

## Collecting Hundreds of Reviews is Vanity! Having a Reputation Strategy is Sanity!

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

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

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

#### Our Focus is on Promoting Your Brand across Multiple Channels - NOT our brand

- **Monitor ALL customer experience** of Your Brand on 88 UK Review sites
- **Get real reviews** from your real customers
- **Market ALL your POSITIVE reviews** to promote Your Brand Image across multiple channels - Facebook, Google, Twitter, LinkedIn and Pinterest
- **Fully compliant** with Competition and Marketing Authorities to protect your business
- Google+ Certified Partner and your star rating is displayed in Google Search

#### Why is Reputation Aegis different from Review platforms...

		Customer Intelligence Platform	Social Review Sites	Generic Review Sites	Industry Specific Sites
Benefits	Features	Reputation Aegis	Google Facebook Yahoo	Yell TrustPilot Feefo	TripAdvisor CheckaTrade AllAgents
<b>Increase your Sales &amp; Conversions across multiple channels</b>	Ratings and Reviews are the most valuable social content you can create to Increase buyers' confidence	Yes	No	No	No
<b>Differentiate your brand</b> from your Competitors through Innovation	Re-position your Brand's perception to gain new competitive advantages	Yes	No	No	No
<b>Promote ALL your positive customer reviews automatically on social media</b>	Generate automatically updated "user generated content" across your social media channels	Yes	No	No	No
<b>Improve your Brand Awareness &amp; Social Proof across multiple channels</b>	Improves Awareness and Trust in your Brand, Products or Service across ALL available channels	Yes	No	No	No
<b>Establish your Credibility &amp; Trust across multiple channels</b>	Collect positive Feedback from Real Customers and heavily promote across ALL available channels	Yes	No	No	No
<b>Retain your customers</b> by understanding ALL Your Customers perceptions across 88 UK Review sites	A Customer Intelligence Tool to help retain more customers and (save money) by improving your customer experience	Yes	No	No	No
<b>Reduce Negative Word of Mouth across multiple channels</b> , which negatively impacts Sales and Conversions	Eliminate Bad Word of Mouth by measuring Customer Satisfaction across multiple channels on an ongoing basis	Yes	No	No	No
<b>Increase Customer Loyalty &amp; Customer Lifetime Value across multiple channels</b>	Follow up with those that are less than fully satisfied, improve their experience and increase their likelihood to continue as a customer	Yes	No	No	No

<b>Improve your Customer Experience</b> across multiple channels by measuring your customer experience <u>across all Review Sites</u>	Make Business Decisions quickly and Increase your overall Competitiveness by quickly identifying areas that need improvement	Yes	No	No	No
<b>Increase profitability</b> by measuring Location and/or Employee performance	Identify Location and/or Employee issues to improve business processes and/or employee training	Yes	No	No	No
<b>Increase Visitor Traffic</b> to Your Web Properties (Your website, social media, directory and online listings)	Search Engine Optimised to market your 5-Star Customer Experience where search engines can see it, and buyers can find it	Yes	No	No	No
<b>Engage with your customers</b> in their native language	Dynamic multi-language platform which automatically switches the language based on your visitor's Browser settings	Yes	No	No	No
<b>Customisable</b> to fine tune the <b>reputation strategy</b> for any business / brand	Over 300 settings /personalisation options to increase your marketing ROI from your reputation strategy	Yes	No	No	No
<b>Affordable price</b> for any type and size of business	Customisable for any business from a small business to franchises and corporates with multiple locations	Yes	Yes	No	No
Builds a <b>permanent positive online presence</b> <u>across multiple channels</u> which increases the asset value of your business	Unlike advertising which stops generating leads when you stop paying, reviews are valuable content that is permanent online	Yes	No	No	No
<b>Protect your Business</b> for Years to come and gain a competitive advantage	A Powerful Shield on top of your Business or Brand. The more Feedback you collect and promote from Real Customers, the less likely you are to suffer, a future Reputation Crisis.	Yes	No	No	No