How To Manage Your Online Reputation
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Every business wants to achieve a great reputation online. Every business can, with the right mentality.
When was the last time you used reviews to make a decision?
Consumers use online reviews to make informed decisions.
Consumers trust reviews.

- **97% of consumers** read online reviews for local businesses.
- **85% of consumers** trust online reviews as much as a personal recommendation.
- **73% of consumers** say positive reviews make them trust a local business more.

Source: 2017 Bright Local Local Consumer Review Survey
Almost 80% of reviews on Yelp are neutral to positive.
Honest question: do you embrace customer feedback?
Reviews can provide **insights**

Michelle S.  
Chicago, IL  
0 friends  
47 reviews

8/17/2018  

Summary, simple vibe... toned down version of RN’s Hampton Social. Friendly servers, extremely loud, distracting, ear piercing chairs that echo their the lightly decorated space that only contains hard surfaces.

Love the "small" cocktail option cause a lil sweet and a lil tart is just enough. The mainly tasting size bites menu allows for everyone to try several options without the guilt. The grilled octopus was our favorite choice.

Downfall besides the horribly disruptive **noise** situation with the chairs being pulled in and out all night- not to mention, it's already hard to hear the person across the table from you due to the lack of any fabric surfaces, the tequila and vodka options are not top of the line. They should probably add a few high end choices such as Casa Amigos and Grey Goose/Kettle One.

Defin go check it out, just wait a month or so until they put something under the chair and table legs.

Was this review ...?

[Useful]  [Funny]  [Cool]
Find where people are already talking about you online.

- Social media, review sites, discussion boards, forums.
- Start with simple tools like Google alerts and social listening platforms.
Identify trends and themes across your reviews.

- Pricing and value
- Food and beverage
- Service
- Facilities and amenities
- General experience
- Pick-up and delivery
How does everyone track their online reviews?
Actively listen and join the conversation in order to gain consumer trust and stand out.
Set goals for customer service excellence.
Develop a **strategy** for dealing with customer feedback.
An In Depth Look: The 4 Stars Way
The Bombay Way
The Tortoise & Two Lights Way
The food is pretty good. The service is shit. These people need to learn a few things about hospitality.

I like my food spicy, I ordered via a delivery app and put in a note to ask for extra hot sauce on the side. They called me to say they couldn’t do that because they charge extra for it.

First of all, there was no option to add the hot sauce for a charge in the delivery app.

Secondly, and more importantly, I ordered two days in a row and spent nearly $50 - I liked the food that much! I was going to put it in my regular delivery rotation had they not pissed me off.

Was that worth it Bombay Wraps? ...turning away a brand new customer who was about to become a regular but is now giving you two stars? For a whole 50 cents? Fools!

Cal Q. and 2 others voted for this review

Comment from Falguni - All D. of Bombay Wraps

5/3/2019 · KS thx for sharing your feedback and you business. As we round out 10 yrs in business this summer we pride ourselves on our fresh tasty food and customer service (as evidenced in our manager calling you to clarify vs. just ignoring your request)

Due to the high commission structure via our partner sites we do not offer any additional complimentary sauces. Under “Sides” we have the option of adding sauces (as many as you like) for 50 cents each.

As you can well imagine it gets cost prohibitive to pay a high fee plus add on extras (8 more side sauces) for free. I hope you can understand a family owned biz point of view.

Hope to get another opportunity to serve and delight you.
Ali (managing partner)
BombayWraps.com Read less
Review response is not one size fits all...
Respond to positive reviews.

Develop a strategy for dealing with customer feedback.

01
Something to add

02
Nothing to add

Public Comment

Direct Message
Word-of-mouth is free marketing.
Amplify the positivity.
“From the moment you walk in, you know you’re going to have a special evening.” 💫 Thank you, Kelly B. for joining us at Tortoise and for sharing your review on Yelp Chicago

Couple of Dudes Photography
“The butter cake desert was ridiculously good.” - Greg T., @yelpchicago. Finish (or start—we won’t judge) your evening off right with our hot Gooey Butter Cake, one of Chef Aaron’s family recipes. #sweettooth

twolights_chicago
DEVELOP A STRATEGY FOR DEALING WITH CUSTOMER FEEDBACK

Respond to critical reviews.

01 Legitimate

02 Inaccurate

03 Rant

Public Comment

Public Comment

Direct Message
Don’t interfere with the natural flow of reviews. Inspire great reviews organically.
Yelp fans love us
Savor Seattle Food Tours has a 5-star average rating on Yelp with 1,200+ reviews.

“The funniest and most entertaining tour guide I have ever experienced!”
— Jim P., Newberg, OR, Yelp

Please see our Tips in Prevention / Rodale’s Organic Life Magazine!
Please see our Yelp reviews and Before & After Pics!
Please see our Angie’s List reviews!
Help is here.

Learn
blog.yelp.com/business

Message
emilyrw@yelp.com

Manage
biz.yelp.com