American Osteopathic College of Dermatology
2018 Spring Current Concepts

Reputation Management
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What a ride ....
Word of Mouth Effect on Customer Experience

67% of people spend money after getting recommendations from their friends on online communities like Facebook and Twitter.

Happy Customers tell 2-3 people about their experience

Happy customers who get their issue resolved tell 4-6 people.

33% of consumers would rather be treated well than have their problem resolved

What Happens When It Is A Bad Experience ???

- 93% of customers will refuse to do business with a company after 3 or fewer bad experiences.

- A dissatisfied customer will tell between 9-15 people about their experience.

- People are twice as likely to talk about bad customer service experiences than they are to talk about good ones.

37% of customers have posted a negative comment online about a bad customer experience.

Why Does It Matter ?? ... Reputation Effect

- 90% of consumers read online reviews for local businesses in 2017
- 85% of consumers trust online reviews as much as personal recommendations
- 66% of consumers say that online reviews are their most trusted recommendation
- 52% of consumers won’t do business with you if you are-- three stars;
  87% - for a two star rating
- Consumers read an average of 7 reviews before trusting a business – up from 6 last year.

*Sources: BrightLocal, “Local Consumer Review Survey” and Trustpilot: “When Bad Reviews Happen” - 2017*
Net Promoter Score (NPS)

Net Promoter System℠ is based on the fundamental perspective that every company's customers can be divided into three categories, based on their answer to a single question:

“On a scale from 0 to 10, how likely is it that you would recommend our company/product/service to a friend or colleague?”
What Can You Do ???

- Ignore at your Peril.

- If you aren’t managing the online review process, your competitor likely is.

- Don’t try to game the system

- Learn, learn, learn- benchmark others
....Help is a good word ....

- Ask patients to leave positive reviews ---use the feedback to improve!
- Feedback is a gift – ask!
- Ask your new patients how they heard about you!
- Find someone on your team who can help you!
- Begin a systemized process of surveying!
Patients want to be treated like people, and they will use their collective voices to elevate providers to do a better job of adhering to this principle.