

The Internet is a Modern Court of Public Opinion

Customers who've had a bad customer experience with a business, don't only tell their closest friends, now they take to Social Media to hang a Company for its wrongdoings in Public.

80% of companies say they deliver "superior" Customer Service, whilst only 8% of the customers engaging with the **same companies**, say they do.

Source: Bain & Company



Hundreds of Reviews is Vanity!

Collecting lots of Reviews on one or two sites creates a positive brand image in 1 or 2 places.

BUT what is the overall impact on your business?

- An inconsistent brand image raises doubts in people's minds.
- Reduced trust in your brand when there are contradictory reviews and ratings on other sites?
- Do your customers know which of the 93 UK Review sites you are on?
- Do you have to promote your review site so people can find your reviews?
- Are all your competitors on the same review site where they can be easily found and compared?
- Are there review sites you are not aware of where they may be negative reviews?

Reputation Strategy is Sanity!

An overall Reputation Strategy is essential to monitor and manage the Internet Court of Public Opinion.

Capturing all your Customer Experience feedback is critical to making informed business decisions.

The internet is continually changing and affecting the relationship between the customers and business. Burying our heads in the sand will not stop the internet changing and it is not going away.

Do you and your business:

- **Monitor ALL Customer Experiences** of Your Brand on 93 UK Review sites?
- **Get Real Reviews** from your Real Customers?
- **Direct customers** to leave **positive reviews** on **other Review sites** to **improve Your Brand Image**
- **Market ALL your POSITIVE reviews** to **promote Your Brand Image** across multiple channels – with Facebook, Google, Twitter, LinkedIn and Pinterest posts?
- **Reviews Comply with Legislation**, from Competition and Marketing Authorities, Advertising Standards Authority and Trading Standards?

Businesses with a Reputation Strategy who manage and market their brand image in a single dashboard, reach a wider audience, convert more leads, make more sales and increase profits.

Our Focus is on Promoting Your Brand Everywhere - NOT ours

Reputation Aegis is a Customer Intelligence and Reputation Marketing Platform with an Integrated Strategy to Build Your Brand Image.

Why Customer Intelligence is Different from Review Platforms...

	Customer Intelligence	Social Sites	Review Sites	Industry Specific Sites
Benefits	Reputation Aegis	E.g. Google Facebook	E.g. TrustPilot Feefo	E.g. TripAdvisor CheckaTrade
Increase your Sales & Conversions with Ratings and Reviews to Increase Buyers' Confidence	All Positive Reviews are posted to your Social Media timelines	Only post their Reviews	Only post their Reviews	Only post their Reviews
Eliminate Bad Word of Mouth which impacts Sales	Measures Customer Satisfaction on all review sites	Only shows bad Reviews on their Platform	Only shows bad Reviews on their Platform	Only shows bad Reviews on their Platform
Promote ALL your Positive Customer Reviews <u>Automatically on Google & Social Media</u>	All Positive Reviews automatically posted to your Social Media timelines	No	Limited posting of Reviews from their platform only	No
Improve your Brand Awareness <u>on your website, Google & Social Media</u>	Improves Brand Awareness and Trust from All Positive Reviews	Can only build trust on their platform	Can only build trust on their platform	Can only build trust on their platform
Establish your Credibility & Trust <u>on your website, Google & Social Media</u>	Collect and promote all positive Feedback from Real Customers	No Customer verification process	No Customer verification process	No Customer verification process
Build and Retain your customer base from Customer perceptions <u>across 93 UK Review sites</u>	Monitor ALL Reviews with our Unique Customer Intelligence Tool	No	No	No
Increase Customer Loyalty & Customer Lifetime Value	Improve customer's experience and retention	Only on their Platform	Only on their Platform	Only on their Platform
Improve your Customer Experience by measuring <u>all Review Sites</u>	Make Business Decisions based on your customer feedback data	No	No	No
Increase profitability by measuring Location and/or Employee performance	Identifies All Location and/or Employee issues	Only identifies issues on their platform	Only identifies issues on their platform	Only identifies issues on their platform
Increase Visitor Traffic to Your Web Properties (Your website, Social Media and online listings)	Market your 5-Star Customer Experience for search engines and buyers	No	No	No
Engage in your customer's native language	Multi-language platform which automatic switch	Multi-language platform	Most are NOT multi- language	Most are NOT multi- language
Customisable to fine tune the reputation strategy for any business / brand	Personalisation options to increase ROI from your reputation strategy	No strategy - Review platform only	No strategy - Review platform only	No strategy - Review platform only
A permanent positive online presence increases the asset value of your business	Reviews as Social Media Posts are valuable online content	Only for their Reviews	Only for their Reviews	Only for their Reviews
Protect your Business for Years to come and gain a competitive advantage	A Powerful Shield for your Brand to prevent a future Reputation Crisis	No global protection	No global protection	No global protection

The comparison above is based on our current knowledge of review platforms.

Please let us know if we have any incorrect information, to make this comparison as accurate as possible.