CASE STUDY

CHALLENGE

An industry leading chain of more than 100 retail stores had the need to gain immediate visibility and a thorough understanding of their online reputation.

OBJECTIVES

The client sought to:

- Measure success in providing timely, efficient, and friendly response to online reviews from customers.
- Increase the number of reviews at local store locations.
- Quickly understand trends in consumer sentiment for operational and product improvement.
- Increase position placement in a Google near me search.

APPROACH

IntelliShop recommended:

- **Review Tracking & Management**
  Measure the overall customer experience online through monitoring reviews, responding to customers to quickly address concerns to improve local SEO ranking, retention and revenue.

- **Customer Insight Reporting**
  Develop real-time data and customer sentiment availability through online review platform, as well as detailed monthly corporate and regional reports identifying operational and product insights.

The Solution

A custom, comprehensive review was developed by IntelliShop to evaluate all store locations' online reputation, including average star rating, number of reviews, response rate and response time. 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 the customer sentiment expressed through online reviews at each store location, as well as improved performance in every key metric (average star rating, number of reviews, response rate and time) to improve local SEO ranking.

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.

Using IntelliShop's online reputation management platform and customer insight reporting, locations increased reviews +112%, response rate to 89% (up from mid-teens), and decreased response time by -44% to within 36 hours.

+112% increase in Reviews

89% Response Rate

Response within 36 hours

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 90% of customers are influenced by online reviews (Forbes).

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