Responding to reviews thoughtfully, showing the patron that their feedback is important
- Providing high-quality customer service and answering any questions left in surveys or reviews
- Implementing changes at their local businesses based on feedback from surveys and reviews
- Building trust through a positive online reputation that transfers into a positive customer journey
- Acknowledging when a customer had a negative experience and putting in the work to ensure they're satisfied and have a better customer journey

As you can see, there are various ways reputation management and customer experience go hand in hand. As your clients' local stores begin to focus on their reputation management strategy, they'll likely experience a positive impact on customer satisfaction, loyalty, and retention.



12 SOCI'S STREAMLINED REPUTATION MANAGEMENT SOFTWARE

Now that you understand what it takes to create a competitive online reputation management strategy, it's time to get started. SOCi offers a range of services to help you and your clients manage online reputation across 100s or even 1,000s of locations.

Through SOCi's streamlined reputation management software, **SOCi Genius Reviews**, users can monitor every action taken on reviews or on social media. Your clients' local, regional, and corporate teams will always know which reviews and social engagements they've addressed and which ones still require attention to ensure the prompt responses consumers expect.

If you need additional information on how improving your clients' online reputation management efforts impacts their bottom line, check out our [Guide to Localized Marketing ROI for Agencies](#).

The Guide to Localized Marketing ROI For Agencies

DOWNLOAD GUIDE



Stay On Brand

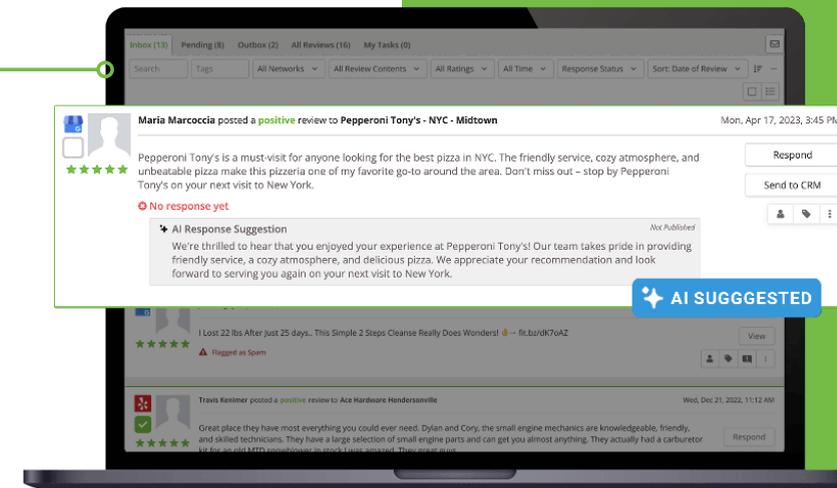
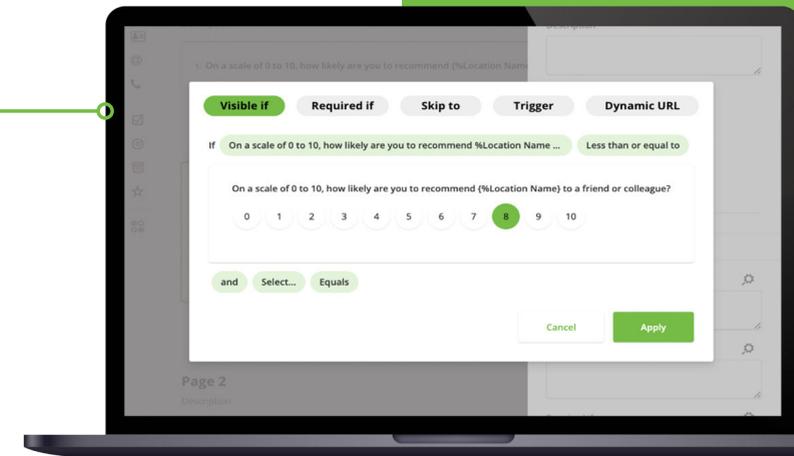
Implementing review response and survey workflows for your clients ensures a better customer experience and can reduce churn rate — and SOCi can help your team do so!

With **SOCi Surveys**, clients can:

1. Deploy omnichannel surveys via email campaigns and website surveys
2. Reduce negative sentiment and online reviews by proactively discovering and addressing customer pain points
3. Utilize sentiment analysis capabilities to uncover why some customer love your clients and why others are churning
4. Own first party data that competitors can't access while also reducing reliance on external feedback sources

With **SOCi Genius Reviews**, clients can:

1. Receive notifications from new reviews
2. Draft responses using our AI **integration with GPT-4** or choose from pre-crafted answers with dynamic text capabilities
3. Generate a workflow that requires corporate response approval
4. Monitor and identify customer sentiment trends



Attract New Customers

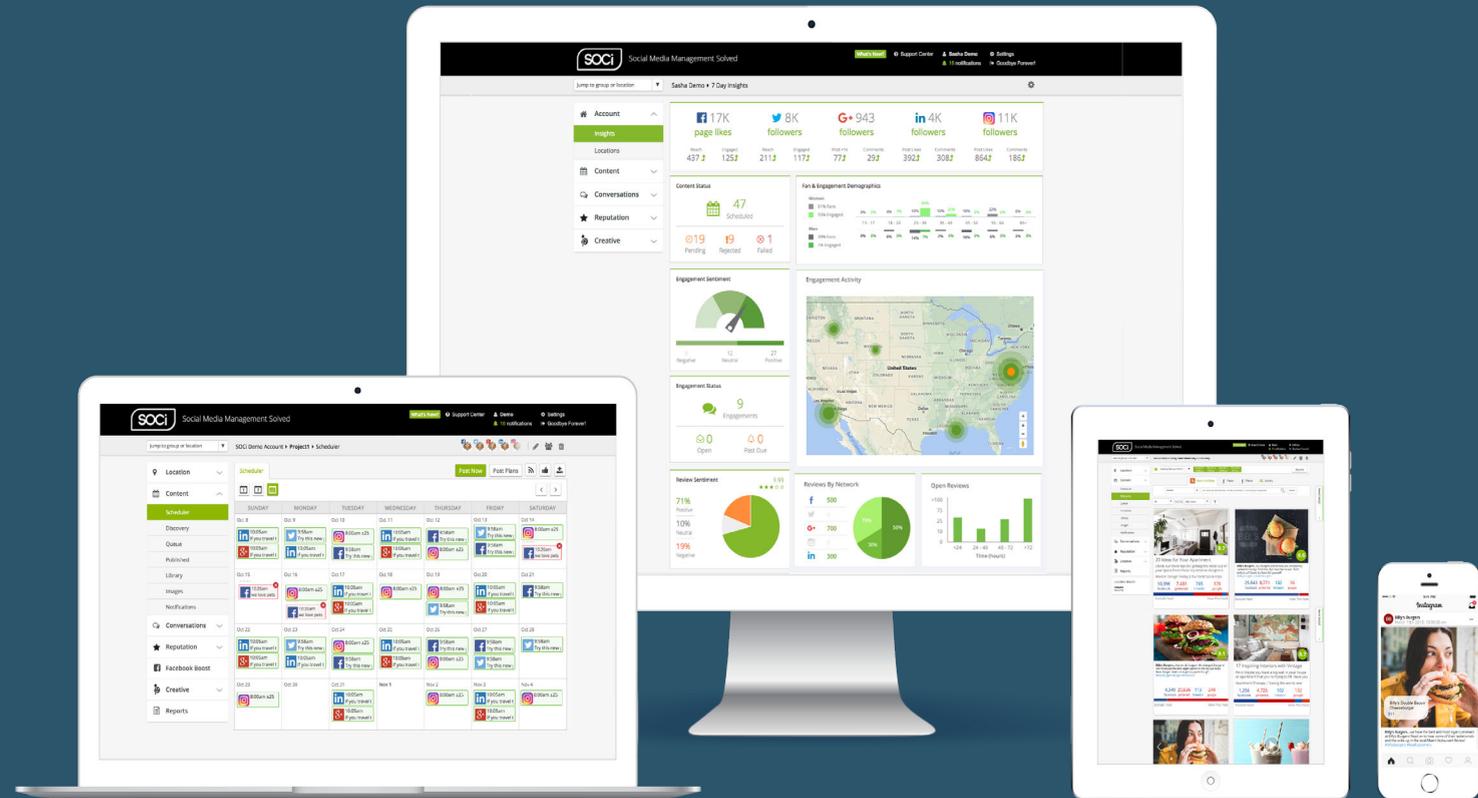
With **SOCi Genius Reviews** and **SOCi Surveys**, your agency can provide your clients with the tools needed to increase customer satisfaction and attract new online visitors and in-person customers. By empowering clients' local managers with an AI-backed tool to efficiently create personalized and branded responses, you improve relations with every customer through positive engagement.

This positive engagement significantly increases your clients' search visibility with every review and response. Deploying surveys and collecting feedback also means more satisfied customers for your clients, and more positive reviews when people search for your clients online.

Helping your clients attract new customers will keep your clients happy, and any agency marketer knows that happy clients are important!

What Are You Waiting For?

It's time to help your clients crush the competition with a next-level **online reputation management strategy**, and SOCi can help! **Request a demo** today for more insight into how SOCi can help your agency dominate clients' reputation management efforts, and beyond!



DISCOVER WHAT SOCI CAN DO FOR YOU.
[MEETSOCI.COM](https://meetsoci.com) | [HELLO@MEETSOCI.COM](mailto:hello@meetsoci.com)

