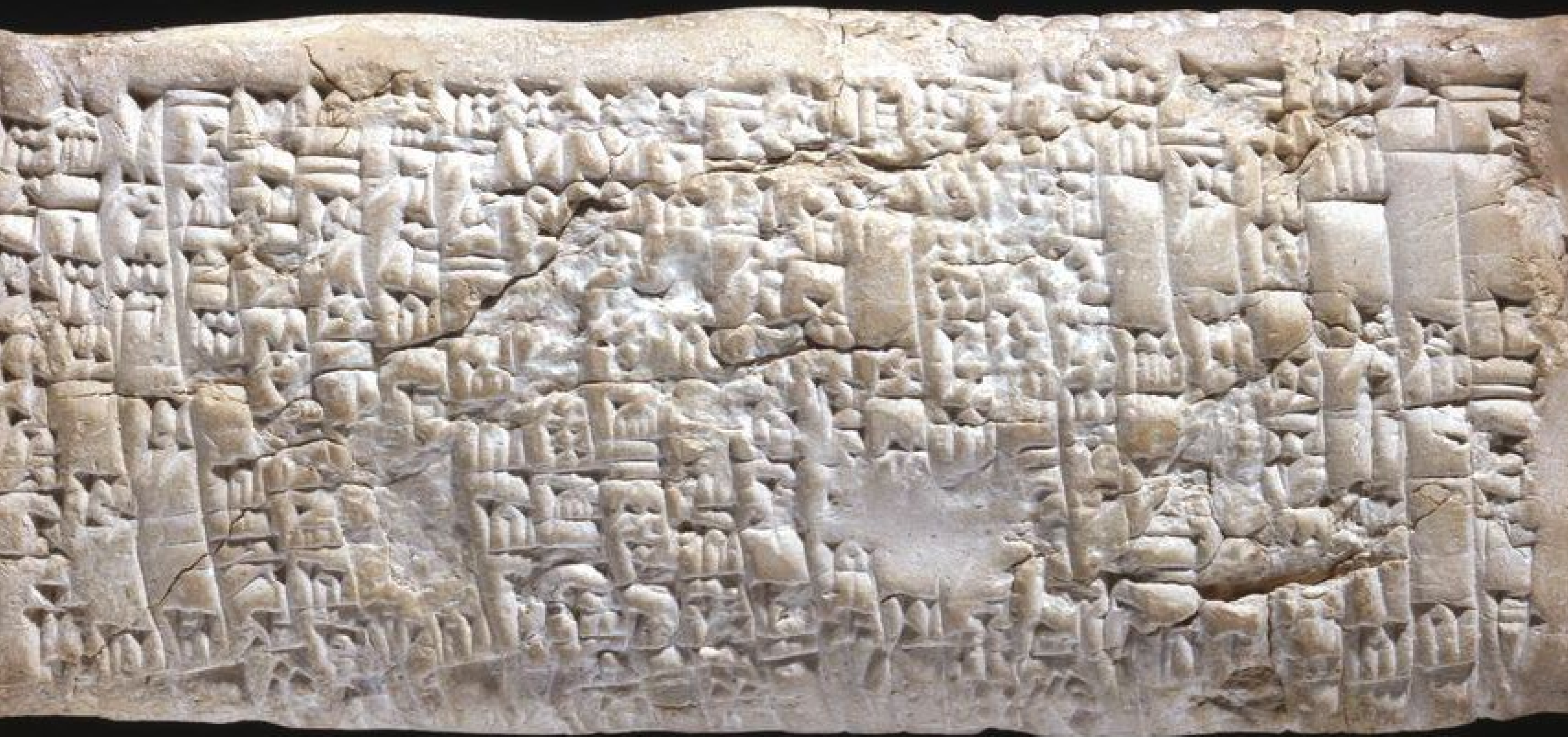


How to Turn Customer
Reviews + the Voice of
The Consumer into a
Positive +
Transformational Driver
of Business Revenue



Reviews and ratings have become the single most influential factor in making a purchase decision according to 98% of consumers

Surpassing:

- Price
- Free Shipping
- Personal recommendations



76%

of consumers trust online reviews as
much as recommendations from
friends



Wisdom of Crowds

70%

Of customers say reviews are more important to them than ever



Reviews drive overall revenue

For every star increase on Yelp,
businesses see a revenue
increase of between

5-9%

<https://hbr.org/2019/11/designing-better-online-review-systems>

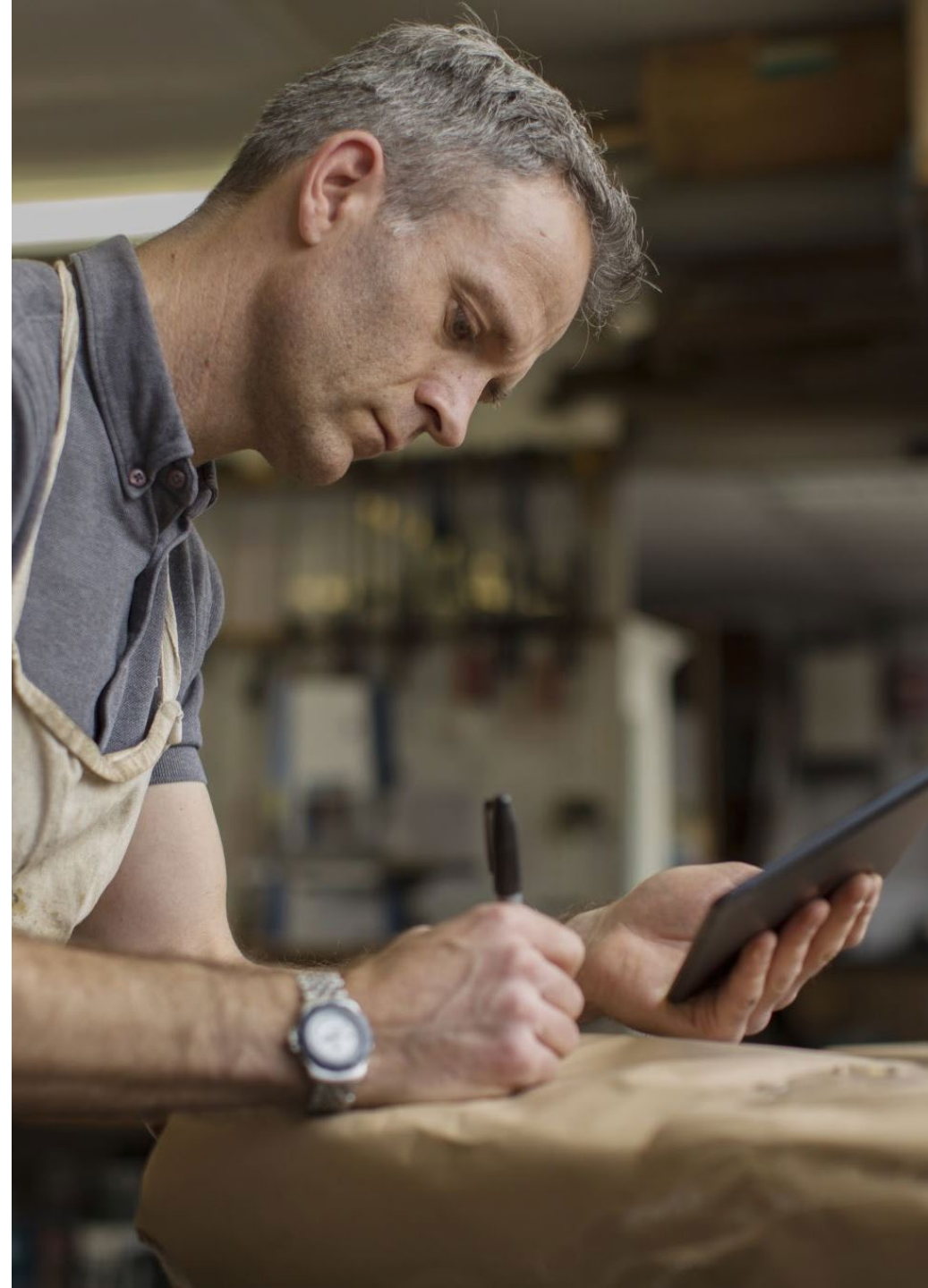


Quality reviews elevate product perception

Products with at least 5 quality reviews increase the chance of purchase by

270 %

<https://www.forbes.com/sites/forbestechcouncil/2021/05/25/how-revenue-can-increase-through-reviews/?sh=1bf613c84df0>



Buyers appreciate your input.

Consumers spend

49 %

MORE with companies that respond to their reviews than those that don't.



<https://www.womply.com/impact-of-online-reviews-on-small-business-revenue/>

Strategic Implications

More positive reviews



Voice of customer as powerful sales tool

Richer review content



Improved Search Engine Visibility

Brand seen responding to all reviews in the moment



Elevates perception of brand as acting responsibly

Personalized response for each customer



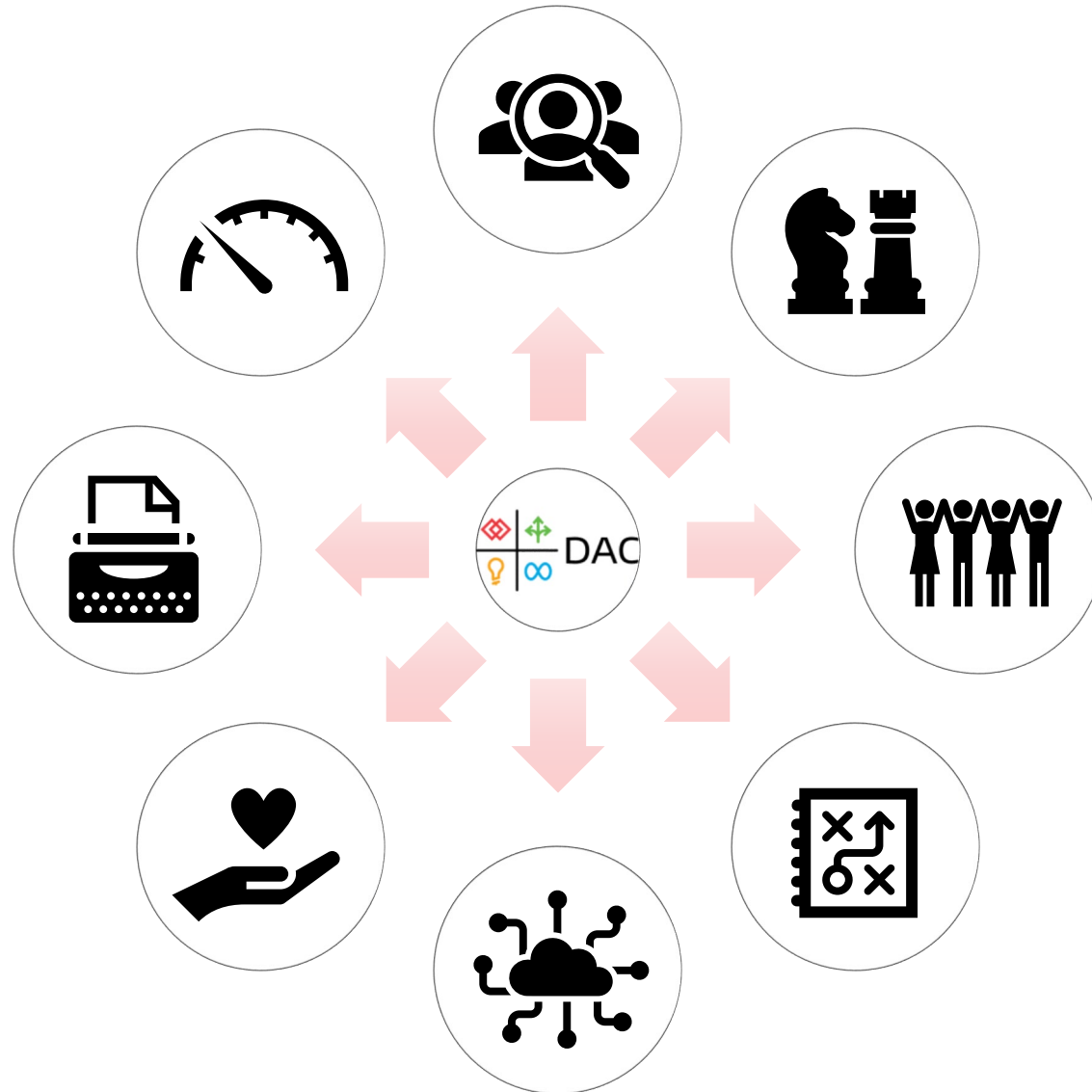
Sense of belonging to brand family and increased loyalty / repeat purchase

Advanced analysis of reviews and other customer data



Profound business insights to drive improvements in product, service, partnerships, and marketing

Holistic Reputation Management Includes:



Review Audience Analysis + Definition



Reputation Management Strategy



Review Acquisition Strategy



Response Guidelines + Playbooks



Review Management Technology



Reputation Management + Moderation

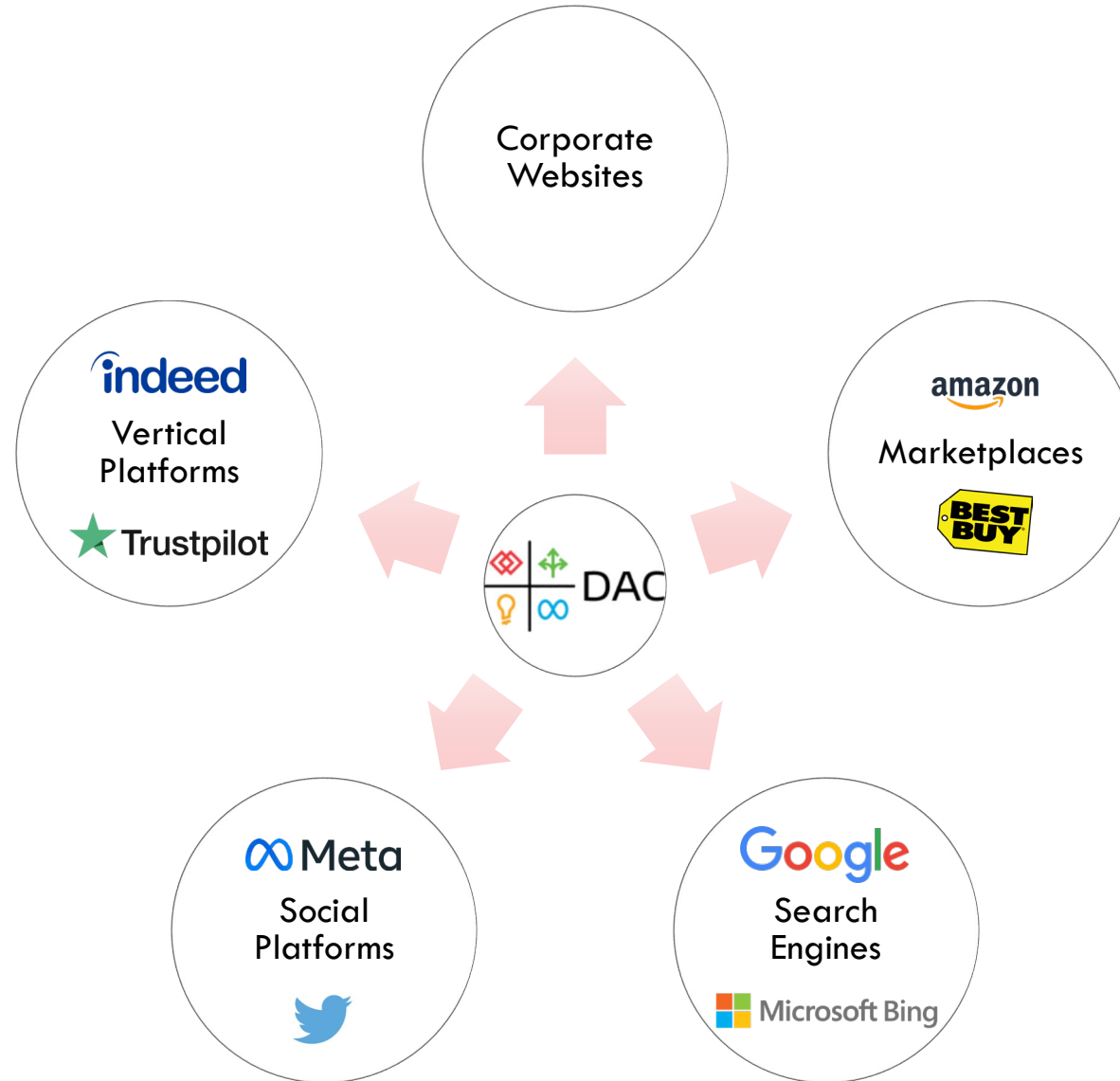


Content Creation (Moderation + Acquisition)



Reputation Measurement

Where To Manage Reputation:

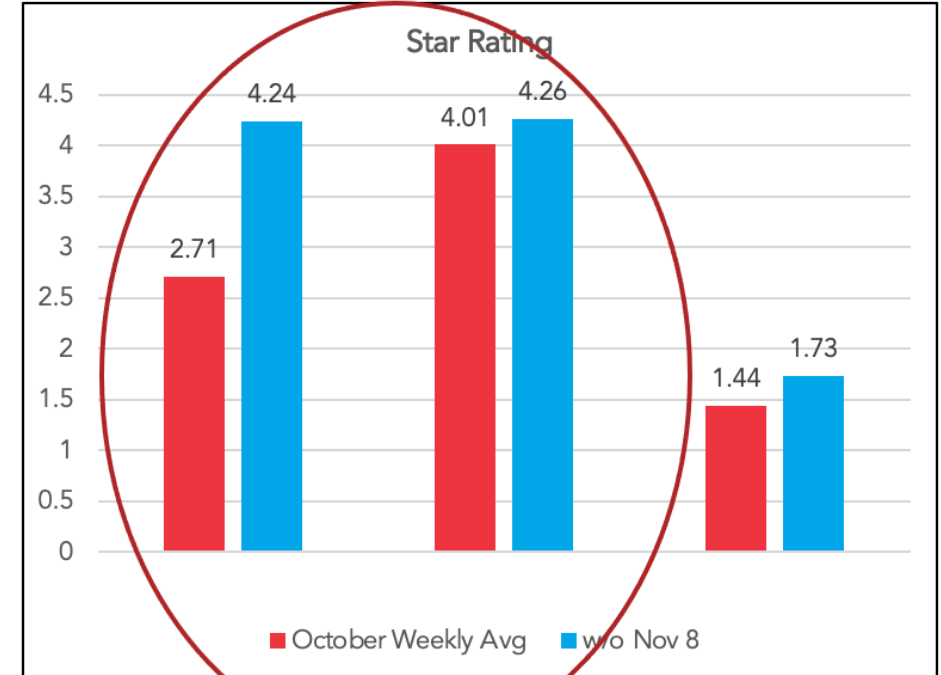
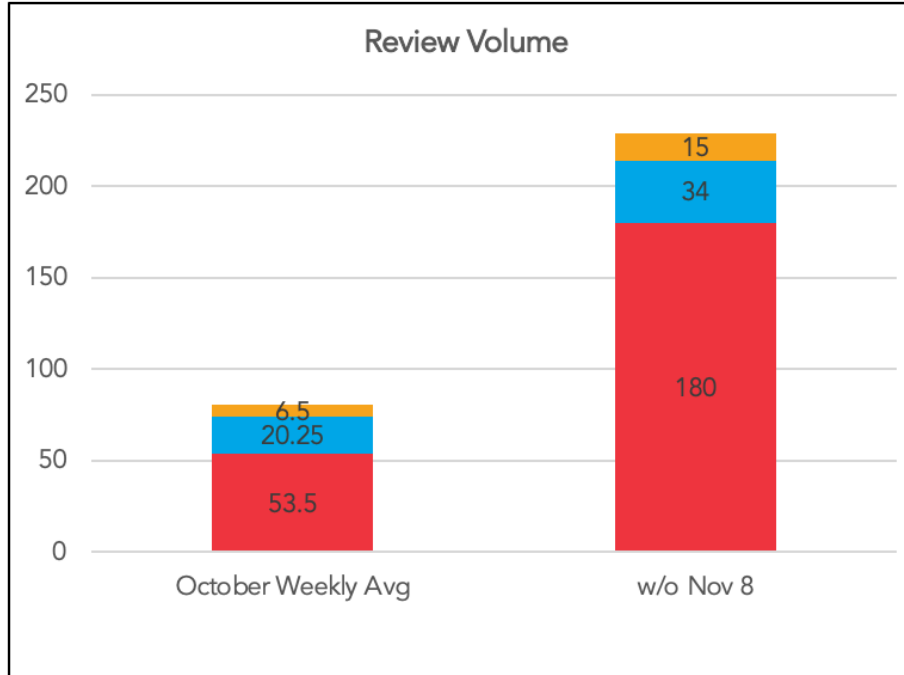


Our Role In The Review Space

To apply data science, strategic insights, operational rigor, content and technology (proprietary + best in class) to fundamentally improve the impact of reviews and responses across the entire customer experience, for **brands, products and locations**, in order to drive business outcomes.

BOOM!

Our work had a significant impact on review quality and quantity



Contact Us!

@DAC_Group