



BRANDIFY

THE BRANDIFY GUIDE TO

# Review Management and Response



# Table of Contents

Overview	/ 3
Who This Guide Is For	/ 4
Why Respond To Reviews?	/ 5
An Everyday Activity	/ 7
Where to Start?	/ 8
Should You Respond to All Reviews?	/ 9
When Not to Respond	/ 10
Who Should Respond?	/ 11
Positive Reviews	/ 12
Negative Reviews	/ 14
Developing Templates for Common Situations	/ 15
Vary Your Responses	/ 20
Use Incentives with Caution	/ 21
Working with Templates	/ 22
Fake and Inflammatory Reviews	/ 23
The Brandify Review Management Solution	/ 27

# Overview

Most brands are aware of the importance of consumer feedback, and many find it crucial to take the pulse of customer sentiment through various means such as surveys, feedback forms, and Net Promoter Scores.

The advent of online reviews has changed the nature of such feedback, turning it from a private conversation between the customer and the brand into a public declaration of sentiment. If that sentiment is positive, reviews can help convince new prospects and turn them into customers.

If sentiment is negative, however, reviews can have the opposite effect. These days, authentic reviews from peers are considered by many consumers to be a better gauge of the value of a brand than the brand's own messaging.

For all intents and purposes, then, we can assume that just about every consumer who does business with you has looked at reviews of your store locations on sites like Google, Yelp, and Facebook.

Many of these same consumers are writing reviews themselves. In fact, overall review volume has grown significantly over the last four to five years. According to Brandify data, the number of reviews for the average Google listing increased by 227% from 2015 to 2016, 150% from 2016 to 2017, and 145% from 2017 to 2018. For multi-location brands, dealing effectively with a high volume of reviews has become a major challenge.

The question is, what can you do about it? That's where this guide comes in.



Source: Brandify internal data

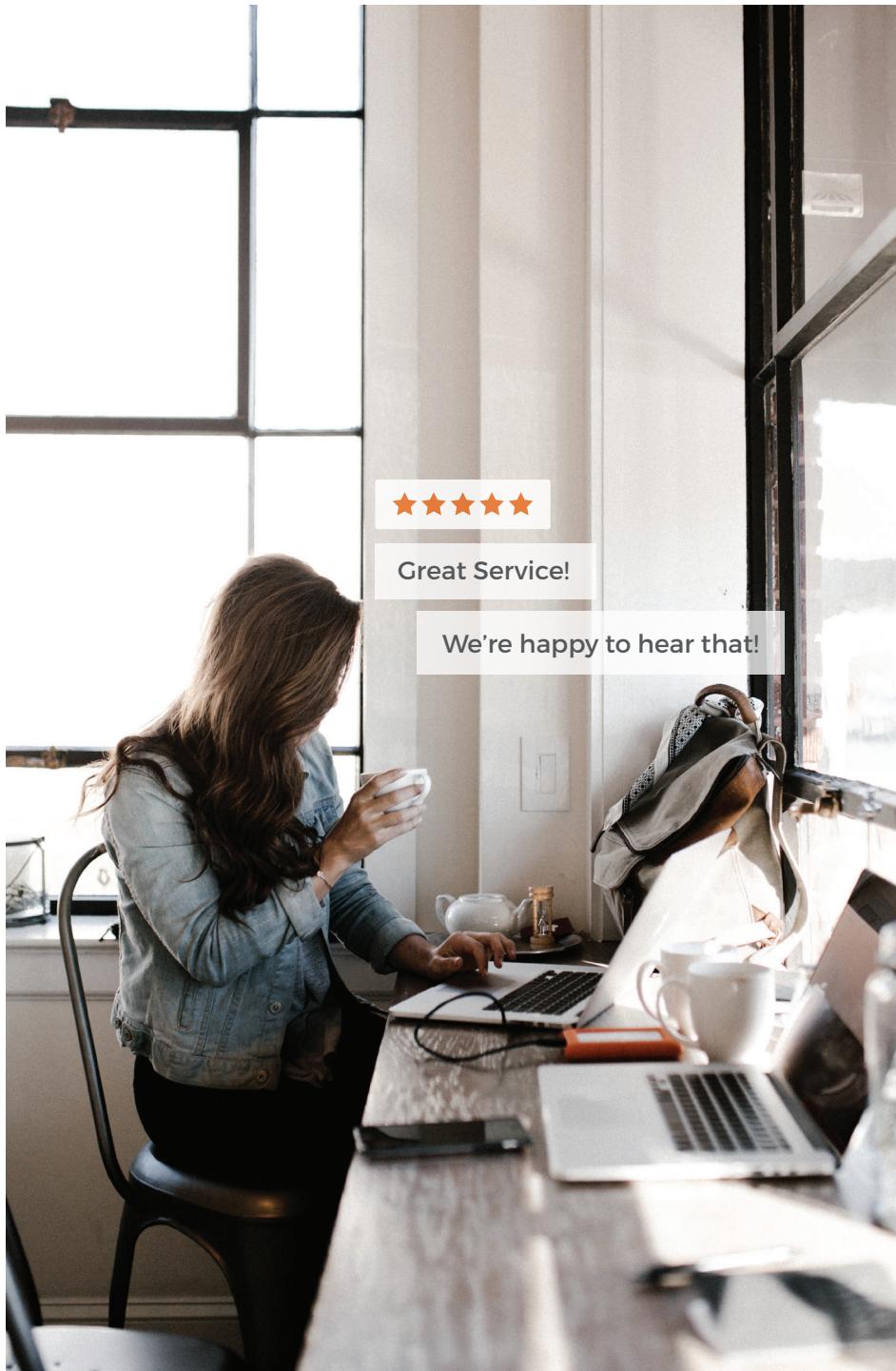
## We all know the stats, but they're worth repeating:

97% of consumers search online for local businesses.

86% of consumers look at online reviews when making a purchase decision.

91% of 18 to 34 year olds trust online reviews as much as personal recommendations.

Source: Bright Local, Local Consumer Review Survey 2018, <https://www.brightlocal.com/research/local-consumer-review-survey/>

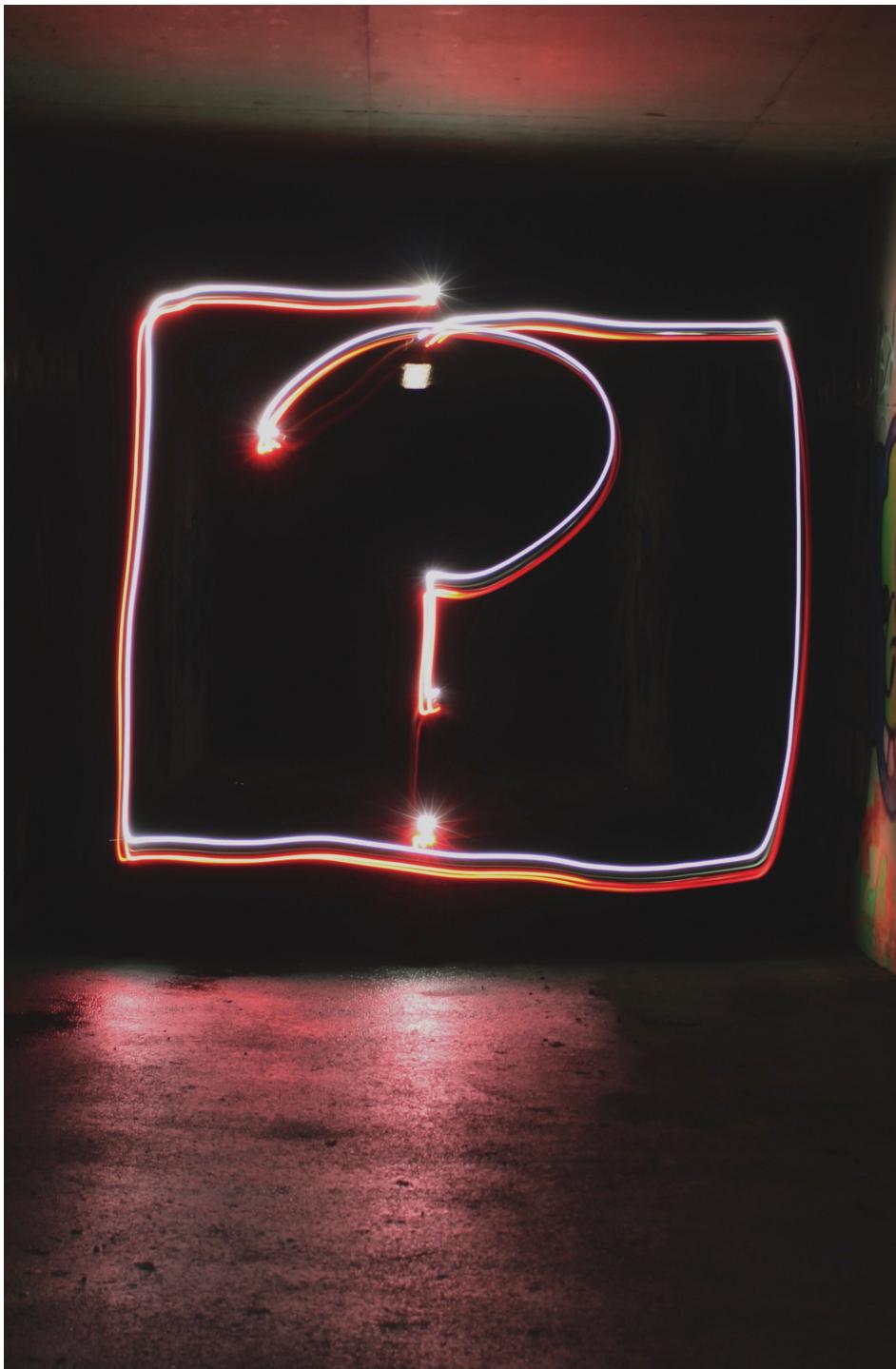


## Who This Guide Is For

This guide consists of a set of recommendations for brand marketers who want to take charge of brand reputation at the local level, but maybe challenged in finding the resources or know-how to do so effectively.

Many brands receive hundreds of new reviews every week across multiple sites and store locations. At that kind of scale, it can be difficult 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 effective review response at scale can be done in a personal, engaging manner, but this won't happen if you don't have a strategy grounding your activities. In this guide, we'll cover best practices for monitoring reviews and responding at scale.



## Why Respond to Reviews?

In case you -- or your upper management -- need convincing as to the reasons for launching a review response program, consider the following case. Most consumers look to local sites and apps to discover local businesses. Knowing this, most local SMBs, chains, and franchises are actively managing their local listings, ensuring they are accurate and making them as attractive as possible with engaging photos, posts, offers, and the like.

In short, the competition is fierce. But for many consumers, reviews are the true differentiating factor between one business and another. **And a brand who ignores its reviews risks falling short on three counts:**

- 1** *Praise from fans and complaints from detractors are both met with silence. Consumers see this and assume the brand doesn't care about consumer feedback.*
- 2** *Unanswered negative reviews influence other consumers, without any mitigating input from the brand.*
- 3** *Brands will miss out on constructive, unsolicited consumer feedback that can help them improve their business.*

Review response is shown to encourage consumers to leave more reviews and to review a brand somewhat more positively. In one independent study,\* review volume increased by 12% and ratings went up by an average of 0.12 stars just because the brand started responding to reviews. For our clients, results are often better.

Overall, review response creates better consumer perception of your brand, and may even help to improve your star ratings and review volume, both of which are competitive factors in search.

**Damian Rollison**, "The Quantitative Evidence That Reputation Management Works," Street Fight, September 2018, <https://streetfightmag.com/2018/09/11/the-quantitative-evidence-that-reputation-management-works/>



## An Everyday Activity

The first concept to emphasize in any review response campaign is timeliness. Consumer expectations about brand engagement have been heightened by the real-time nature of social media. If the brand doesn't respond to a review in a timely fashion, the chance to change that reviewer's perception will be missed.

You'll want to assess how many reviews your brand receives on a daily basis and allocate staff so that you can respond to all new reviews every day. Make sure you read the rest of this guide first, though, as we'll be covering several strategies for making review response a more efficient activity. Some brands do quite well with a small staff and are still able to respond to all reviews each day.

Ideally, this includes weekends. A high volume of reviews are written, as you might imagine, during a consumer's leisure time, and it's best not to let a review sit unanswered for 48 to 72 hours just because your staff only works Monday to Friday.

You always have the option, however, of not responding to all reviews. We'll cover this topic in more detail below, but if it comes down to a choice of timeliness versus comprehensiveness, it's always better to leave out some positive reviews or ratings with no review text in favor of responding to all negative reviews every day.



**Start by responding to all reviews from the past 30 days, since these responses will still be perceived as relatively timely**

## Where To Start?

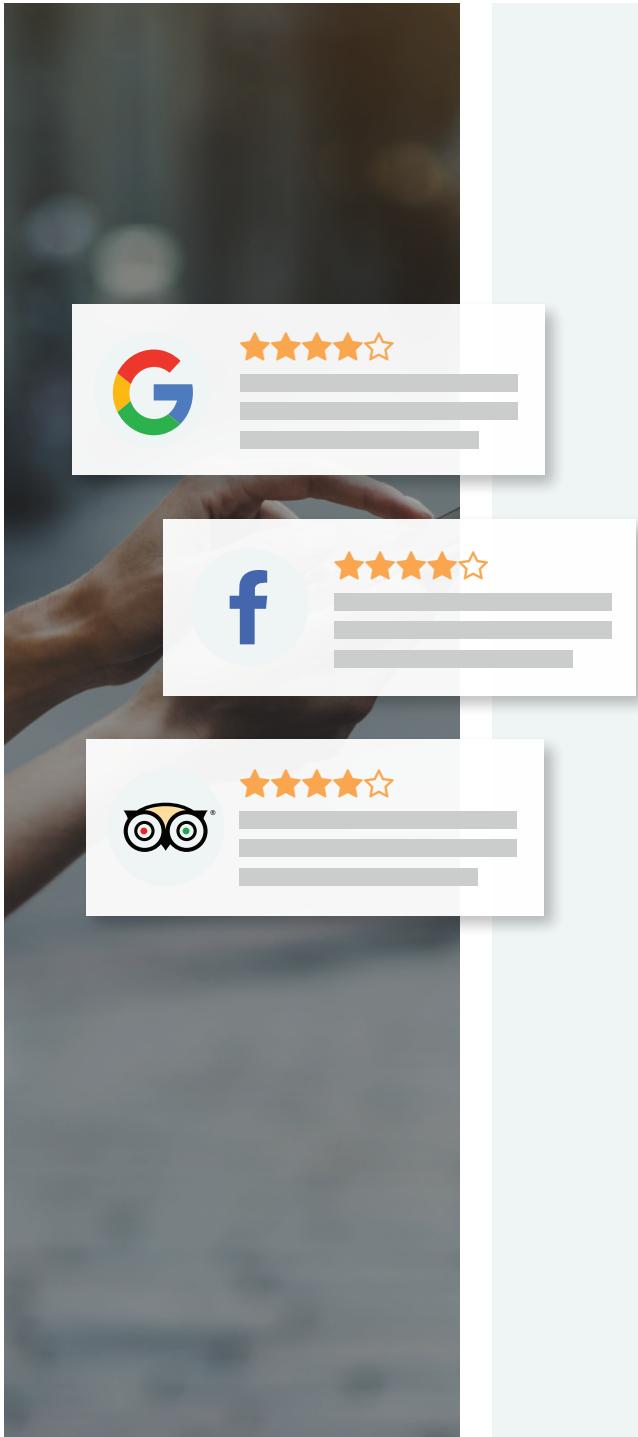
This is a question that often comes up for brands who are launching a review response campaign for the first time. You may have accumulated several years of reviews on Google, Yelp, Facebook, and other sites. Do you need to go back and respond to all of them?

The answer is probably not. Remember, consumers expect timely responses, so if a review is 6 months or 2 years old, the benefits of responding will have lessened somewhat, and those benefits have to be weighed against the fact that other consumers will see that the timestamp of your response is much later than the timestamp of the original review. Unless you acknowledge that fact somehow, the response may seem inauthentic.

That said, if resources permit, it's a good idea to respond to any particularly notable reviews from the past, such as a review that complains about a service which has since undergone substantial improvement.

Let's say you run a hotel, and a review from 2 years ago complains about the datedness of the room decor. But you remodeled all the rooms last year. A response like this would be quite helpful: "Hello [Reviewer Name]! Sorry we did not respond sooner, but we wanted to let you know that since your stay, we've updated all of our rooms! We hope you come back and check out our comfy new beds and stylish furnishings." In this case, your response prevents other readers from getting the wrong impression.

Aside from these selective responses, at the beginning of a response campaign, you'll want to start by responding to all reviews from the past 30 days, since these responses will still be perceived as relatively timely. From the campaign launch date forward, you should respond to all your reviews, or all of those that meet your response criteria.



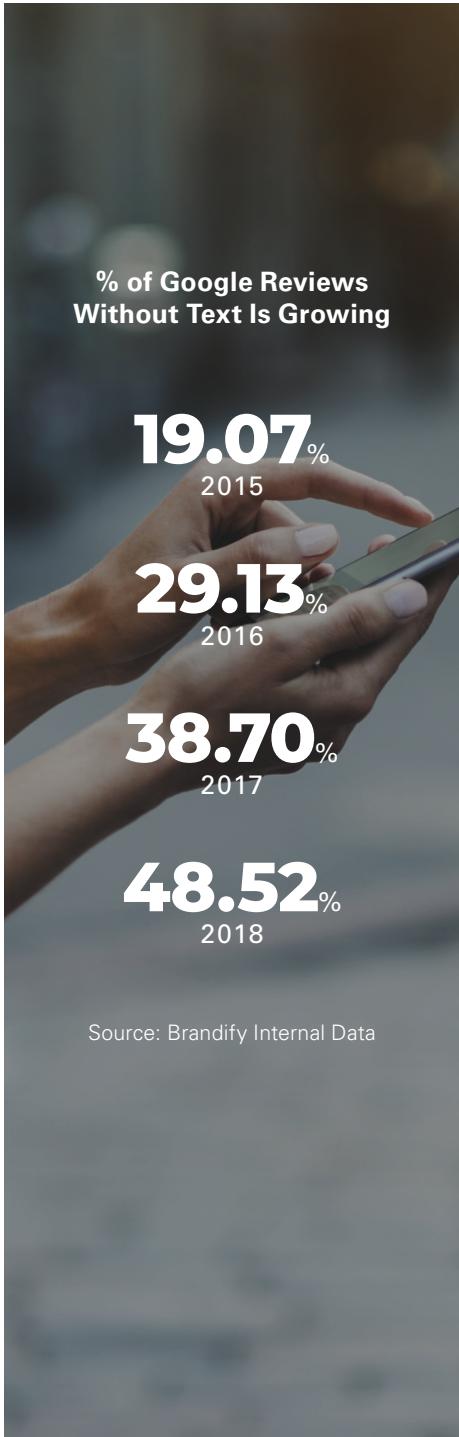
## Should You Respond to All Reviews?

Ideally, a brand should respond to all reviews, whether positive or negative. This is just one instance of a general rule about customer service: thank and encourage your fans with just as much care as you address the concerns of your detractors.

From a perception standpoint, if you only respond to negative reviews, you risk creating the impression that you only care about customer feedback when it makes you look bad or costs you business.

Responding to all, or almost all, of your reviews shows that your brand cares about all feedback and wants to create great experiences for all customers.

However, there are some exceptions to this rule.



## When Not to Respond

1

**Timeliness matters more than completeness.** First and foremost, if you lack the resources to respond to all reviews, it's far better to respond only to a subset, such as reviews of three stars or less, and to do so in a timely fashion, than it is to respond more slowly or not at all. This type of triage is an acceptable way to approach review response, especially if you are just getting started.

2

**You can skip text-free reviews.** Reviews that include a rating but no text, especially common on Google, can be safely set aside in a review response campaign. Of course, they will still contribute to consumer perception and to your average star rating on the site where they appear. But it's arguably not very easy to come up with variations on "Thanks for the great rating!" that sound authentic and sincere, and doing so in response 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. You may choose to respond to ratings without text if you have the capacity, but skipping them is also acceptable.

3

**Don't make a delicate situation worse.** Reviews that contain inflammatory language should be treated carefully. If someone simply offers an opinion in a rude manner, you can still respond, remembering to take the high road and do so in a professional manner. But any reviews that threaten legal action, contain abusive or racist language, attempt to create political controversy, or are otherwise beyond the norm should sometimes not be responded to publicly. If a review violates the terms and conditions of the site it's published on, your best course of action is to request its removal rather than responding to it publicly.



## Who Should Respond?

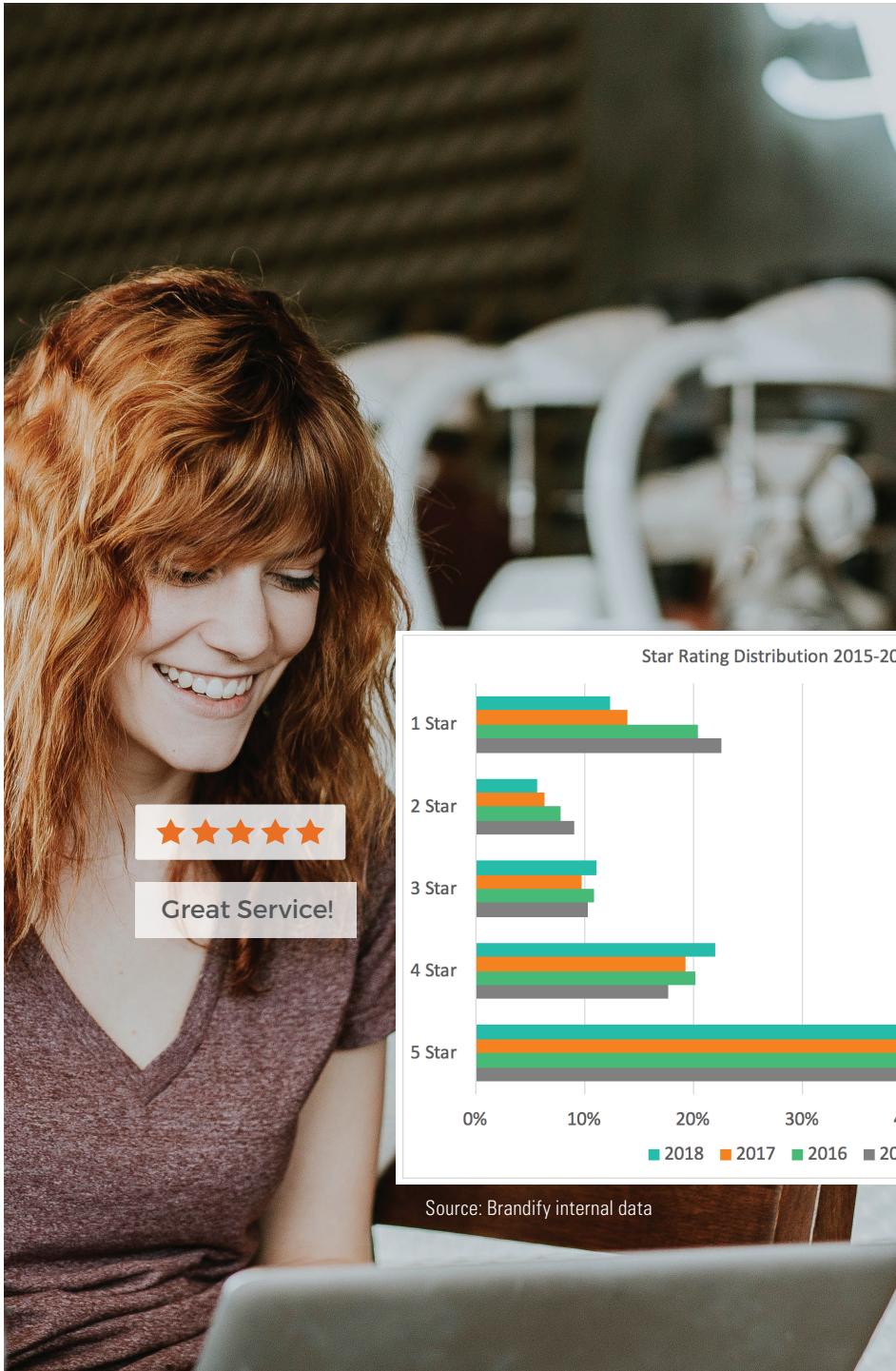
Depending on the nature of your organization, one of the following scenarios will likely make the most sense:

- 1** All reviews are handled by a team at the corporate office, who communicates with local or regional managers as needed.
- 2** Reviews are handled by regional managers, each of whom is responsible for a group of locations.
- 3** Reviews are handled by local office or store managers.

If your store managers are able to devote time consistently to review management, they can often provide the most direct, authentic, and personal responses to reviews. However, in many cases store managers are pressed to find the time for such activities, and they may find it more difficult to respond to negative reviews with the necessary professional distance.

By contrast, regional or corporate staff will have less familiarity with the daily goings on at a particular brand location, but may have an easier time maintaining a consistent, professional brand voice for all responses.

We tend to recommend centralizing review management and response activity, primarily because brands express concerns about possible “rogue” managers who may respond to reviews in an off-brand or non-constructive fashion. Brands will, however, need to decide which plan best fits their needs and priorities.



## Positive Reviews

Before we turn to best practices for positive reviews, let's set the record straight. Many brands feel that consumers only leave reviews when they have something to complain about. But that's really not the case. Consumers these days are actually more likely to share good experiences than negative ones.

In fact, Brandify research shows that the largest single group of reviews across all sites and verticals are five star reviews. The proportion of five star reviews has even grown over time, and the proportion of one star reviews has diminished.

**Responding to positive reviews is fairly straightforward. Here are the most important points to remember:**

- 1** *Thank the reviewer for his or her business.*
- 2** *Use the reviewer's name in your response.*
- 3** *Personalize your response by mentioning the subject matter of the review.*
- 4** *Invite the reviewer to return to your store or office.*

## Let's take an example of a positive review.



**Corinne Furnice**  
Local Guide · 16 reviews

★★★★★ 2 weeks ago

I love this place. The employees and owner are very friendly and helpful. My favorite thing is that they offer gluten free options, anything from sandwiches to baked goods. It is so wonderful to be able to go to a coffee shop and be able to have a coffee and a goodie to eat.

In this example, the reviewer has good things to say about the staff, the food, and the options for people with dietary restrictions. A great response would sound something like this:

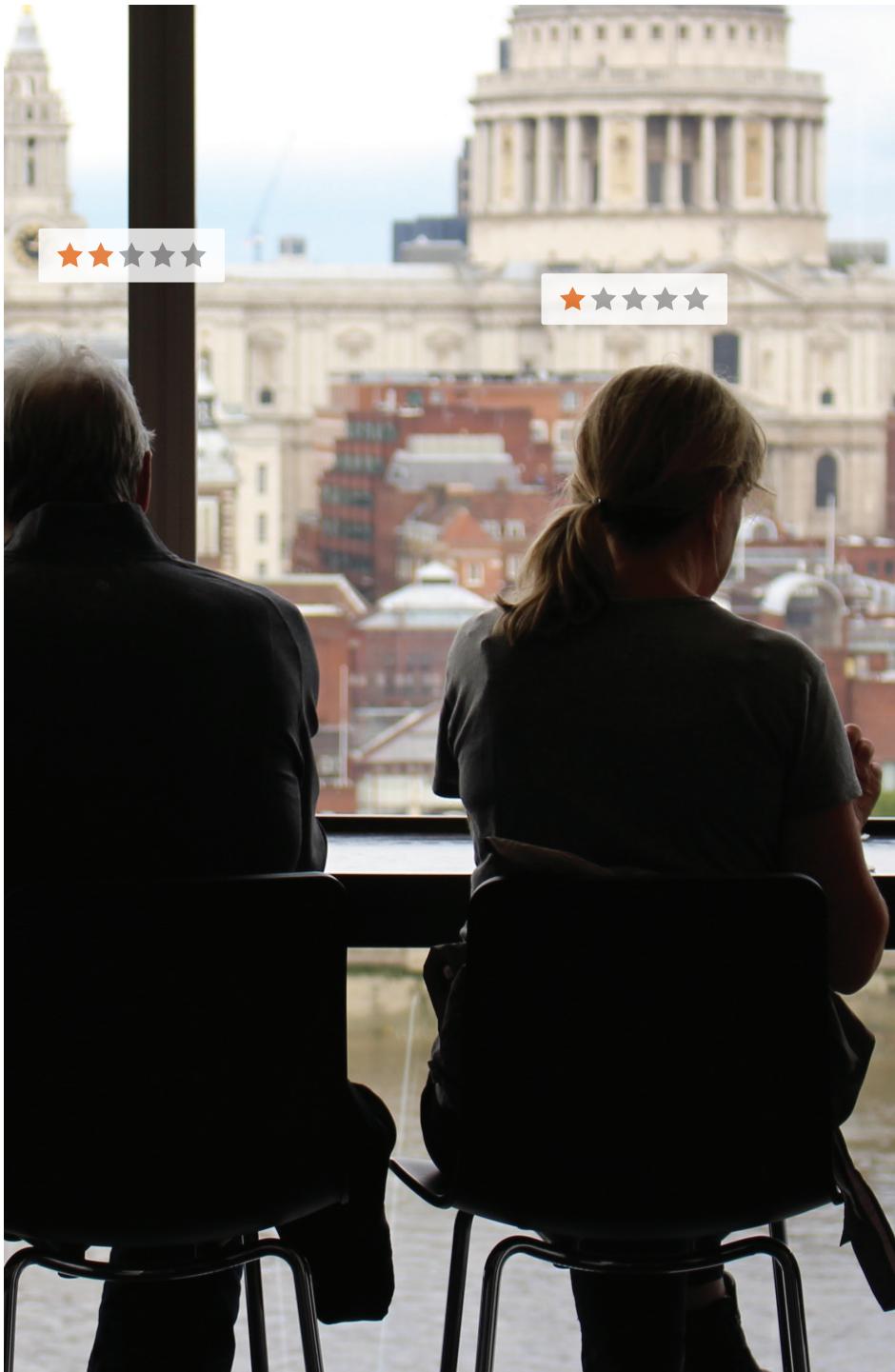


"Hello Corinne, we're so glad you enjoyed your time with us, and that you appreciate our many food options including our gluten free offerings. Please come back again soon!"



As you can see, in this response, we've personalized the message by using the reviewer's name and calling out specific details from the review.

In doing this, we've also used language that is designed to appeal to other consumers who might be looking for a coffee shop with gluten free menu items. We haven't tried to respond to every point in the review, since doing this might appear artificial and inauthentic. We've tried to keep our response short, upbeat, natural, and to the point.

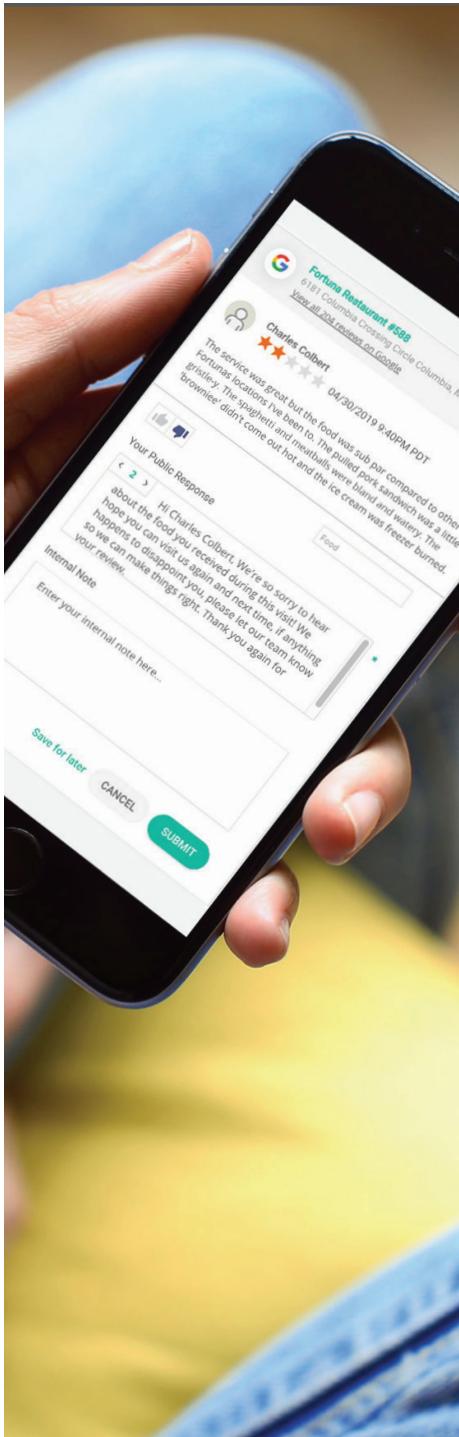


## Negative Reviews

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 you or to tarnish your reputation. In fact, many who complain are doing so out of a sincere desire to point out, in detail, how your customer experience could be improved.

### BE CALM AND PROFESSIONAL

It's best to approach the task of responding to negative reviews with the assumption that the reviewer means well. Whatever you do, don't take negative reviews personally, and don't use your response as an opportunity to prove that the reviewer is wrong. Whatever you say will be available for the public to see, so you want to make sure to always respond politely and professionally, even in cases where a reviewer has chosen to be rude.



# Developing Templates for Common Situations

It can sometimes seem like happy customers are all more or less the same -- they praise you, you thank them. By contrast, negative reviewers can present a range of seemingly unique challenges. But these challenges usually fall into certain patterns, and you'll want to develop a standard policy for each. In some cases, your policy for review response will be a continuation of existing policies for customers who submit complaints through other channels or in person.

It's important to think of review response policy as a continuation of other company policies you likely already have in place, such as policies for customer service, the handling of complaints, and how to maintain a consistent brand voice when interacting with clients on social media.

Here are examples of some common negative review situations, with a short discussion of how the brand might respond. Remember that the list of common situations will differ by vertical and by brand, and that policies may differ significantly between brands.

## COMPLAINTS ABOUT CUSTOMER SERVICE

For complaints about staff, where the customer was generally unhappy with the service received, it's often best to issue a general apology without dwelling too much on the fine details. Though you might have the impulse to defend your staff, remember that the customer is likely expressing what the experience felt like from their point of view, and that anyway you don't want to risk the appearance of defensiveness in front of others who may read your response.

### Here's an example:



"Hello [Reviewer Name]! We're so glad that you took the time to share your experience with us. We always aim for the absolute best in customer service and we're sorry you didn't receive that. We've spoken to the staff members in question and we can promise that if you come back, you won't see the same issues repeated. Have a great day."



Remember, though, that if you say you've talked to the staff, you need to actually do that. Customers who take you up on your offer to return may be on the lookout for specific changes in service and may even ask whether their negative review was discussed.

## COMPLAINTS ABOUT PRODUCTS OR SERVICES

This type of review could range from a criticism of food quality at a restaurant, to product quality or durability of items from a clothing or shoe store, to a negative experience working with a professional such as a doctor, repairman, plumber, attorney, or insurance agent.

What all these experiences have in common is the feeling on the consumer's part that they didn't get full value from what they purchased. Again, such assessments are subjective, and it's generally best to take consumer feedback at face value.

### Here's a possible response:



"Dear [Reviewer Name], thank you first of all for choosing us. We're sorry that [the specific product or service] didn't meet your expectations. We take feedback like yours very seriously and will do our best to improve. We hope you'll give us another try!"



Again, don't say you take feedback seriously unless you do. You'll want to develop a means of keeping track of complaints about specific products or services (more on this below), so that you can take meaningful action when many customers make the same criticisms.

Whatever you do, don't take negative reviews personally, and don't use your response as an opportunity to prove that the reviewer is wrong

## **COMPLAINTS ABOUT CIRCUMSTANCES OUTSIDE YOUR CONTROL**

Sometimes, reviewers complain about things that you can't easily change. Say a reviewer complains that a restaurant was too loud on a busy Saturday evening and he or she was prevented from carrying on a quiet conversation with a dinner companion. Sure, you might consider whether there's any reasonable way to reduce the noise levels, but in all honesty, you probably think a busy Saturday evening is a good thing and not something you should apologize for.

**In this case, you can respond with sympathy and offer the customer options that might suit them better:**



"Hello [Reviewer Name]! Thanks so much for coming in. We're sorry the atmosphere was a bit loud. It can get that way sometimes on a Saturday night! If you'd like to stop by when it's quieter, we might suggest a weekday. In fact, Wednesday is all-you-can-eat shrimp night!"



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

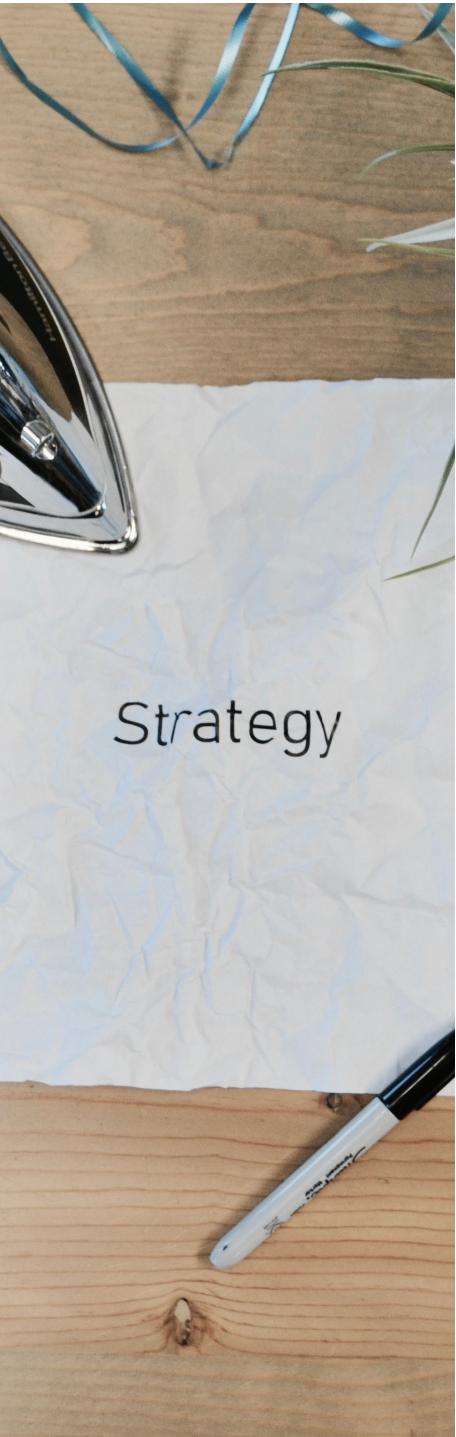
## **SITUATIONS THAT SHOULD BE ESCALATED**

Sometimes, a review calls out for an escalated response. Perhaps the reason for escalation is relatively benign -- the customer didn't get an item they ordered, and you want to provide a toll-free number or a link to an online form where they can connect with your support team to get the issue resolved. Or perhaps it's something more serious, like a restaurant visitor who claims to have gotten food poisoning, or a seriously disgruntled customer threatening legal action.

Be sure you've discussed these potential situations with the appropriate internal teams so that you're prepared to reach out to the correct resolution channels before an issue arises.

Another, more common type of escalation has already been mentioned. There will be times when the best response to a negative review will involve reaching out to the store manager or a staff member and discussing the situation that gave rise to the review. This can help to add context to a review that does not explain the situation clearly; it can give staff the opportunity to explain why something went wrong; and it can provide a learning opportunity for staff who need to be made aware of the negative perception they've created.

In addition to these one-on-one communications, you'll want to consider whether complaints that occur frequently should give rise to an internal conversation about changes in policy, training, or even the way a product or service is packaged, designed, or sold. These decisions may ultimately be outside your authority, but those in charge of review response can provide valuable front-line evidence that can help businesses understand which improvements would have the greatest impact on consumer sentiment.



## Vary Your Responses

If you've taken the time to develop a nuanced response strategy, where positive reviews reinforce the good feelings of your fans, and negative responses are treated carefully according to their specific content, you've taken a big step toward effective reputation management.

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 visit your listings will likely notice that you've posted the same response over and over again. It'll look as though it's copied and pasted, even if you typed each response separately and meant every word sincerely.

In order to avoid that impression, make sure to vary the language you use in your responses. There's no need to make a big deal of these variations. Just alter your phrasing slightly each time, making sure to write in a natural way. Rather than saying, "Thanks for the positive feedback," for instance, you can say, "We appreciate the good words" when responding to the second positive reviewer.

It's fine to repeat yourself a little bit. Just don't do it too often. And remember, repetitive phrasing will be most conspicuous in reviews for the same location. It's generally fine to use the same phrasing to respond to two reviews for two different locations or on two different sites.

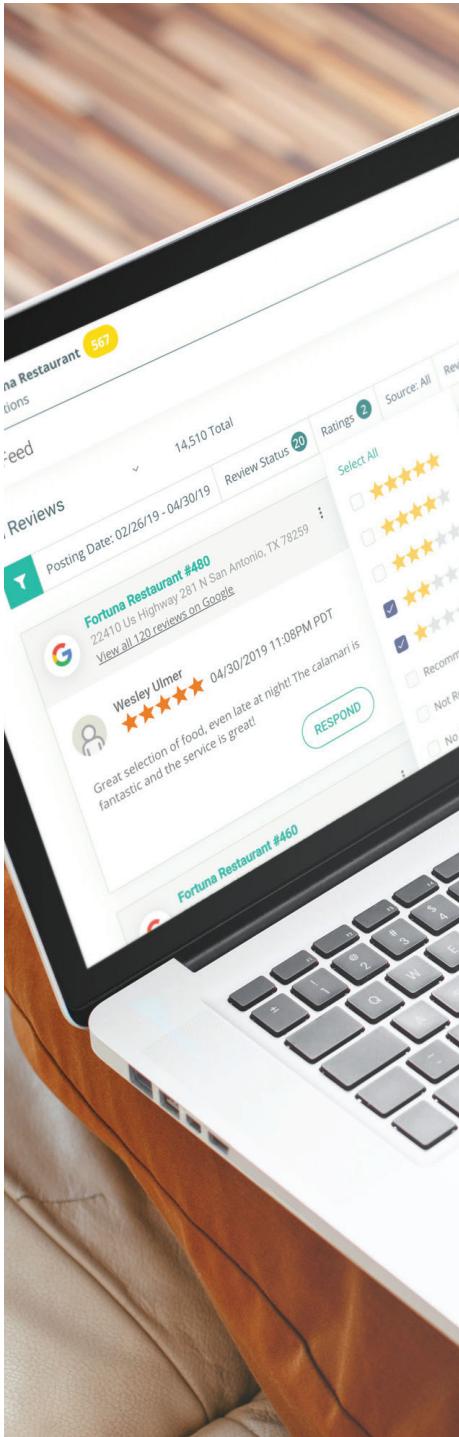


## Use Incentives with Caution

While it can sometimes be the right solution to offer a discount or incentive as a way to placate customers who had a bad experience and wrote a negative review, you'll want to be on the lookout for those who might try to take advantage of such a program.

If the word gets out that you can get a discount by complaining, inevitably someone, somewhere will fake a complaint in order to get the discount. Ideally, such offers should be made offline and not publicly.

For example, you might consider including in your response a link to an online form or a customer service phone number where the reviewer can reach out and provide additional details about a complaint. Only once you've connected with the reviewer via email or phone would you offer any incentives. You can also use this as an opportunity to double-check as to whether the person's complaint appears to be legitimate.



## Working with Templates

Templates offer many benefits when used properly. After all, if your brand uses templated responses, you can be sure that no matter who is doing the work, your messaging will always be brand-appropriate. Templates let you collaborate with relevant staff members to determine the optimal way to respond to common situations. And they can greatly speed up the process of responding to multiple reviews, reducing your time and staffing requirements.

Of course, if you do use templates, you'll want to do so in a smart way. Develop suggested responses for common situations, but make sure your staff in charge of responding is free to customize and personalize those responses, and that staff can write an original response or tack on additional content when a reviewer's subject matter doesn't match any existing template.

If you're starting from scratch, it's best to keep track of common themes in your reviews for several days or even a few weeks before you create templated responses. This way, you'll have a better idea for how templated responses should be composed so that they work well in a variety of similar situations.



## Fake and Inflammatory Reviews

So far in this guide, we've emphasized the idea that you should accept the reviewer's experience at face value. This is true in most cases. But sometimes, malicious people write fake reviews of businesses online, and sometimes a review violates other rules of the site on which it's published. Special handling is required in these situations.

Most sites 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 posts reviews of multiple locations of a business. But not all fake reviews are caught by automated filters.

## IN COMPETITOR LISTINGS

There are unscrupulous companies who will sell you a service whereby they will write fake positive reviews of your business. It goes without saying that you should never purchase fake reviews! You may, however, notice fake reviews on competitor listings, reviews that may artificially inflate their star ratings and review counts. You are free to report such fake reviews through whatever support channels the publisher makes available.

## IN YOUR OWN LISTINGS

More importantly, you'll want to be on the lookout for reviews of your brand that are obviously fakes or that otherwise violate a site's rules. Fake negative reviews might be posted maliciously by a competitor, or even by an ordinary person who for whatever reason wants to harm your business. Reviews might also contain hate speech, profanity, advertising and other types of spam, or might simply be irrelevant to your business.

Most sites will allow you to report reviews that violate their guidelines. For example, Google lets you flag reviews that violate its policies on user comments.



## GOOGLE CONTENT GUIDELINES

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.

More information on Google's content guidelines can be found [here](#).

## HOW TO REPORT REVIEWS TO GOOGLE

There are a few ways to report reviews to Google. First, you can simply click a flag icon next to the offending review, fill out a brief form, and submit your report. It can help to have multiple employees repeat the same action, since Google tends to pay more attention when a review is flagged multiple times.

Second, you can reach out to Google support through the link provided in the Google My Business (GMB) dashboard. You can also request help from the GMB forum or by sending a tweet to the GMB team on Twitter. However, reviewers who engage in fraudulent or inflammatory practices have been known to retaliate when brands complain, making the situation worse, so be cautious about the use of public channels.

## RESPONDING TO A FAKE REVIEW

In some cases, you may choose to post a response to a review you suspect is fake. Such a response might sound like this:



"Dear [Reviewer Name], thanks for taking the time to share your thoughts. We have checked our records and, unfortunately, we don't see your name listed as a recent client. Could you perhaps have posted this to the wrong location? If you're sure it was us, please reach out at [phone number] and we'll do our best to resolve your issue."



Such responses can be useful in mitigating the negative effect of a fake review, especially if you've been unsuccessful in getting it removed entirely.



# The Brandify Review Management Solution

Brandify offers a range of services to help brands manage and respond to reviews at scale. Within the Brandify dashboard, you can assign review monitoring duties at the corporate, regional, or local level. You can view analytics that help you understand how reviews are trending geographically or historically. Our real-time connections to many review sites allow you to monitor and respond in a timely fashion, and our Smart Review Response technology helps you maintain a consistent brand voice and respond to reviews more efficiently without losing the personal touch.

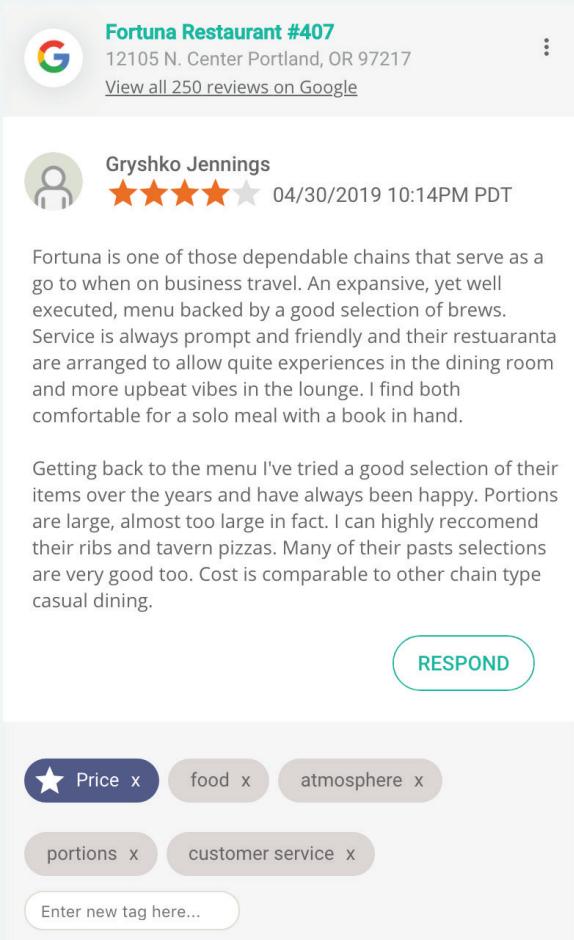
The screenshot shows the Brandify dashboard for managing reviews for "Fortuna Restaurant". The top navigation bar indicates there are 567 reviews across all locations. Below this, the "Reviews Feed" section displays two review cards:

- Review #480:** Posted by Wesley Ulmer on 04/30/2019 at 11:08PM PDT. Rating: ★★★★☆. Comment: "Great selection of food, even late at night! The calamari is fantastic and the service is great!"
- Review #460:** Posted by ItsMe Gold on 04/30/2019 at 10:28PM PDT. Rating: ★★★★☆. Comment: "Everything about this place is terrible. Gave this place too many chances. Never coming back. Trust the bad reviews on here."

Below the reviews, a modal window titled "Select All" is open, showing filter options for star ratings (5, 4, or 3 stars), review status (Recommended, Not Recommended, No Rating), and a "Remove this filter" option.

## STAY ORGANIZED WITH STANDARD AND CUSTOM FILTERS

The Brandify dashboard is designed to make review management and response a highly efficient process for brands with multiple locations. We organize all reviews for all brand locations and all monitored sites under one platform, with helpful filters that allow you to organize reviews by location, region, date, site, star rating, review text, and other criteria. You can even design custom filters so that the reviews you want to see on a daily basis are available at first glance.



**Fortuna Restaurant #407**  
12105 N. Center Portland, OR 97217  
[View all 250 reviews on Google](#)

**Gryshko Jennings** 04/30/2019 10:14PM PDT

Fortuna is one of those dependable chains that serve as a go to when on business travel. An expansive, yet well executed, menu backed by a good selection of brews. Service is always prompt and friendly and their restauranta are arranged to allow quite experiences in the dining room and more upbeat vibes in the lounge. I find both comfortable for a solo meal with a book in hand.

Getting back to the menu I've tried a good selection of their items over the years and have always been happy. Portions are large, almost too large in fact. I can highly reccomend their ribs and tavern pizzas. Many of their pастs selections are very good too. Cost is comparable to other chain type casual dining.

**RESPOND**

Price (x) food atmosphere portions (x) customer service (x)

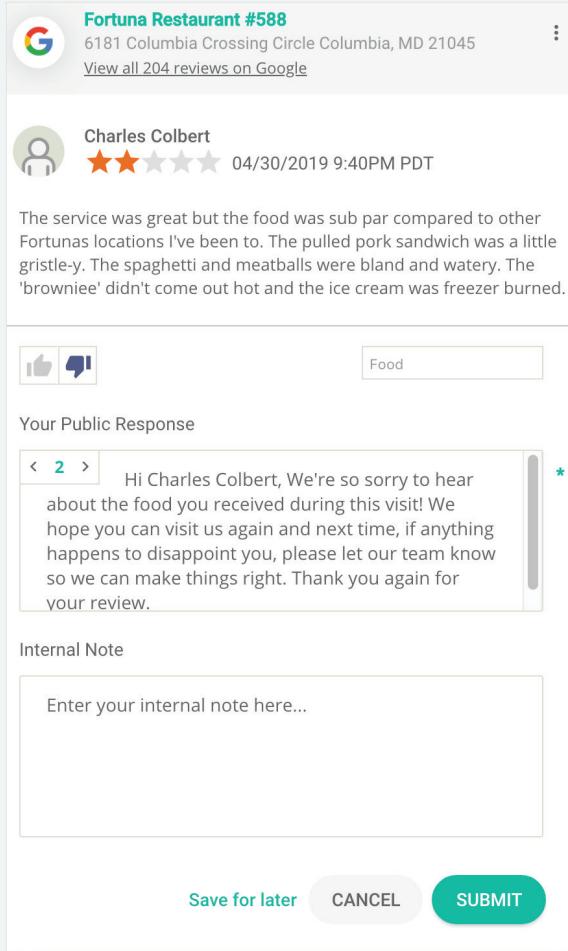
Enter new tag here...

## IDENTIFY TOPICS WITH REVIEW TAGGING

Tagging lets you identify the content of a review using any descriptive word or phrase. Once you've used a particular tag, it becomes an auto-suggest option for all future tags, so it's easy to apply the same tag to multiple reviews. After you've tagged a decent number of reviews, you can view a report showing the frequency of each tag. This exercise helps you to determine which topics are being written about the most frequently and which are associated with positive or negative sentiment.

If you find, for example, that the term "prime rib" crops up frequently in negative reviews, you can use this as a signal that the quality of that menu item should be examined and, if possible, improved.

Tags are also useful in helping you to determine the review categories for which you need to create templated responses. The more common tags are those that represent the topics reviewers most frequently write about, and these are the topics you'll want to create templates for.



## RESPOND AT SCALE WITH SMART REVIEW RESPONSE

Smart Review Response makes use of machine learning to understand the content of reviews and suggest appropriate responses. Once you've created templated responses for the most common types of reviews, Smart Review Response can speed up the response process by suggesting which response best suits the subject matter and sentiment of a particular review.

What's more, Smart Review Response personalizes each message with the reviewer's name and content that references the subject matter of the review. A human user must approve each message, and can easily modify the text of a response before publishing to the site in question.

With Smart Review Response, you can scale your reputation management process and take on even more reviews, while being freed from the need to compose an original response from scratch for every review.

**Fortuna Restaurant** 567  
All Locations

INSIGHTS LOCATIONS REVIEWS SOCIAL

Topic Extractor

Publisher:       

What Are People Talking About?

slow service choices long time deep dish pizza half  
great atmosphere burgers party soup prime rib friendly staff stars  
great service bit table place drink great  
burger meal great place waitress good food prices great  
fries wait atmosphere great food **food** service time price  
dinner restaurant great food **food** service time price  
pizza drinks bar beer good service  
salad dessert server waiter order menu beers experience  
options times staff app family people lunch visit chicken  
wife nice place steak manager servers way ribs excellent service  
friendly service location husband friends appetizers salads

Topic	Frequency	Sentiment	Source
food	6,510	😊 6.4	     
service	3,048	😊 6.6	    
great food	1,908	😊 8.8	    
good food	1,880	😊 8.3	    
drinks	1,185	😊 6.7	     
place	1,084	😊 6.7	    
waitress	975	😊 5.5	     

## GAIN INSIGHTS WITH REVIEW ANALYTICS

The Brandify dashboard makes available a range of metrics and reports that help you understand the larger trends in your reviews. Monitor star rating fluctuations over time or by region or location, target locations with reputation issues, and track the success of response campaigns with flexible charts and exportable reporting.

Our automated Topic Extractor tool can help you dive into the words and phrases trending in your reviews, with sentiment analysis that identifies how consumers feel about your products and services. Topic Extractor can unveil trends appearing in your reviews that may have a significant positive or negative impact on your current business. With this tool you can turn reviews into a powerful channel for monitoring consumer sentiment about your brand.



# BRANDIFY

## SHARE THE LOVE!

Brandify connects global brands with local consumers. Since our founding in 1997, we've helped more than 500 brands manage data for over 4.5 million locations in multiple verticals such as healthcare, finance, retail, restaurants, hotels, insurance, storage, and personal services. Brandify provides the technology needed to capture consumer traffic in the critical online-to-offline channel, and U.S. and international brand marketers count Brandify as a trusted partner in their effort to engage with consumers and drive local conversions.

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