

# Customer Voice



# Customer Voice



Businesses should have the **ability** to...

**Request  
feedback** from  
their customers



**Participate  
in online  
conversations**  
about their  
business



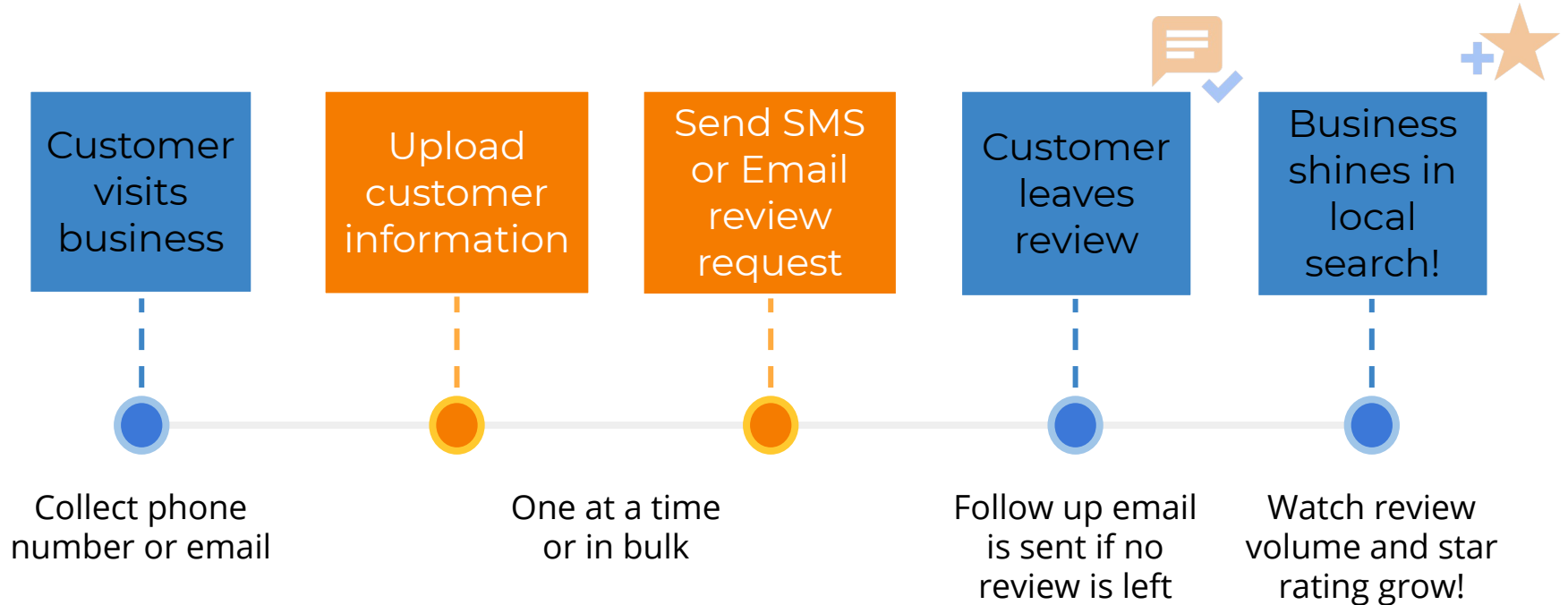
Ask customers for  
reviews online, and  
**address negative  
feedback offline**



# Customer Voice



## How does Customer Voice work?



# Customer Voice



**Tab: Customers** Add customers in bulk to save time

## Manage Customers

- **Import a bulk** csv file or add customers one at a time
- Include phone number or email address
- **Add a tag** to help classify the customer
- Keep on top of the status of the review request

A screenshot of a laptop displaying a web application interface. The interface shows a dialog box titled "Import Customers" with a close button (X) in the top right corner. Below the title is a small instruction: "Map your CSV columns to their corresponding fields. Header Row and First Row reflect what's in your CSV file. Use the Mapping dropdown to select which attribute the column is associated with." Below this is a table with three columns: "Header Row", "First Row", and "Mapping". The table contains five rows of data. At the bottom of the dialog, there are three buttons: "Cancel", "Upload", and "Upload and Send".

Header Row	First Row	Mapping
FirstName	Julia	First Name
LastName	Henderson	Last Name
Email	jhenderson86@hotmail.com	Email
Phone Number	(437) 342-3485	Phone Number
Tag	walk-in	Tag

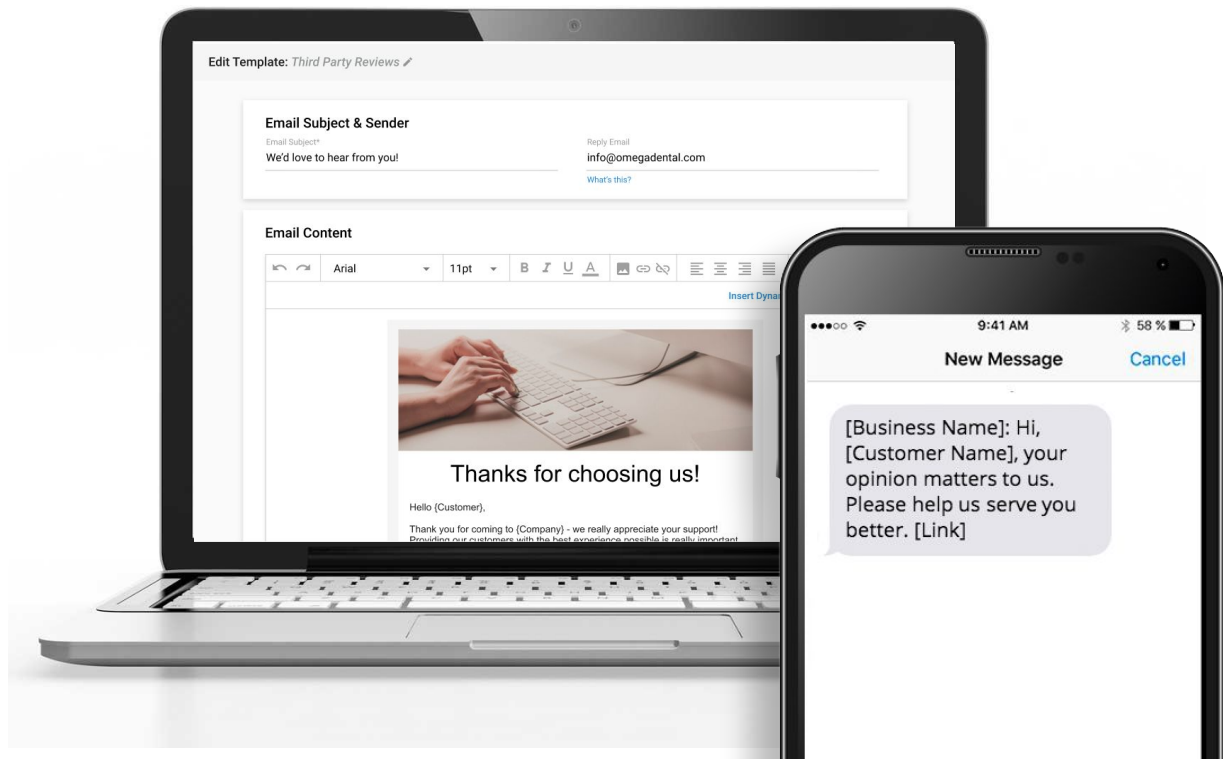
# Customer Voice



**Tab: Templates** Send email or SMS review requests

## Manage Templates

- Create **unlimited** email or SMS **templates**
- Include a link to **preferred review site**
- **Customize** templates to suit your brand messaging
- Edit follow up email to **re-engage customers**



# Customer Voice



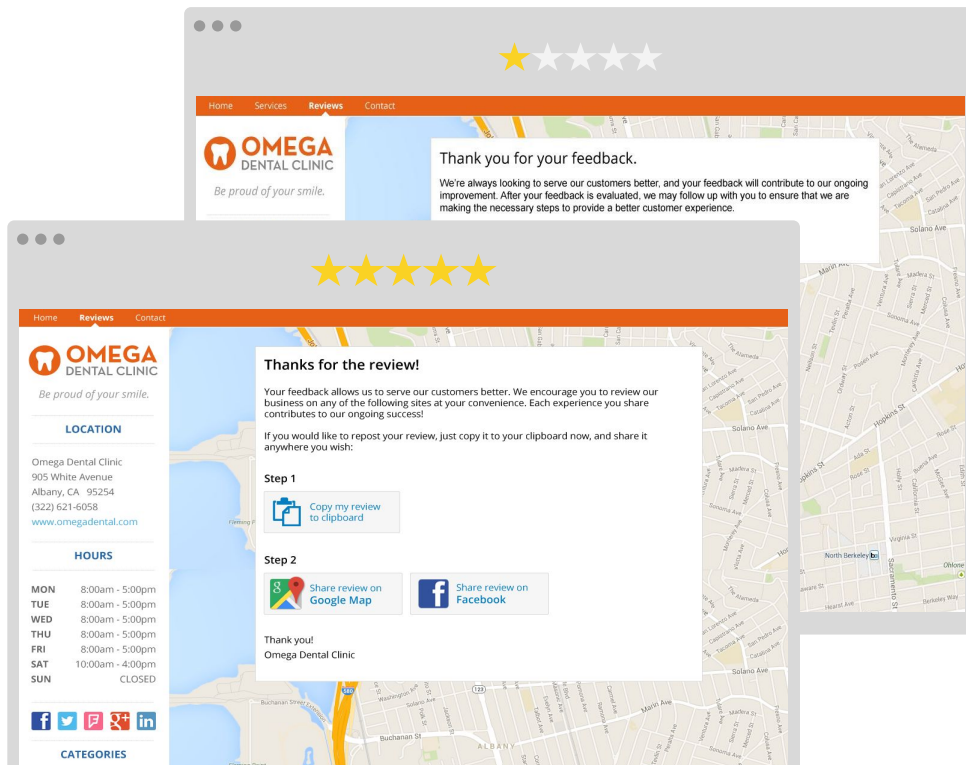
On what sites can I request reviews?

## First party reviews

My Listing page

## Third party reviews






Review sites like Google and Facebook



# Customer Voice



Online reviews are the first thing a consumer sees when searching for a business online.

<p><b>Sunnyside Dental Centre</b> 4.8 ★★★★★ (21) · Dentist 4.9 km · #4, 303 Sunnyside Blvd · (222) 244-4545 Open until 9:00 p.m.</p>	 WEBSITE	 DIRECTIONS
<p><b>King Street Dental</b> 2 ★★☆☆☆ (20) · Dentist 5.0 km · #60, 304 King St · (222) 244-6688 Open until 7:00 p.m.</p>	 WEBSITE	 DIRECTIONS
<p> <a href="#">More places</a></p>		

87%

will only consider using  
a business if they have  
an average rating of  
**3-5 stars**



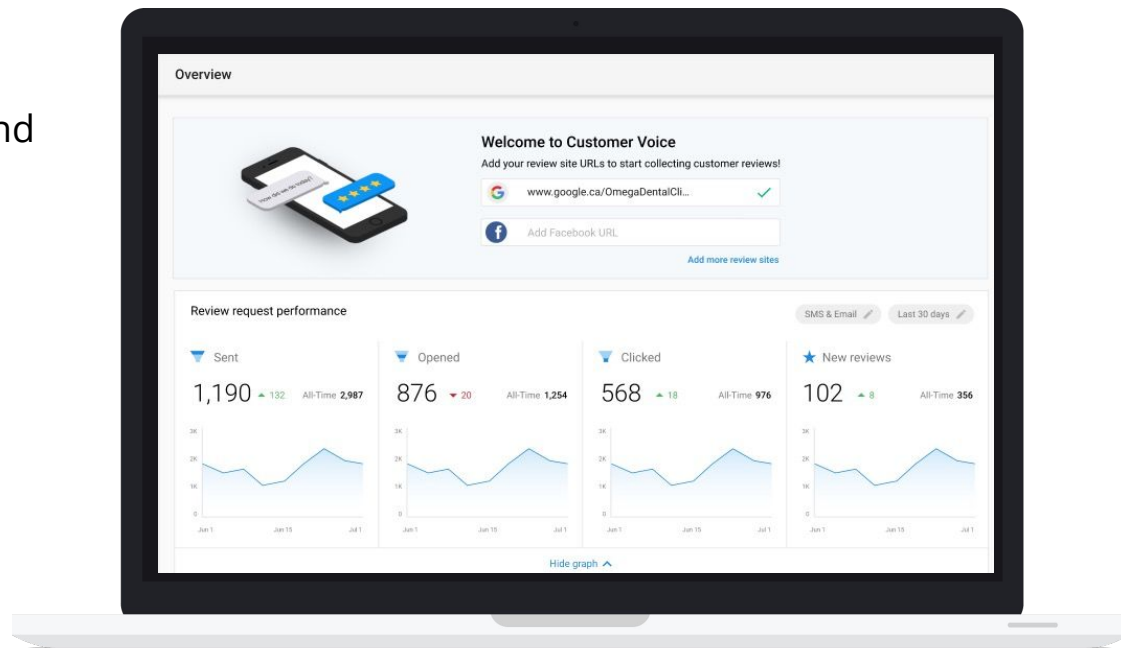
# Customer Voice



**Tab: Overview** Get stats on your sent review requests

## View Insights

- See how your requests are performing for both email and SMS. **Track:**
  - Number of review requests sent
  - Click through rates
  - Request status in real time





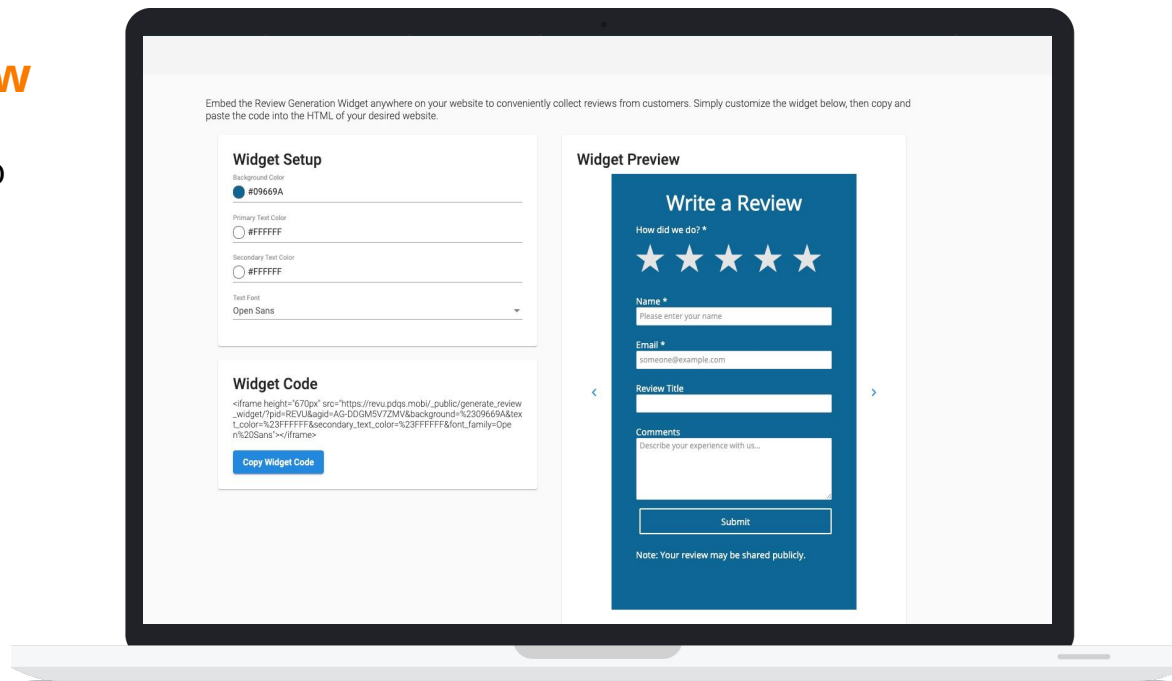
# Customer Voice



**Tab: Tools** Collect reviews conveniently on your website

## Widget Setup & Preview

- **Customize the widget** to suit your branding
- **Embed on your website** using HTML code



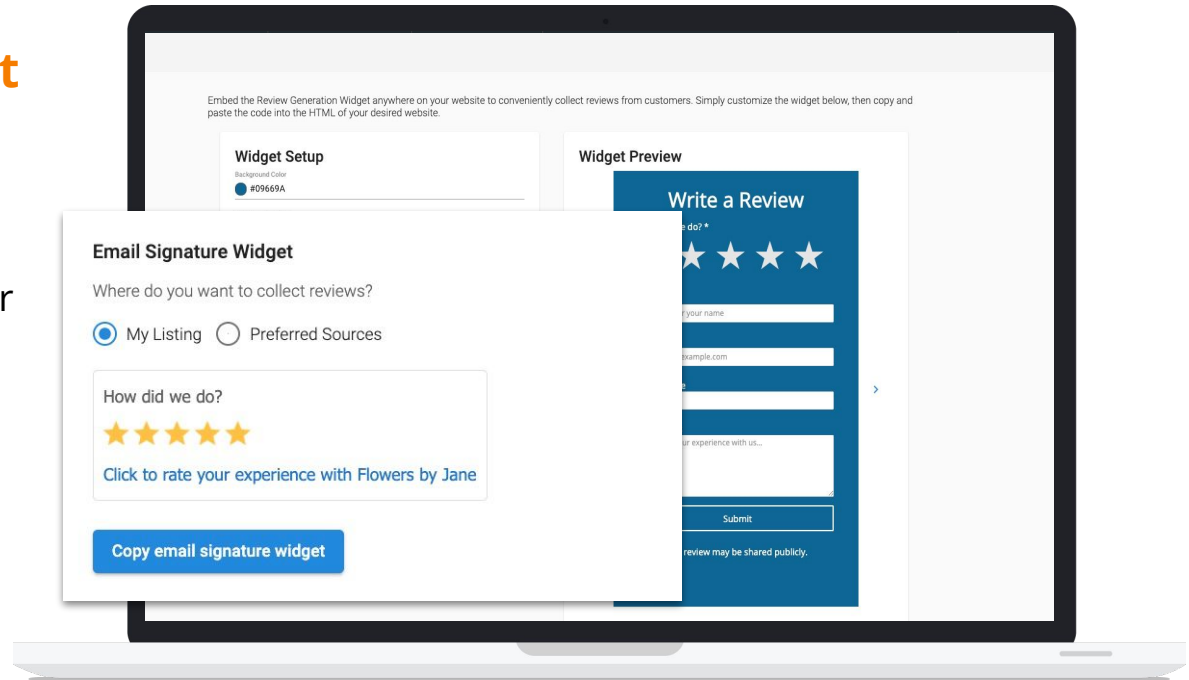
# Customer Voice



**Tab: Tools** Collect reviews with every outbound email

## Email Signature Widget

- **Customize** the email signature widget
- Paste the widget into your email signature to collect reviews with every email sent



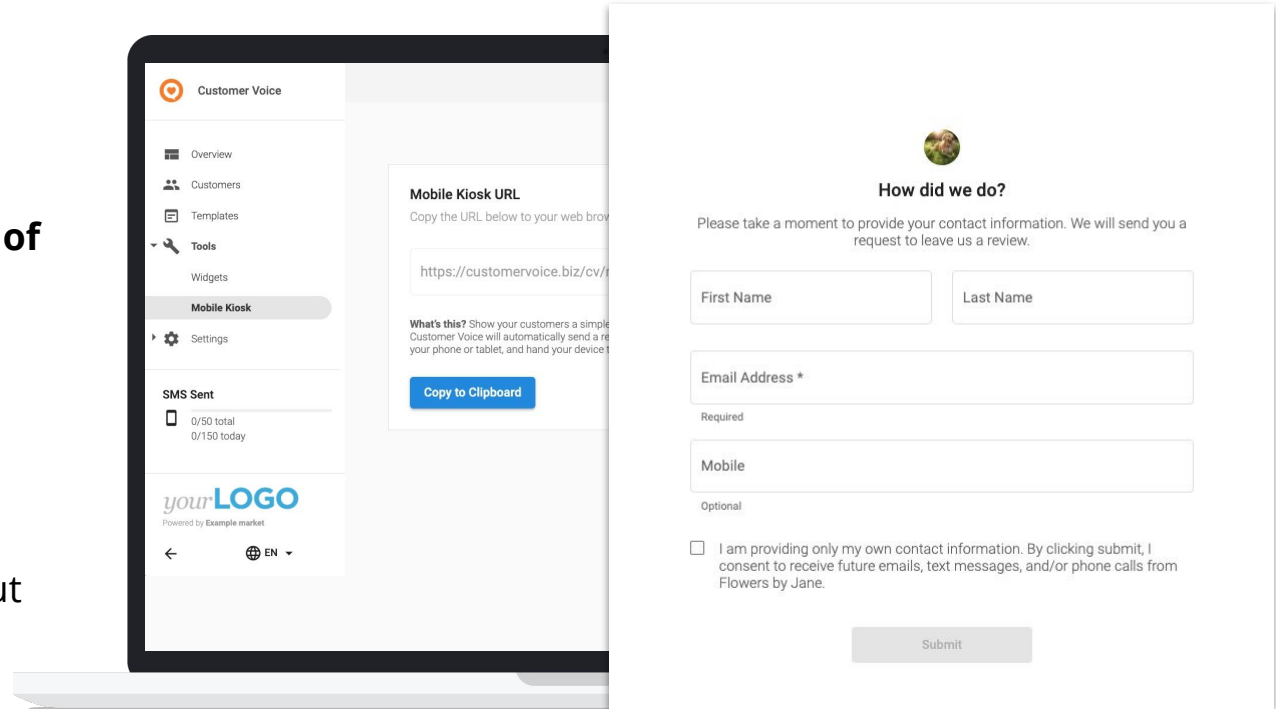
# Customer Voice



**Tab: Tools** Collect reviews from customers on-site

## Mobile Kiosk

- Gather customer information **at the point of sale or service**
  - Maximize chance of receiving a review
- Use on phone or tablet—ideal for salespeople or at checkout



# Customer Voice

EXPRESS





**Tab: Customers** Add customers in bulk to save time

## Manage Customers

- **Import a bulk** csv file or add customers one at a time
- Include phone number or email address
- **Add a tag** to help classify the customer
- Keep on top of the status of the review request

**Import Customers** ×

Map your CSV columns to their corresponding fields. Header Row and First Row reflect what's in your CSV file. Use the Mapping dropdown to select which attribute the column is associated with.

Header Row	First Row	Mapping
FirstName	Julia	First Name
LastName	Henderson	Last Name
Email	jhenderson86@hotmail.com	Email
Phone Number	(437) 342-3485	Phone Number
Tag	walk-in	Tag

[Cancel](#) [Upload](#) [Upload and Send](#)

# Customer Voice

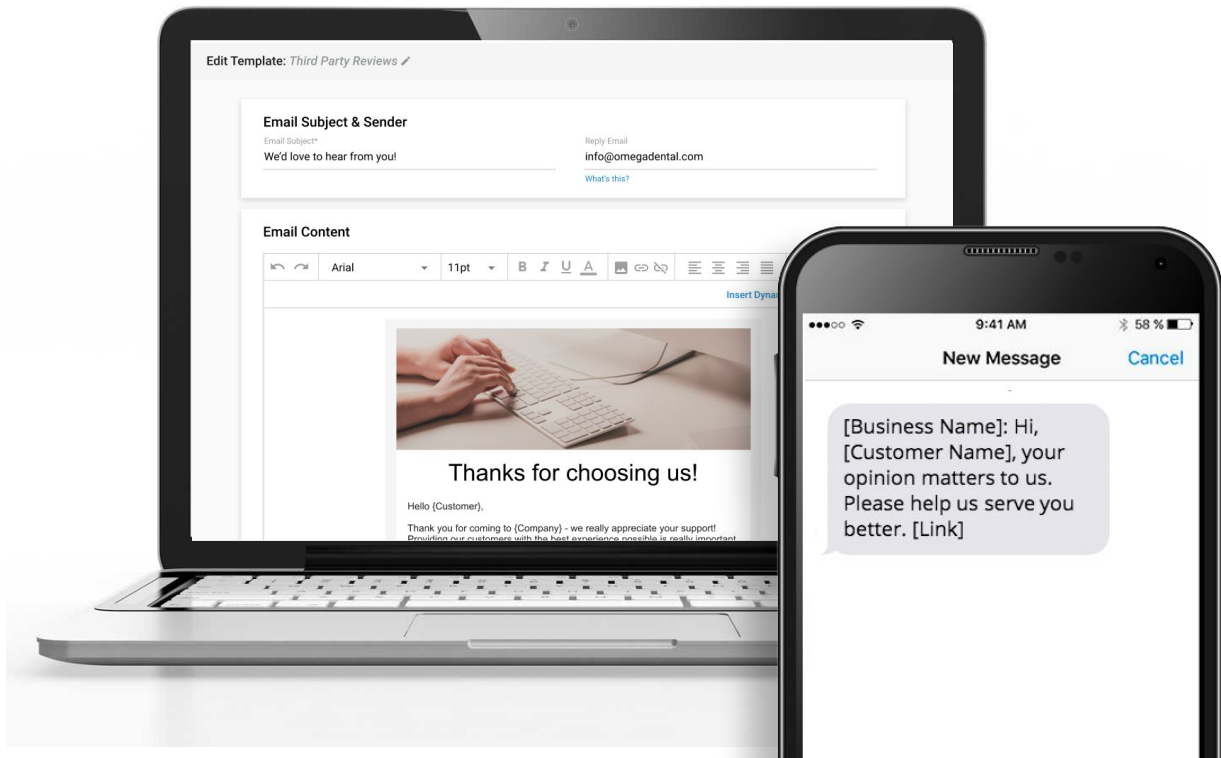
EXPRESS



**Tab: Templates** Send email or SMS review requests

## Manage Templates

- Create **1 email templates**
- Include a link to **preferred review site**
- **Customize** templates to suit your brand messaging



# Customer Voice

EXPRESS



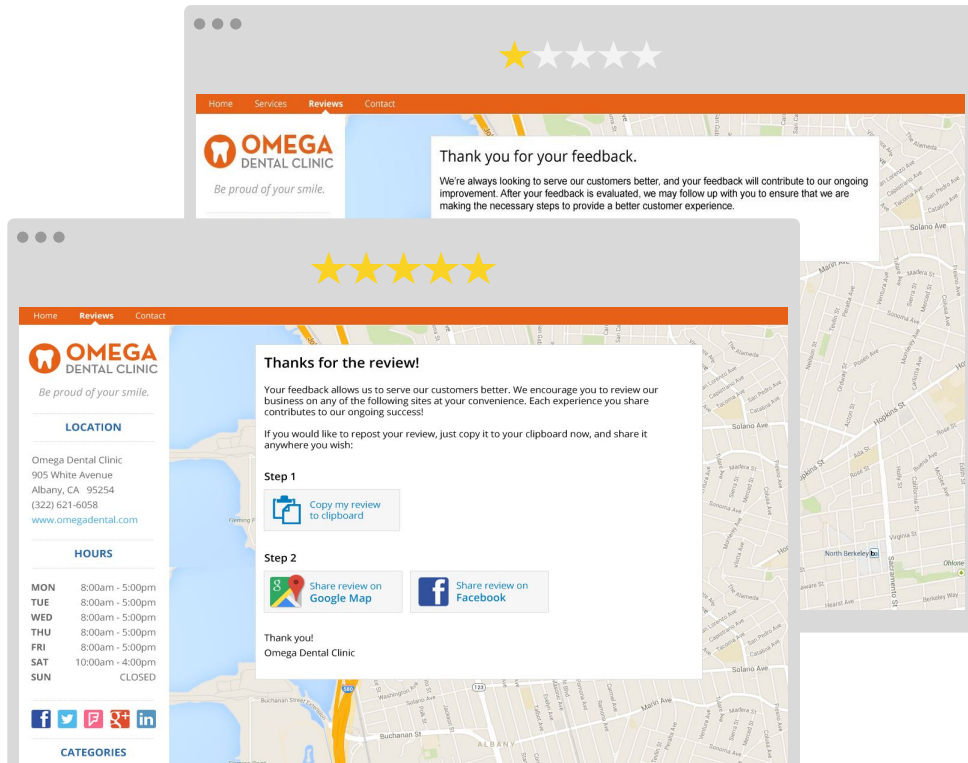
On what sites can I request reviews?

## First party reviews

My Listing page






## Third party reviews

Review sites like Google and Facebook





Online reviews are the first thing a consumer sees when searching for a business online.

<p><b>Sunnyside Dental Centre</b> 4.8 ★★★★★ (21) · Dentist 4.9 km · #4, 303 Sunnyside Blvd · (222) 244-4545 Open until 9:00 p.m.</p>	 WEBSITE	 DIRECTIONS
<p><b>King Street Dental</b> 2 ★★☆☆☆ (20) · Dentist 5.0 km · #60, 304 King St · (222) 244-6688 Open until 7:00 p.m.</p>	 WEBSITE	 DIRECTIONS
<p> <a href="#">More places</a></p>		

87%

will only consider using  
a business if they have  
an average rating of  
**3-5 stars**





# Customer Voice

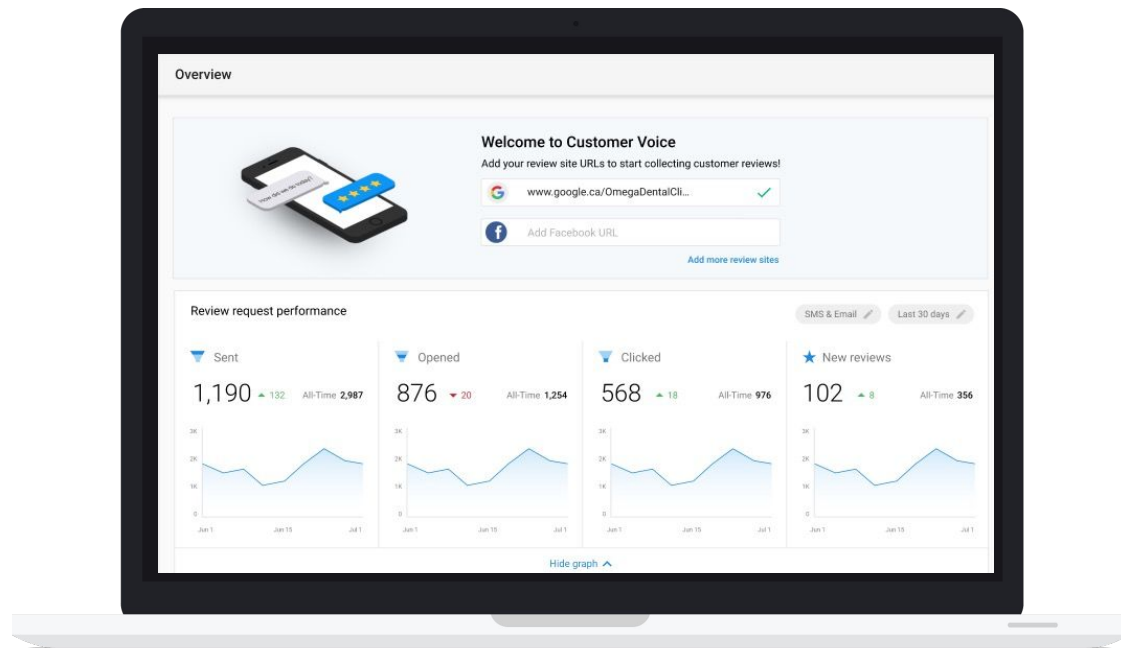
EXPRESS



**Tab: Overview** Get stats on your sent review requests

## View Insights

- See how your requests are performing. **Track:**
  - Number of review requests sent
  - Click through rates
  - Request status in real time



# Customer Voice

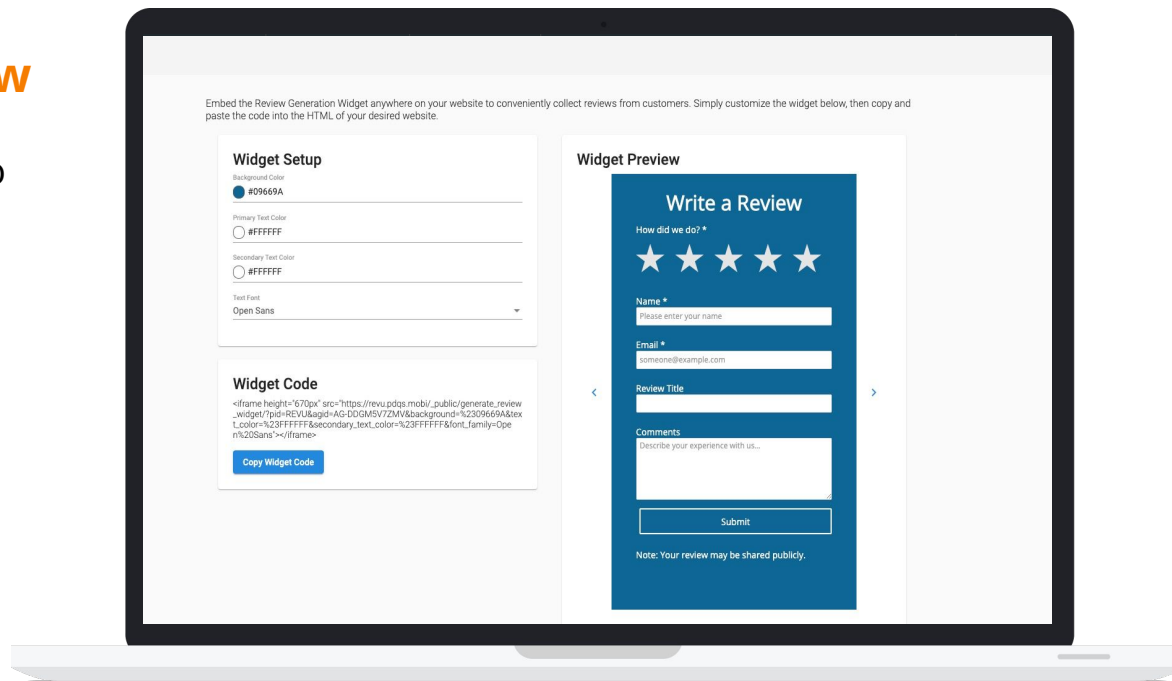
EXPRESS



**Tab: Widget** Collect reviews conveniently on your website

## Widget Setup & Preview

- **Customize the widget** to suit your branding
- **Embed on your website** using HTML code



# Customer Voice

EXPRESS VS PRO



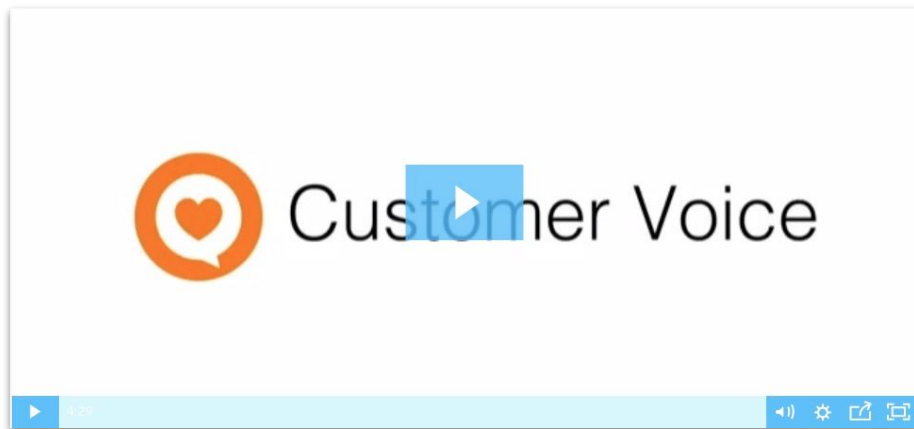
Features	Customer Voice Express	Customer Voice Pro
Ability to create customers	Unlimited	Unlimited
Ability to send email review requests	15 per month	Unlimited
Sync Customer List in Business Center with Customer Voice	✓	✓
Customize and display the Review Widget and Email Signature Widget	✓	✓
Mobile Kiosk tool		✓
Sources synced with Reputation Management Express and Pro	Google, Facebook, MyListing	✓
Customize and save review request templates	1	40
Access to purchasing SMS add-ons		✓
Send automated follow-up email to customers who haven't reviewed		✓
Send from a customized email domain		✓
Daily Digest emails + Executive Report	✓	✓

# Customer Voice



**DEMO**

Customer Voice Pro



Customer Voice Express

