



# CASE STUDY

## CHALLENGE

A nationwide specialty retail chain of more than 80 stores dealing in direct to consumer home improvement wanted to actively monitor social media conversations and protect their online reputation.

## OBJECTIVES

The client sought to:

- Understand, review and respond to online conversations about their brand.
- Mitigate risk from negative online consumer and employee sentiment.

## APPROACH

IntelliShop recommended:

- **Crisis Management & Alerts**  
Identify and respond to potential crisis situations before they spiral out of control with real-time news and social alerts, and full situational context to let the client respond quickly and effectively.

## The Solution

A custom, comprehensive review was developed by IntelliShop to evaluate all store locations' online reputation, highlighting employee performance recognized within customer reviews, employee feedback of training and operations, as well as customer experience trends and insights.

Additional analysis was conducted on customer experience categories in product, services, location, value and customer categories to identify positive and negative consumer sentiment using natural language processing.

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 employee and customer sentiment expressed through online reviews at each store location. As information was received, corporate and regional managers could react quickly and respond to negative reviews, escalate awareness of issues within the store, regional and corporate hierarchy at the organization to improve overall customer experience.

Online reputation data revealed a positive correlation between employee sentiment expressed in online reviews and customer experience reputation metrics. During a recent company wide mandate requiring staff to receive the COVID 19 vaccine, employees shared feedback online regarding their experience for how this was managed across locations. This resulted an average star rating decrease of -12% in just two weeks, and a +75% increase in reviews week over week.

As a result of IntelliShop's recommendations, the client was able to mitigate a potential crisis by reacting and responding quickly, within 24 hours, to these reviews, resulting in average star rating return to previous levels.



**Crisis Management  
Alerts**



**Proactively  
Monitor Average  
Star Ratings**



**Response within  
24 hours**

90% of consumers say they are likely to shop with a brand that responds well to crises (CRISP Crisis Impact Report, 2019). People will pay 22% more for certain products if the company has a good reputation (MarketWatch, 2018). It literally pays to have a good reputation. Are you ready to manage your online reputation? Schedule a complimentary consultation with IntelliShop today.