

17 locations

Rise brands serves up exceptional customer experiences at every step of the customer journey

Launched in 2013, Rise Brands is a “kick-ass” (their words!) brand development firm headquartered in Columbus, Ohio that is making a name for itself across the midwest, south, and southwest by creating immersive and nostalgic consumer dining experiences brought to life through great food and memorable entertainment.

Currently, Rise manages four distinct multi-location brands:



Pins Mechanical
Duckpin bowling, Pinball, foosball, & more

NO SOLICITING

No Soliciting
High-end, members only bourbon bar & restaurant



16-Bit Bar + Arcade
Classic old-school fun



Weenie Wonder
Hot delicious dogs & cold creamy shakes

The challenge

“In the early days,” Rise Brands’ Director of Engagement Erin Frum says, “we could do most of our online listings and review management manually. But as we started to open more locations, and as we scaled across all of the elements of running and operating multiple businesses, we realized we needed help.” Rather than purchase a number of point solutions Rise began looking for a partner offering a single, connected platform that could do it all.

“Chatmeter allows us to drill down to the most granular level of customer experience so that we can be very specific in our actions.”

— Erin Frum, Director of Engagement at Rise Brands



Key challenge

As Rise Brands scaled across all of the elements of running and operating multiple businesses, they needed help with online listings and review management.

Chatmeter products used

- Listings management
- Reputation management

Benefits

4.5 stars
average star rating across all providers

79% LBV score
Local Brand Visibility scores above 70 indicate an industry leader

83% from 2022-23
average response rate

The solution

In 2020 Rise Brands partnered with Chatmeter to help the business streamline its listings and reputation management and access customer sentiment insights to drive its brand intelligence and improve CX.

Chatmeter is the only reputation management and brand intelligence company to combine AI-powered deep listening with real-time Location CX agility to drive customer loyalty and growth for multi-location enterprises.

Chatmeter's connected platform enables end-to-end visibility for everyone, from local store managers to executive leadership helping the entire enterprise:

- Increase operational efficiency when responding to review and repairing listing errors
- Measure and report on KPI progress, and competitor data
- Uncover blindspots, trends and take action to address issues before they get out of hand
- Create and assign custom tasks to improve workflows and communication

The results

When Rise started working with Chatmeter they ranked on page 1 of Google search for one word: bar. They now rank on page 1 of Google search for 11 unique phrases.

- Average response rate between 2022-23: 83%
- Since day-one with Chatmeter, Rise has received 5,367 5-star reviews
- From 2020-23, Rise captured a 4.5 average star rating across all providers
- 92.8% of Rise Brand's reviews indicate positive or neutral sentiment, and 87.8% of those reviews are purely positive
- Within a 30-day timeframe, their staff has been mentioned 27 times in reviews with positive sentiment
- Listings accuracy across all providers: 99% with 0 duplicate or missing listings on any major providers
- Local Brand Visibility score: 79% (LBV scores above 70 indicate an industry leader)

Learn more about Rise Brands

Read all about how Rise Brands' founder, Troy Allen, built an enterprise on the power of nostalgia.

Discover YOUR competitive advantage with Chatmeter

- Chatmeter Overview Demo
- Customer Sentiment Analysis Demo
- Chatmeter's Generative AI Demo

"It's so exciting to see how the voice of the customer is truly shaping the growth trajectory of Rise Brands, and Chatmeter plays an important part in that."

—A&W spokesperson



16-Bit Bar + Arcade



Pins Mechanical



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