

Your points of sale online

Creating and managing your local reputation online

Why and how to manage the local reputation of your points of sale online



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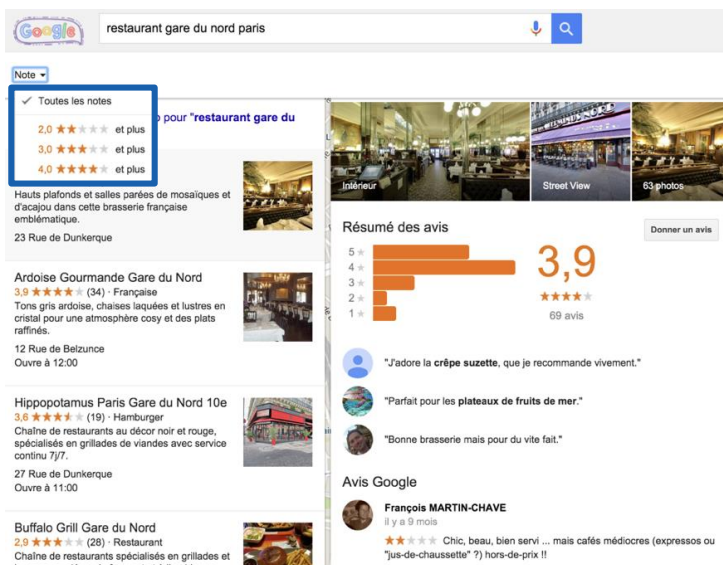


Why manage the online local reputation of your points of sale?



1 - Because Google takes it into account

‘The online local reputation of your points of sale has an impact on the quality of your natural local listing.’



In recent years, Google has taken major steps to improve its algorithm for the presentation of search results.

One of the essential elements in the current version is the **local relevance of results in relation to consumer searches**.

As of recently, Google uses the **reviews left** by consumers on the pages of points of sale as a **strong element of its performance criteria**.

Three elements dominate in the use of these reviews in search results:

1 – The possibility left up to the consumers of **filtering results according to the quality ratings** they search for.

2 – The **number of reviews** you have obtained for your points of sale: the more reviews you have, the better your quality rating will be.

3 – The average rating obtained by your points of sale: the higher your rating, the more Google will give you a higher quality rating.

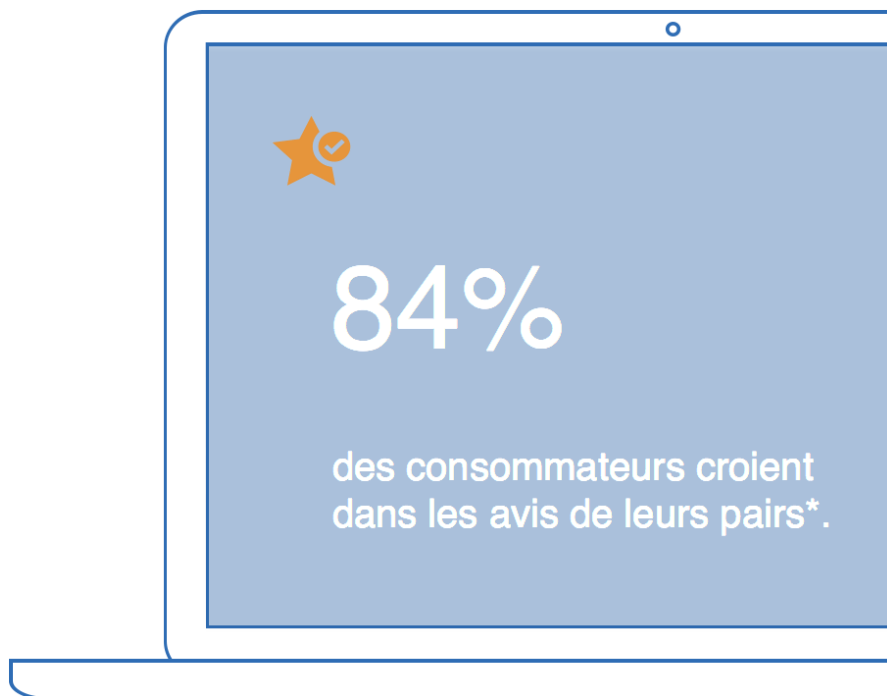
2 – Because consumers choose by reading reviews and comments

‘The online local reputation of your points of sale has an impact on whether consumers visit you or not.’

This growth in the importance of consumer reviews in recent years is part of the general increasing level of active consumer involvement online.

Consumers are no longer just people who go online to find information. They have a real **role to play in creating knowledge on the Internet.**

It's no surprise therefore to see that these ‘consumers-players’ are mutually influencing one another. After all, if I'm in the habit of writing regular reviews online, the chances are that **I will also be influenced by other people's comments.**



This can actually be verified. In fact, today **84% of consumers believe the reviews of their peers online***.



How to manage the online local reputation of your points of sale





Photo credit: <https://www.redbubble.com/people/papin/works/20833396-review-us-on-google?p=sticker>.

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What goes around comes around.

Proverb

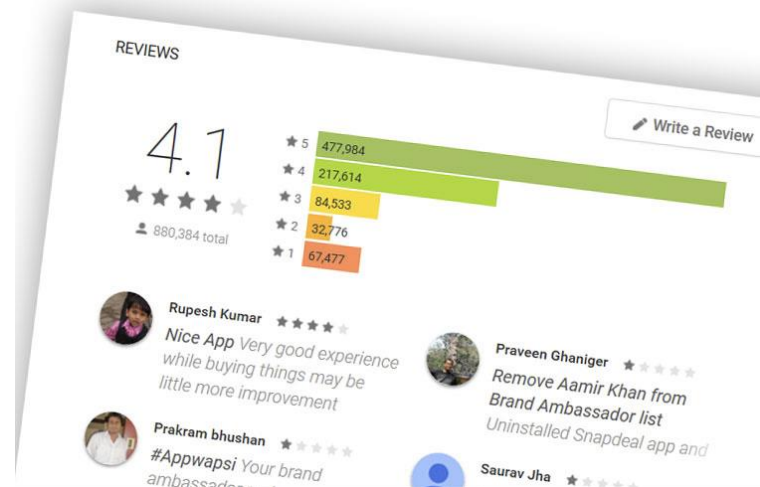
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Be proactive

'Ask your customers to review you online in order to boost the local listing of your points of sale.'

As we've already mentioned, the quantity of reviews of your business submitted online has an impact on your local listing. **The more ratings and comments your business has, the more prominently your points of sale will appear in local search results.**

Be imaginative on how you ask for these reviews, as there are several different ways of doing it.



The easiest way: put a sticker on your door asking consumers to write a review.

A bit more effort: print flyers and hand them out to consumers at the cash register.

More complete integration? Send them a request by email or text message following a visit to your point of sale.



Answer people

‘Answer reviews, spot your ambassadors and your areas for improvement.’

Consumers appreciate their reviews being acknowledged. Whether they post a negative review hoping for a response, or describe a delightful experience at your point of sale, getting an answer will make them happy.

Points of sale sometimes shy away from answering negative reviews, but that is not a good strategy. In fact, leaving a review unanswered will frustrate the consumer even more.



How to answer a negative review

Many businesses have a tendency to deny everything when they get a negative review. They look for external causes instead of questioning themselves. But our experience has shown that responding in two steps often makes the difference.

1 – Thank them and tell them first of all that you are analysing the situation.

2 – Once the situation has been analysed, explain what you have found and what you plan to do to improve.

And take the opportunity to improve!

‘What better opportunity is there to improve than when it comes from your customers.’

The advantage of managing reviews online is that you can influence them, by answering reviews and suggesting actions to consumers.

I recently had a bad experience in a trendy restaurant. Following this experience, I posted a review on the restaurant’s Facebook page.

A few hours later, I received an answer from the manager who:

1. Apologised for what had happened.
2. Explained the situation in his restaurant that evening.
3. Suggested I come back again, offering a free meal for me and my wife.

Recently with one of our customers, EXKi, we had a similar situation. A woman had a few questions about certain products during a visit to a Brussels restaurant. A negative rating (2 stars) was linked to this question.

“Thanks to Mobilosoft’s tips and their operational support, we were quickly able to provide a concrete answer to the customer that actually answered her questions. After this, the customer changed her rating and gave us 5 stars.”



Olivier Pousset
Digital Coordinator



Putting in place efficient
management of the online local
reputation of your points of sale



You have three options

1 – Decentralised management

With decentralised management, it is the **points of sale** that manage the entire chain. They collect, analyse and manage reviews.



This is choosing independence. The chain believes that managers are best placed to resolve the issues encountered locally.

2 – Centralised management

In the case of centralised management, it is **corporate headquarters** that take care of collecting, analysing and answering reviews.



This is choosing coherence, by making sure that all reviews of the chain are managed in the same manner.

3 – Outsourced management

Collecting, analysing and answering comments can get quite complicated as numbers of points of sale, reviews and media increase. You can therefore choose to outsource it.



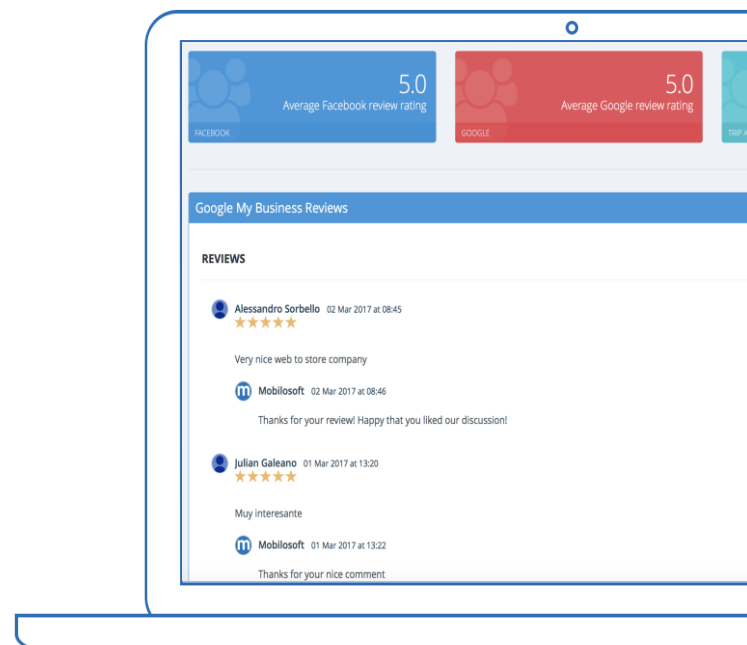
This is choosing industrialisation, by creating simple review management processes and having them managed externally.

Use a platform to make your life easier



Regardless of the type of management you want to implement, you can make your life easier with a platform:

1. Centralised management of all your review sources: Google, Facebook, Trip Advisor, Store Locator, etc.
2. Highlighting of actions not yet taken.
3. Reporting available for the entire chain, with a detailed view per media and point of sale.
4. Possible configuration of the response types and response confirmation process.



Generate more traffic!

Managing the reviews and ratings of your local points of sale will increase your online local reputation, which in turn will improve your local listing and boost the number of visits to your points of sale!



[Ask for a demo](#)