

CASE STUDY

CHALLENGE

A regional retail chain with expansive growth plans wanted to understand their competitive brand position at a local store level, as well as identify trends to beat their competition, increase revenue and build brand loyalty.

OBJECTIVES

The client sought to:

- Increase competitive intelligence at a local store level through actionable insights
- Improve brand loyalty and increase customer acquisition

APPROACH

IntelliShop recommended:

- **Real Time Insights**
Monitor competitors online world in real time and receive detailed, actionable insights at a store, regional and corporate level.
- **Competitor Intelligence**
Identify competitor intelligence on identified national brand and local business online reputation key metrics to improve local SEO rankings.

The Solution

A detailed, comprehensive review was developed by IntelliShop to evaluate all store locations' online reputation, and how this compared to national brand and local business competition. Additional analysis was conducted on national brand competitors to provide a side by side view of average rating, total reviews, review site distribution and customer experience related to product, service, location, value and customer sentiment categories.

Access to this detailed analysis was made available to the client in real-time through the review management dashboard.

Monthly performance summary reports were also delivered to the clients including reputation trend and performance analysis, and insights into action recommendations.

The Results

The client gained immediate visibility to better understand customer sentiment expressed through online reviews at a local store level, as well as how they index against local competition and national brands.

To maintain market leadership, and continue to show at the top of near me search results, the client improved performance in every key online reputation metric (average star rating, number of reviews, response rate and time) to improve local SEO ranking.

Using IntelliShop's online reputation management platform and competitor intelligence, in just 90 days store locations increased reviews +30% adding 1,400 additional reviews compared to the prior period, and maintained an average star rating of 4.9 leading all national brand competition.



**4.9 Average
Star Rating**



**+1,400
New Reviews**



**Top of Near Me
Search Results**

For “near me” searches, a star rating increase of just 0.1 could increase the conversion rates of a business location by 25% (Uberall, 2019). Also up to 79% of Google's Local 3-Pack, appearing in the top 3 of local SERP, ranking factors are addresses by reviews, listings, pages and social (Whitespark Inc., 2020).

People buy from those they trust. Are you ready to manage your online reputation? Schedule a complimentary consultation with IntelliShop today.