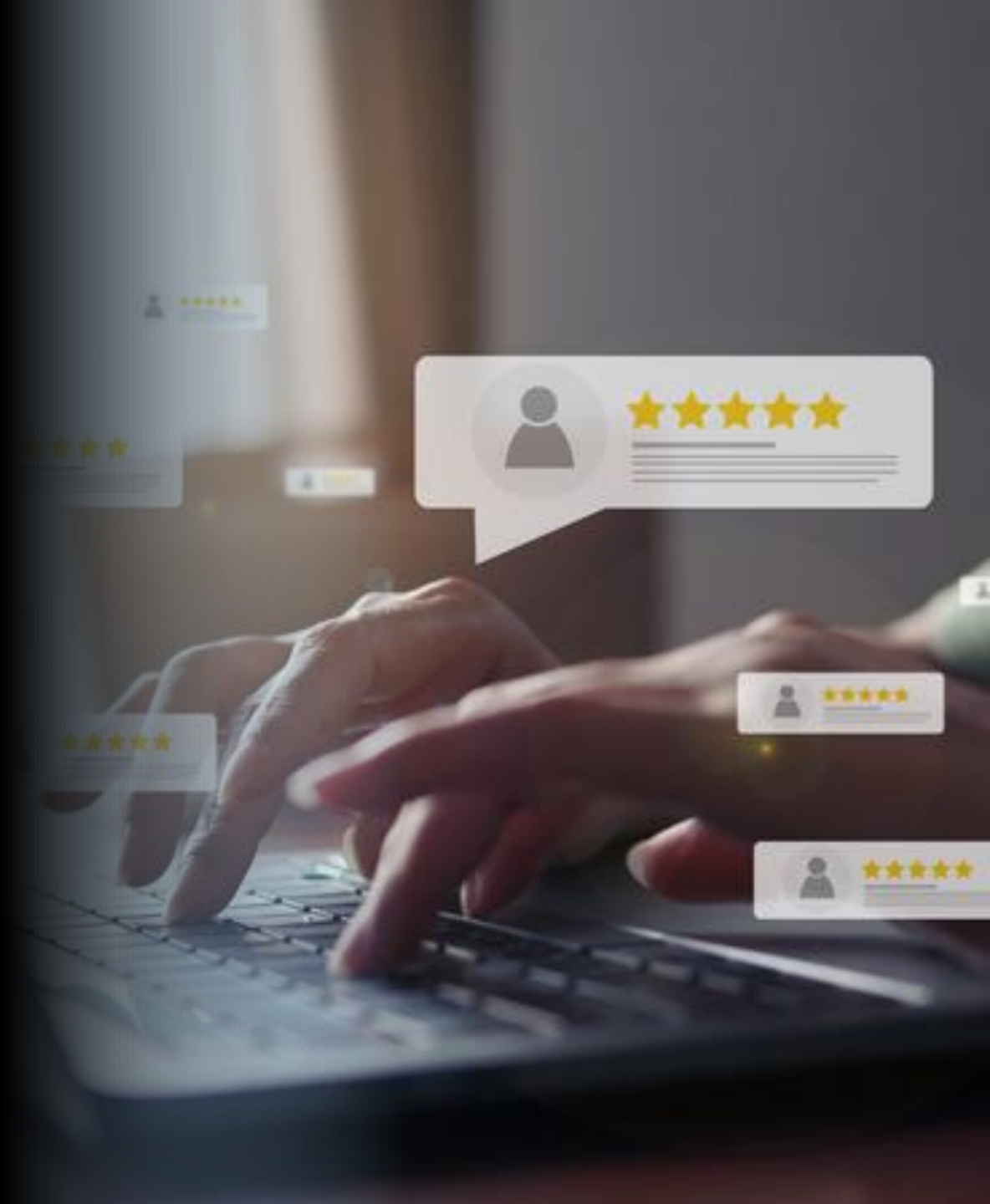




Voices of Impact: Unleashing the Power of Customer Reviews for Business Growth

MMA CMO & CEO Summit
July 24th 2023





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

Wisdom of the crowd

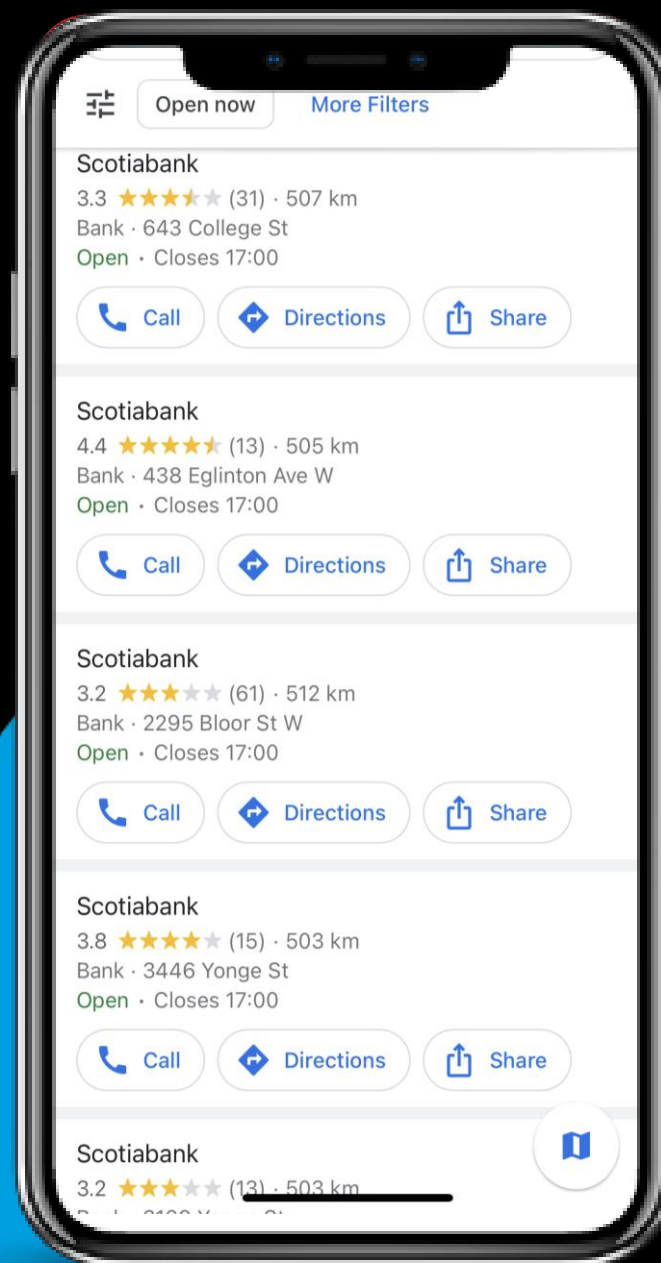
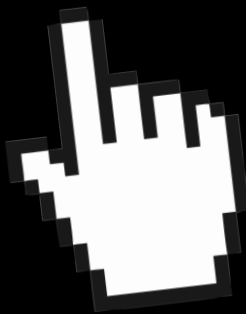
70%

Of customers say reviews are more important to them than ever

76%

of consumers trust online reviews as much as recommendations from friends

Showcasing reviews and ratings not only drives brand perception online but is also a significant driving force for revenue





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%



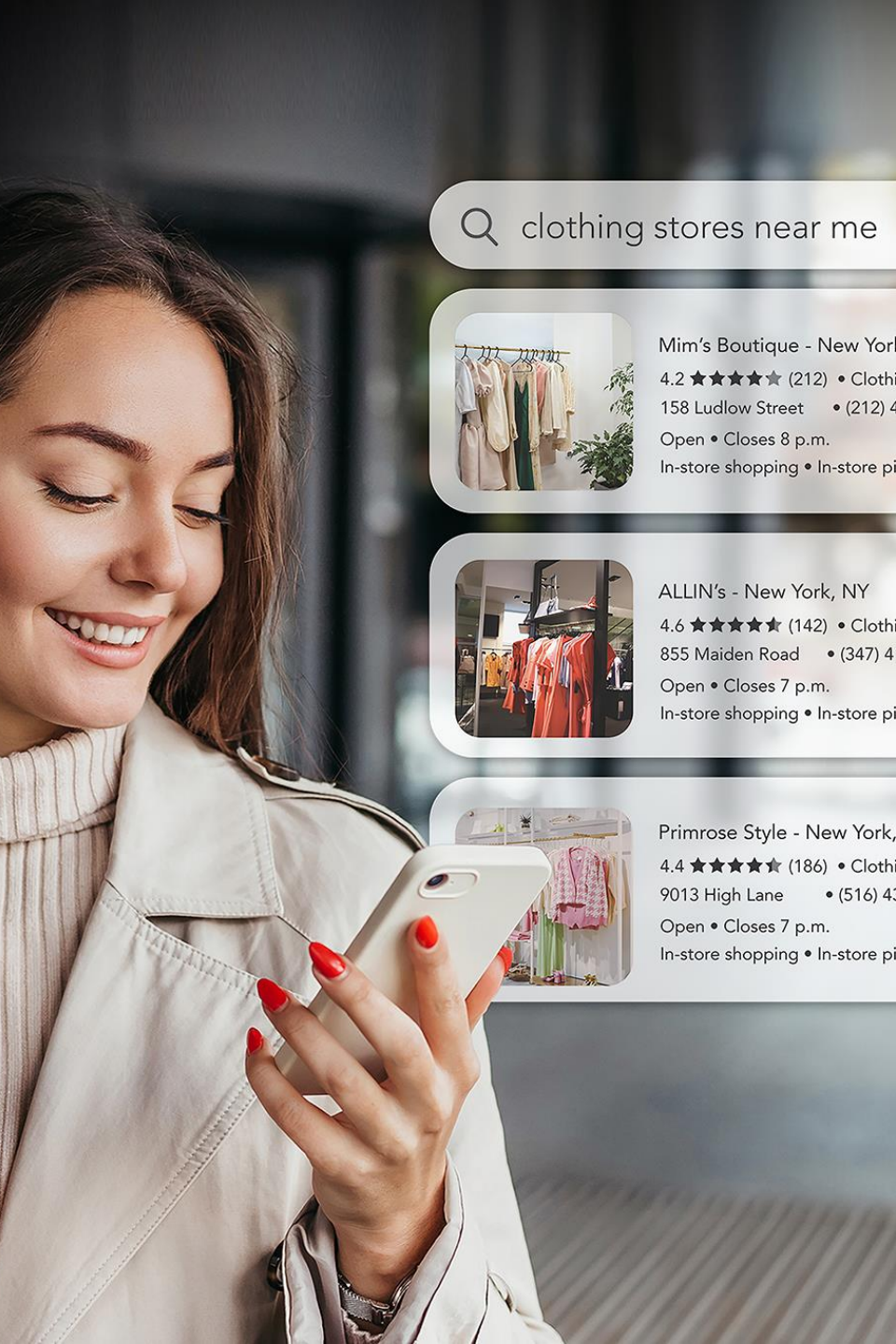
Buyers appreciate your input

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/>



🔍 clothing stores near me



Mim's Boutique - New York, NY
4.2 ★★★★★ (212) • Clothing store
158 Ludlow Street • (212) 477-1111
Open • Closes 8 p.m.
In-store shopping • In-store pickup



ALLIN's - New York, NY
4.6 ★★★★★ (142) • Clothing store
855 Maiden Road • (347) 477-1111
Open • Closes 7 p.m.
In-store shopping • In-store pickup



Primrose Style - New York, NY
4.4 ★★★★★ (186) • Clothing store
9013 High Lane • (516) 477-1111
Open • Closes 7 p.m.
In-store shopping • In-store pickup

The importance of reviews in the financial industry

Reviews influence

85%

of consumers in discovering a local financial institution.

<https://www.podium.com/guides/financial-service-review-trends/>

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

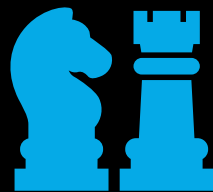


Profound business insights to drive improvements in product, service, partnerships, and marketing

Holistic Reputation Management Includes:



Review Audience Analysis +
Definition



Reputation Management
Strategy



Review Management
Technology



Reputation Management +
Moderation



Response Guidelines +
Playbooks



Reputation
Measurement

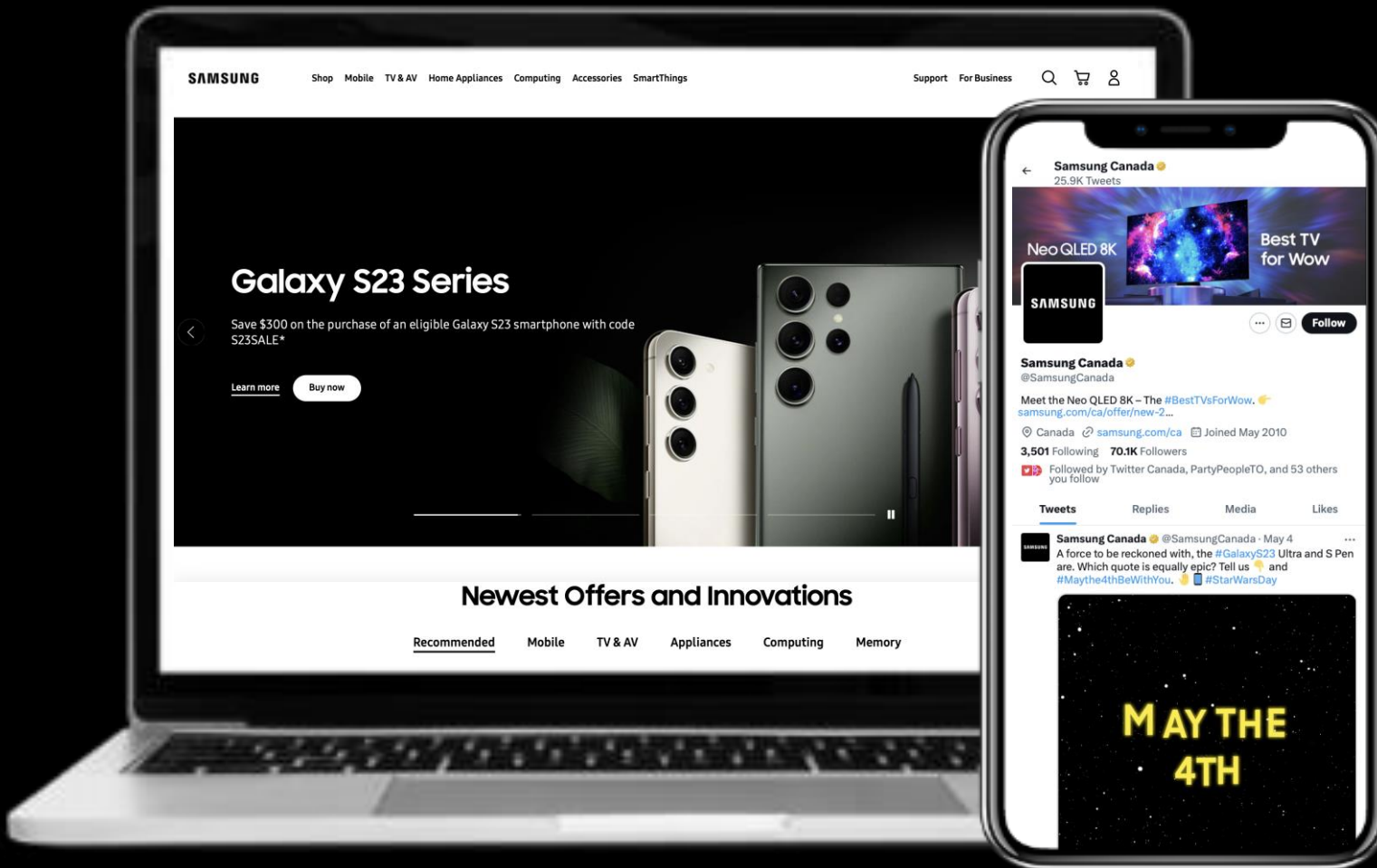


Review Content Creation
(Moderation + Acquisition)



Review Acquisition Strategy

Where to Manage Reputation:



- Corporate Websites
- Vertical Platforms
 - ★ Trustpilot
- Social Platforms
 -
- Marketplaces
 -
- Search Engines
 -

But really... what does it look like?

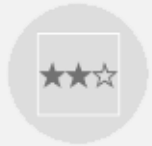


Review Audience Analysis + Definitions



Review Audience Analysis + Definitions

Brand Social Analytics **high level summary**



Sprinklr data – Reviews make up to 50% of the social mentions



Promotions/contests drive engagement. December Holiday giveaway campaign was a major spike identifier that impacted all 3 categories drastically



RETAILER is the retail partner that garners the highest social mentions with BRAND (55% share).



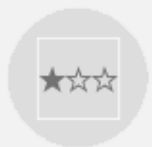
Home Entertainment is the biggest (54% share) category for BRAND in terms of mentions. It's also the biggest driver of positive sentiment



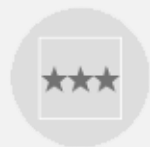
Product feedback is a common issue that drives negative reviews across product categories



In terms of Reviews, RETAILER leads by getting the maximum reviews for BRAND and 80% of them are positive



Home Appliances contributes only 6% to the share of mentions, and attracts the most negative conversations for BRAND



People love the TVs, mobile battery life, electric and gas range and BRAND's photo quality (TV and MD)



Electronic/Mobile Devices (E/MD) show a more dynamic social engagement cycle tied to product launches



Review Acquisition Strategy



PURCHASE

Discovery

User Steps: Customer has purchased a new device and requires support and comprehension building.

Content should build the relationship, be welcoming, provide device support and tutorials.

User Thoughts

- "I'm excited about my new product, I can't wait to use it."

Customer Needs

- Step-by-step assistance to build relationship and complete general onboarding needs.

Touchpoints

- Email
- Website
- Retail Partner Communications

Actions & Opportunities

- **Subscribe to Brand Email**

Registration

User Steps: Customer becomes acquainted with the device (and the Samsung brand).

Content should help onboard the customer and discover how to use features.

User Thoughts

- "I'm not exactly sure how this works yet - I have the basics, but would like to learn about some of it's features."
- "I'm having trouble with my product, how and where can this be resolved?"

Customer Needs

- Onboarding content that explains key how to use key product features.
- Content should be focused on explaining basic tips and supply the right contacts for support or service.

Touchpoints

- Email
- Device Push Notification
- Website & Chat
- Customer Service

Actions & Opportunities

- Register Contact Information
- Opt-in to Brand Device Push Notifications
- Engage with Email Content
- **Review Customer Service Experience**

Exploration

User Steps: Customer has used product multiple times and their understanding of it has become more sophisticated. They may have also discovered or followed a SECA social channel.

Content should unlock fun, new features to explore, encourage connecting with SECA.

User Thoughts

- "I'm happy with my new product - where can I communicate that? I'm excited to learn more about it and how it benefits my daily life."
- "I'm unhappy and need assistance quickly, otherwise I may leave a poor review and ask for a refund."

Customer Needs

- Content with more advanced user tips and explanations of ways the device benefits their daily life that is customized to them.
- Customer Service plays a large role in personalizing, responding to, and resolving customer issues that can mitigate negative comments.

Touchpoints

- Email
- Device Push Notification
- Website & Chat
- Social Media (follower)
- Customer Service

Actions & Opportunities

- **Review Product**
- **Review Customer Service Experience**
- Engage with Brand Content (Email, Web, Social)

Commitment

User Steps: The user has discovered most of the key features of the product and enjoys using it. If satisfied, they may leave a review.

Content must nurture this relationship by providing ongoing support, check-ins, and demonstrate how the product can integrate with multiple areas of the customer's day.

User Thoughts

- "I'm interested in making this experience even more complete. I'm curious to see how I can build more connectivity around and get more use out of my products."

Customer Needs

- Exclusive opportunities to discover & learn about new products, ways to connect their current device ecosystem, + get the most out of their product.
- Personalized incentives to demonstrate SECA understands their life style.

Touchpoints

- Email
- Device Push Notifications
- Website & Chat
- Social Media (follower)
- Community & Ambassador Program (follower)

Actions & Opportunities

- **Participate in additional product review opportunities**
- Regularly engage with Brand Content (Email, Web, Social)
- Become a Brand Community follower or participant

Loyalty/Advocacy

User Steps: Customer demonstrates growth through multiple areas of brand interaction from **product purchase** to community.

User Thoughts

- "I love my Samsung product and would really love to add more to my home system."
- "I love the support I get from the Samsung community and want share what I've learned with others."

Customer Needs

- Seasonal tips and tricks content
- Pro-tip or connectivity suggestions
- Product suggestions based on needs or interests
- Exclusive content to make them feel like a special customer

Touchpoints

- Email
- Device Push Notifications
- Website & Chat
- Social Media (follower)
- Community & Ambassador Program (follower or participant)

Actions & Opportunities

- **New Product Review Opportunities**
- Regularly engage with Brand Content (Email, Web, Social)
- Brand Community & **Ambassador Forum Participant**
- Participates in additional product review opportunities

ONBOARDING

NURTURE

GROWTH



Review Acquisition Strategy

Enabling diverse,
high-quality **reviews**
for key areas

Onboarding Experience Review

- Review of onboarding process and support
- Focus on ease-of-use and access to info

Customer Service & Support Reviews

- Details customer support experience
- Positive support experiences drive brand advocacy

Product Feature Review

- Focuses on a single feature or function
- This can be leveraged multiple times for a variety of feature reviews

Overall Product Review

- Review of overall product performance
- Highlight multiple, popular features

New or Updated Feature Reviews

- Focuses on new or updated features, functions
- Can be leveraged multiple times as it applies

2. Nuances by Audience and Line of Business

SECA audiences in this guide are categorized and defined according to the SECA products they purchase; Mobile, Entertainment, and Home Appliances. Each audience has unique messaging attributes to consider when crafting appropriate, on-brand messages to drive product review acquisition.

Nuances for messaging preferences, such as audience interests and product feature focus, are recommended to be tracked, evaluated, and updated on a quarterly basis.

a. Mobile



Mobile audiences require streamlined communications that fit the nature of their device. Concise, seamless communications accessed directly from the device are preferable.

Messaging preferences:

- Language for mobile audiences should be exciting and engaging. Focus messaging on key features, like connection and versatility, for the brand and for the device. Exciting, positive, connecting
- Interest in family, technology, music, gaming, food & drink

Product feature focus (popular device features):

- Device design
- Camera quality
- Picture quality
- Screen quality
- Battery life

Brand advocacy drivers:

- Great customer service
- High quality products
- Rewards
- Access to exclusive content



Review Management Technology (Local)



Review Management Technology (Local)

Output: Centralized Management of Local Reviews

Review Count: 1169
Reviews not included in Review Insights: 4

Sort by: Date - Newest

Google
Weran Thomas ★★★★★
2/15/2022

View Listing
Share Review

Sentiment Analysis ⓘ
Status: Pending

Amazing friendly staff

Lydia Bryda Completed
2/15/2022 10:09 AM

Thanks for the 5 stars! We're glad to know you enjoyed our self storage in Calgary, Weran!

+ tag

Not included in Review Insights

Centralized
Reviews &
Responses

Data includes reviews collected as of 2/15/2022 3:03 AM

Notices ⓘ Location Export

| | |
|---|---|
| Reviews ⓘ ★★★★★ 4.83 average over 1165 reviews | Recommendations ⓘ 3 Positive 0 Negative |
| Responses ⓘ 1151 Responded 14 Not Responded | |

Centralized
KPI's

Create Response Rule

Select the rule criteria:

Source * Review Rating * With Content *

Google ★ Yes

Write your response(s):
Responses will be chosen at random if you add more than one. Learn how to [Personalize your response](#).

Title *
Give your response(s) a title

Response-1*
Write a response

Business Name City Address

3000 Characters left

Automated
Responses

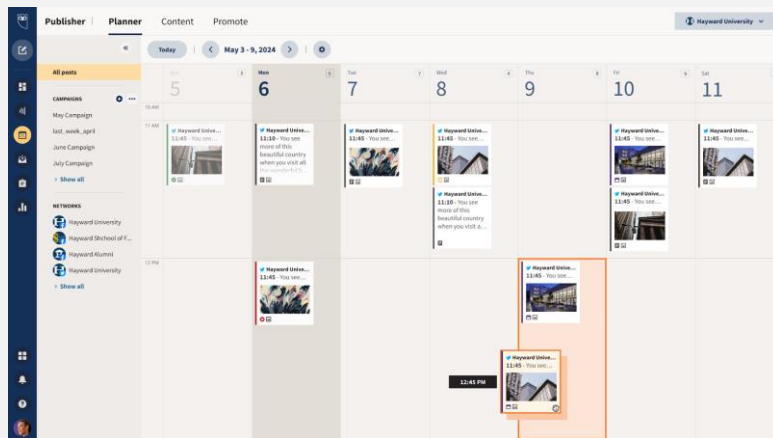


Review Management Tech (Social, Product, Brand)

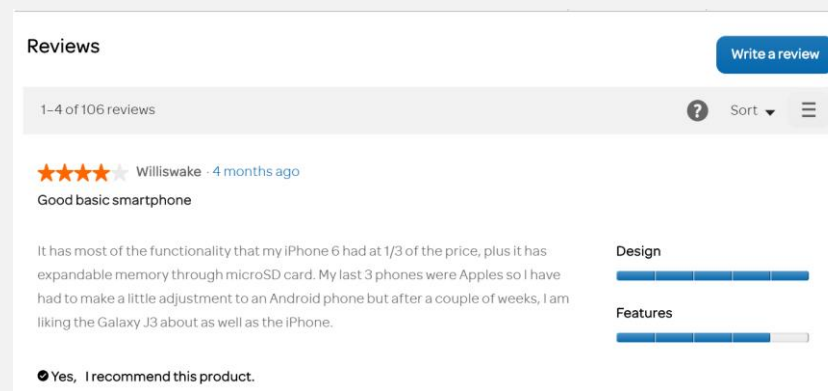


Output: Centralized Management of Product + Brand Reviews

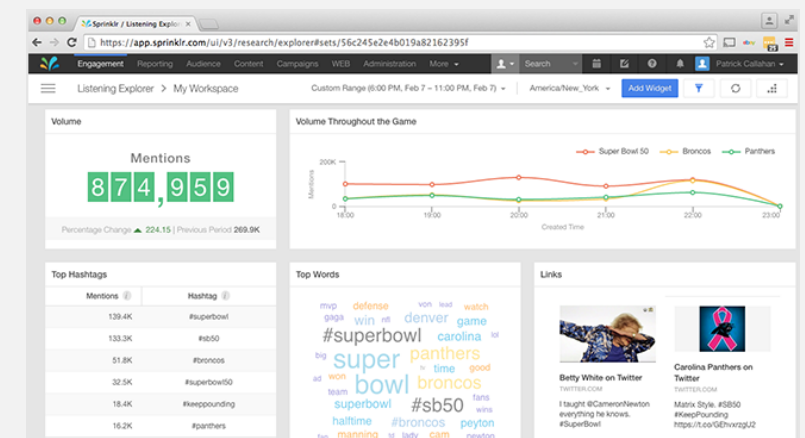
Social Monitoring & Response



Product Review & Response

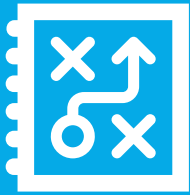


Brand Monitoring & Respond



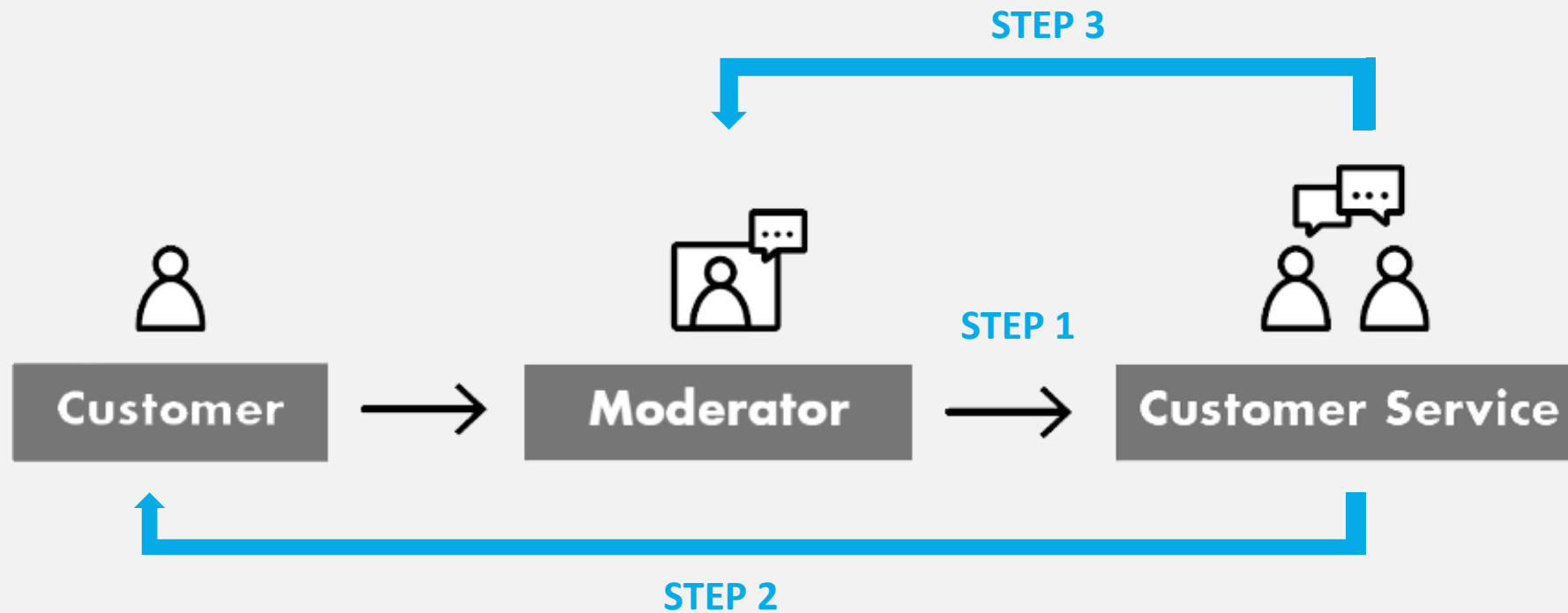


Review Response Guidelines + Playbooks



Review Response Guidelines + Playbooks

Output: Brand-aligned, consistent review moderation governance





Moderation + Acquisition Content Creation



Moderation + Acquisition Content Creation

Output: Creative Assets in the various review formats

4.5 ★★★★★ 4,137 reviews

Sort by: Most relevant

All to go 21 shakes 226 cheese fries 49 custard 16 +6

Bernard Turko 9 reviews
★★★★★ a month ago
Great burgers and great staff. We vacation here Orlando about 3 times a year and always come to this location. They never disappoint

Like

Response from the owner a month ago
Thanks for taking the time to leave a review. We appreciate it!

Esteban Martinez 1 review
★★★★★ a month ago
Every time me and my family visit Orlando, we always stop here after the theme parks. It never disappoints since the quality is consistent. We just wished there was one located here in Jacksonville.

Like

Response from the owner a month ago
We appreciate the positive vibes! Thanks for taking the time to share your feedback.

keys play 2 reviews
★★★★★ 3 months ago
Food was okay. My wife & I did a online order and order was correct, nothing was missing. My wife

Dustin Propps ★★★★★ 1/4/2022

View Listing Share Review

Response Assistant Completed
1/5/2022 8:06 AM
We appreciate you taking the time to leave a review!

+ tag

José ART ★★★★★ 1/4/2022

View Listing Share Review

Came here about a week ago. Ordered burger and a side of fries for take out. Ordered ahead and it was ready as soon as I got there. Good burgers and I want to try the snakes and other food here soon.

Response Assistant Completed
1/5/2022 8:06 AM
We appreciate the positive vibes! Thanks for taking the time to share your feedback.

+ tag

Alex, We design with YOU in mind.

It's been a year! We hope you're enjoying your Galaxy Watch3. Please take a moment to tell us which of the features below you like the most.

- Suits my style
- Comfortable, customizable, and premium
- It's like having a wellness partner! on my wrist
- Easy connection with other Samsung devices

We appreciate your feedback! Samsung is committed to improving our products and user experience.



AI Powered Moderation + Acquisition Content Creation

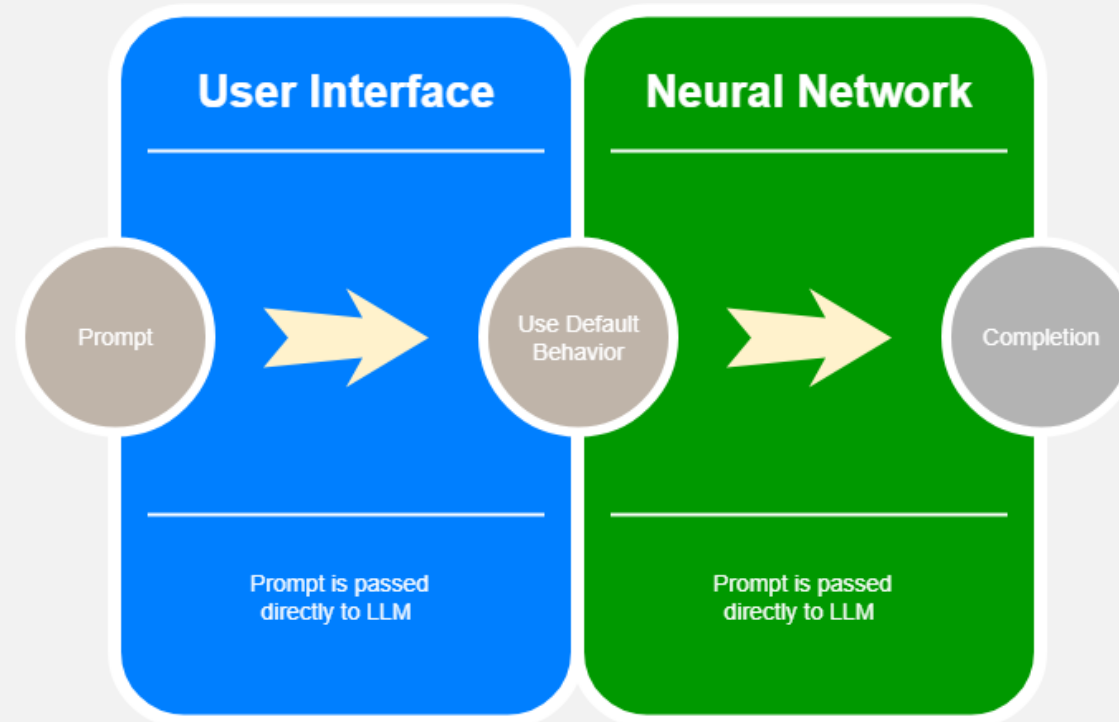
Leveraging AI to produce contextually relevant and brand safe responses to reviews

- DAC's AI solution builds responses in several languages, allowing the user to review and approve the response prior to submitting.

The screenshot shows a Facebook review interface. At the top, it displays the reviewer's name 'Ted Flatstone', a 'Doesn't Recommend' status, and the date '26/04/2023'. There are links for 'View Listing' and 'Share Review'. The review text reads: 'Review generated by AI: I recently visited this ski resort and was very disappointed with my experience. The resort was way too busy, and the wait times for the ski lift were ridiculously long. I spent more time waiting in line than I did actually skiing or snowboarding. The staff seemed overwhelmed and disorganized, and there was a general sense of chaos and confusion throughout the resort. Overall, I would say that my experience was far below average, and I would not recommend this resort to anyone looking for a relaxing and enjoyable ski vacation.' Below the review, there is a 'Create Quick Responses' button and a 'Generate' button with a lightning bolt icon. An orange arrow points from the 'Generate' button to a text box containing the AI-generated response: 'Dear Ted Flatstone, Thank you for taking the time to share your experience with us. We are sorry to hear that your recent visit to our ski resort did not meet your expectations. We understand that long wait times for the ski lift can be frustrating, and we apologize for any inconvenience this may have caused you. We are constantly working to improve our operations and will take your feedback into consideration as we'. At the bottom, it shows '7096 characters left' and 'Cancel' and 'Submit' buttons.



ChatGPT "in the wild" offers little control





Our proprietary AI Profiler offers real value

**Brand safety,
compliance +
security**

- ✓ Brand guidelines
- ✓ Language rules
- ✓ Regulatory compliance
- ✓ Private/Secure API data transmission
- ✓ Audit Trail
- ✓ Access and usage rules

**Detailed
context**

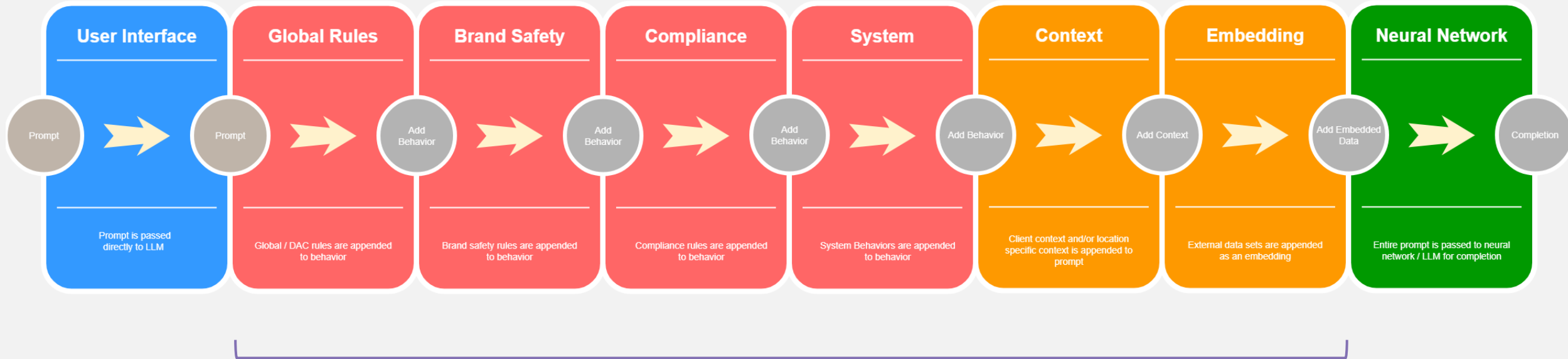
- ✓ Legal-approved copy/content
- ✓ Product knowledge
- ✓ Proprietary data or information
- ✓ Long-term 'memory'
- ✓ Known High-performing creative

**Centralized
prompt
optimization**

- ✓ Democratization of knowledge / skills
- ✓ Instant distribution of improvements



Intercepting LLM generation to apply centralized value



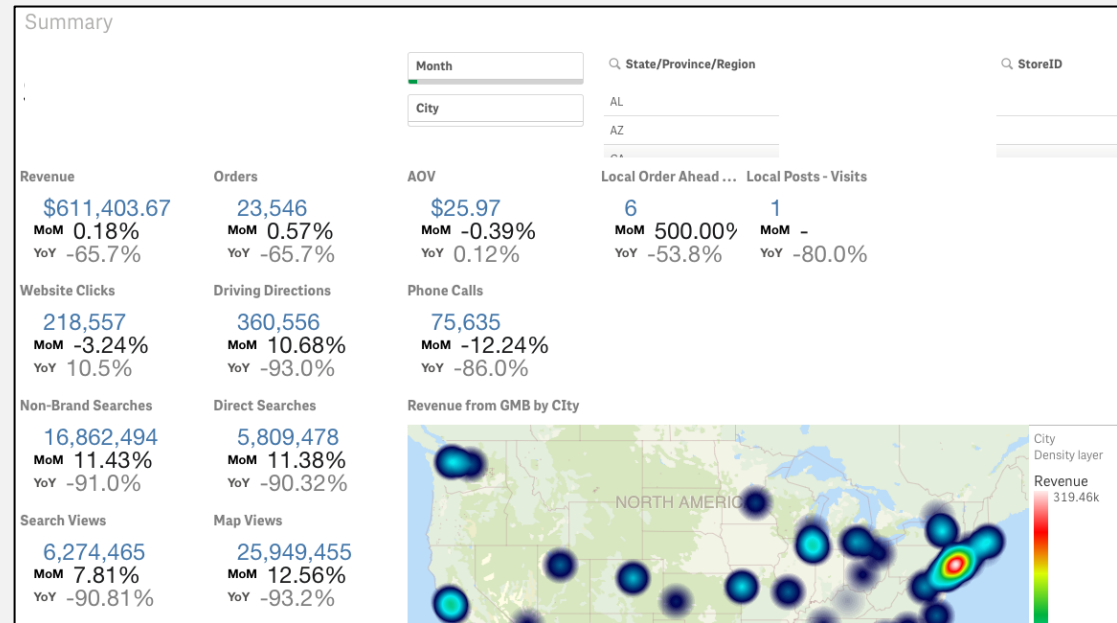
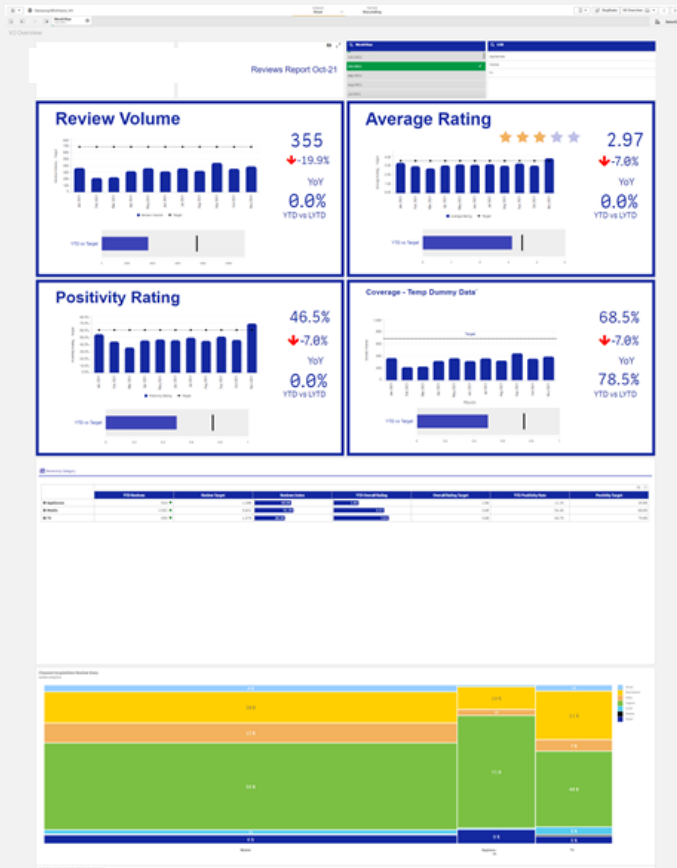
Centralized governance, context, and optimization



Reputation Measurement



Reputation Measurement



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.

Thank you

Want to learn more about what DAC can offer your business?

Visit dacgroup.com/get-in-touch to contact one of our experts