

The Ultimate Reputation Management Guide for Retail Brands

Rise Above the Competition with More Five-Star Online Reviews

What do excited shoppers worldwide check before deciding where to spend their hard-earned dollars? Online reviews. The words customers read in those reviews can move them towards your stores – or push them away and through the doors of your nearby competitor.

While online reviews are critical in any industry, few feel the impact as much as retail. First off, the competition in the industry seems to escalate daily. Then, you can't ignore the ever-evolving buying trends and growing consumer desire for options like ordering online and picking up in-store or curbside, and expectations for friendly, helpful team members at every touchpoint.

Just one missed mark can pop up on Yelp or Google for the world to see.

95% of consumers check reviews before making a purchase.



Sound stressful? Relax. You've got this. You can grow a successful, trustworthy brand presence with a review management strategy and the right tools. Raving, loyal customers will open their wallets and share their exceptional experiences through word of mouth and stellar online reviews.

Yes! Online Reviews Really Matter

- 78% of consumers don't trust brand with fewer than 100 reviews
- 89% trust online reviews as much as personal recommendations
- People are 270% more likely to buy a product with five or more reviews
- 84% of consumers are more likely to choose a brand that responds to reviews



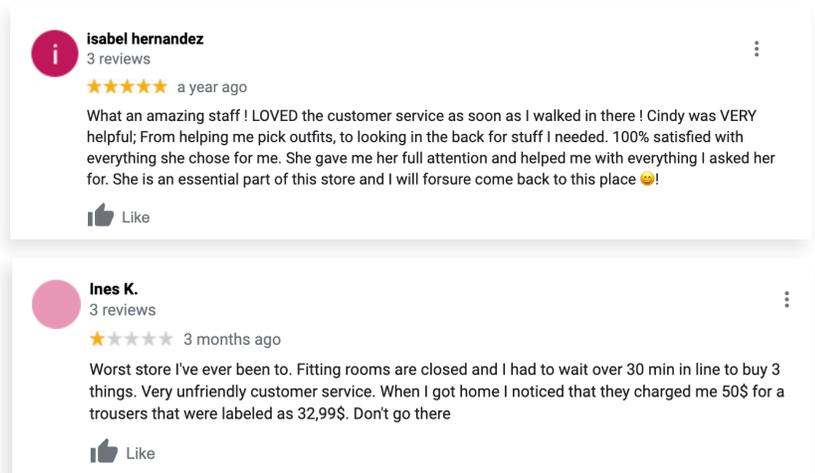
Why Your Retail Brand Needs More Customer Reviews

93% of customers say that online reviews have influenced their buying decisions, indicating that reviews play a significant role in shaping consumer opinions. Additionally, customers who report positive experiences are likely to spend 140% more than customers who report negative experiences — another huge signal that higher reviews mean higher revenue.

Reviews Increase Online Visibility

According to Google, about 61% of consumers worldwide report visiting multiple websites before choosing what to buy, and what they uncover during that discovery process will lead them towards their final purchasing decision. So, how will your stores stand apart from the rest when a single online search can reveal dozens, hundreds, or even thousands of results?

While there is no single silver bullet, the more positive online reviews your stores have, the more likely potential customers will see and ultimately choose your brand. First off, people naturally prefer well-reviewed stores. Whether buyers are ecstatic about a new purchase, an epic sale, or an amazing customer experience, great reviews are some of the best publicity you don't have to buy.



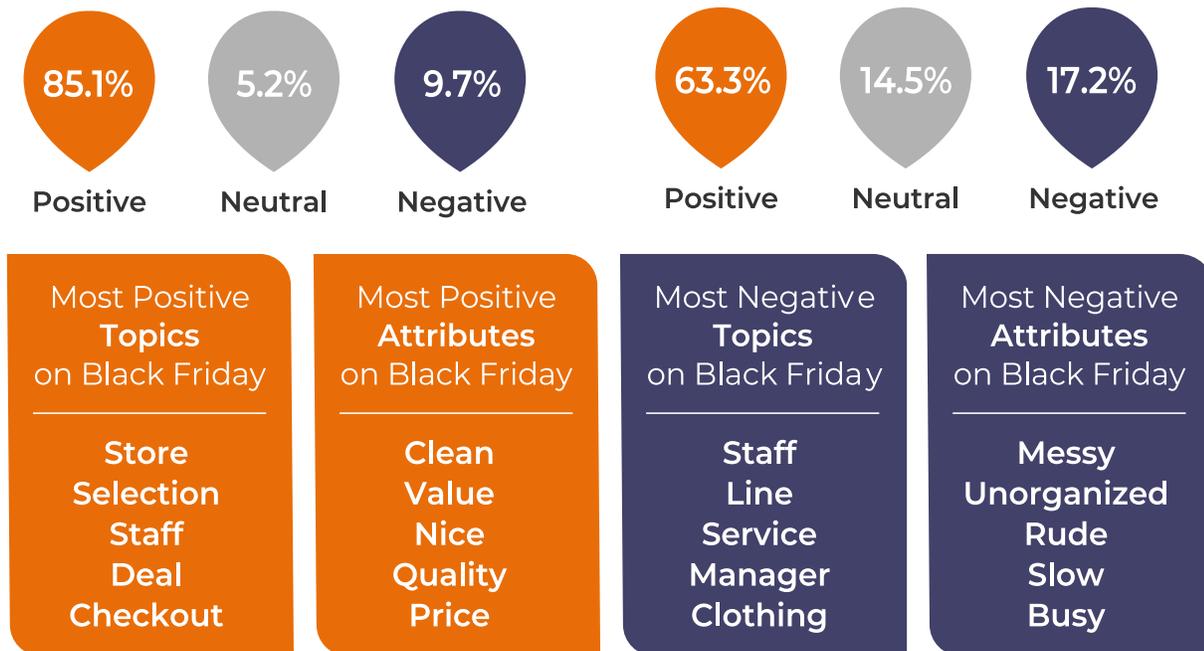
Actual Customer Reviews





Reputation’s Role in the Retail Industry

Don’t let the headlines fool you. Largely thanks to the growth of Gen Z’s buying power, the in-store shopping experience isn’t going anywhere. But it’s not just Gen Z brands should focus on. Consumer habits across all demographics have changed drastically over the last few years, with many here to stay. The brick-and-mortar brands that succeed will be willing to evolve alongside the trends, expectations, and needs of today’s consumers.



Chatmeter analyzed the reputation of 20 top retail brands in the U.S. during the craziest time of the year — Black Friday. This research gave insight into how customers felt about everything from customer service to product quality to an individual store’s cleanliness.

Topics like “outdoor seating” and “curbside pickup” earned mostly positive sentiment from customers in reviews. Conversely, “delivery driver” and “phone” leaned more negative in customer reviews.

As brands grow or trends shift, so will your customers’ wants and needs. By analyzing reviews and gaining insights directly from the voice of your customers, it’ll be easier than ever to track, understand, and adjust your strategies based on these changes.

Curious which retail brands landed at the top and bottom of the list for reputation? [Read the entire Reputation Management Brand Report for Retail to find out.](#)



Managing Your Online Reputation

1. LISTEN

Reviews and Social Media

- Get insight into each store location by monitoring reviews.
- React quickly to both customer complaints and positive feedback.
- Monitor mentions, hashtags, comments, photos, and videos on social media.

2. RESPOND

Create a Plan and Find Your Voice

- Before addressing customer feedback, create a plan for how to respond to all comments, conversations, and reviews appropriately.
- Define a voice that's in line with your brand's personality and tone.
- Be Authentic. Authenticity goes a long way when building a loyal customer base.

3. REPEAT

Implement a Routine

- Monitor and respond to reviews daily.
- Delegate tasks to your team.
- Regularly monitor and track analytics.
- Identify areas for improvement.



80% of consumers are willing to look past a mistake if a brand offers a great customer service experience.



Best Practices for Review Response

POSITIVE REVIEWS

Positive reviews show you who your brand champions are. As promoters of your business, you must thank your top fans and treat positive reviews as an opportunity to create or enhance a loyal relationship.

Writing a response to a positive review can lead to more repeat customers telling their friends and family about your business.

In 2022, **88%** of consumers say that the overall brand experience is as important as the company's products and services.



Write Their Name

When you want to create a personal connection, always start by saying someone's name. It shows you care about who your customers are enough to engage with them as individuals. Maybe you'll even remember their name the next time they pop into your business.

Express Your Gratitude

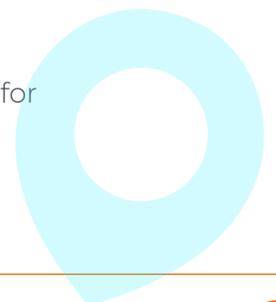
There are a lot of ways to express gratitude. People want to feel heard, especially when they share a detailed review about your stores. Instead of limiting your reply to a thank you, dive into the details. It's also a great way to incorporate any keywords you want to use for SEO purposes.

Entice Them to Return

They came. They bought. They loved! Now encourage that buyer to become a repeat customer! Maybe tempt them with a new product, entice them with a special offer, or simply let them know you can't wait to see them again. However you do it, always give a reason for people to come back — and bring their friends.

Thank Them Again and Sign Off Thoughtfully

Close the response with a thank you to drive the key message home. Most importantly, express your gratitude for their loyalty and willingness to advocate for your brand. Sign off with a warm, positive sentiment and your name to add transparency and a personal touch.



Best Practices for Review Response

NEGATIVE REVIEWS

While negative reviews are frustrating to receive, they can be a valuable learning tool and an opportunity to rebuild a connection. Responding to negative reviews highlights your brand's commitment to customer care and satisfaction. Even better? If a brand responds personally to a shopper's bad online review, 51% of those shoppers will return to buy again

Respond Quickly

No one likes a one-sided conversation. When a shopper takes the time to write a review, show that you are actively listening. If a store doesn't respond fast — or at all — customers will assume you don't care about their patronage. And why would anyone spend their hard-earned money at a place that doesn't care?

Be Authentic

Customers want to know there's a caring human behind your brand and response — not a robot. Avoid marketing speak, industry jargon, and lengthy explanations. Make your response conversational, humble, and honest.

Keep It Polite

Always take the high road. Even if a customer posts a low blow, keep your response polite, civil, and aimed at the problem at hand: the customer's dissatisfaction.

Be Empathetic

Empathize with the customer's complaints. Saying "I'm sorry" or "I understand" can go a long way in making a customer feel like their opinion is valued.

Think of Future Customers

If a potential patron were to read a bad online review, what concerns could they have? And what is your brand doing to solve that issue from happening again? This can significantly set the worries of hesitant future customers at ease.

Take it Offline

When responding to a negative review, especially a particularly harsh or sensitive one, always offer a way for the customer to reach you offline. This provides a safer place to connect one-on-one, make it right, and prove that you genuinely care about their experience.

On average, customers will tell 9 others about a positive brand experience. They will tell 16 about a negative one.





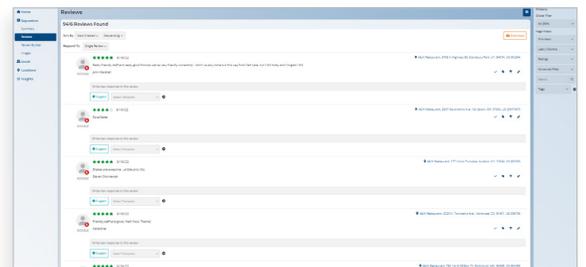
What's Next?

A well-optimized reputation management strategy must be a top priority for your retail brand. Like it or not, it has become an industry must-have. Right now, your xdirect competitors are funneling increased resources into their online review and reputation management process. The longer you wait, the farther you'll have to catch up.

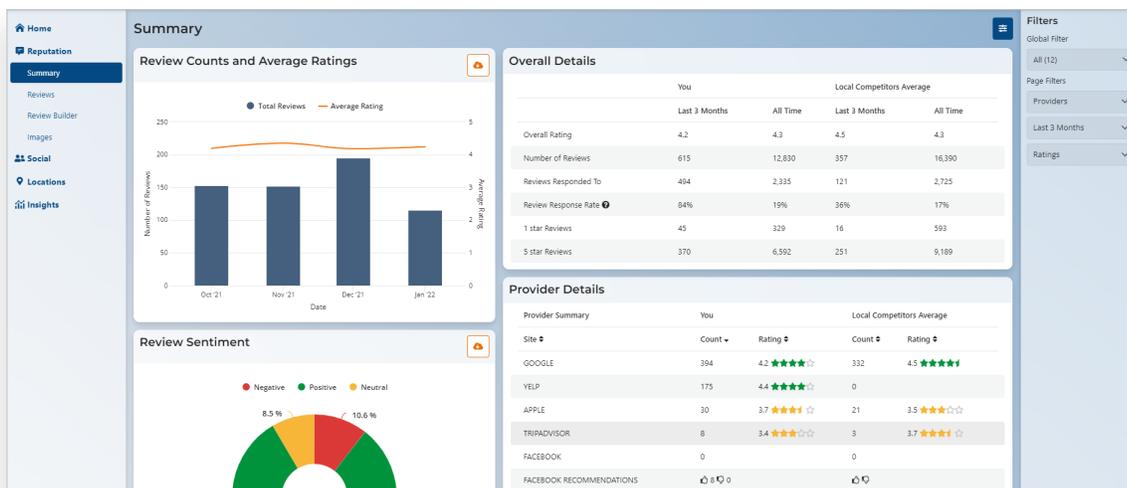
It's easier than you think to implement and fully support an incredible, revenue-building reputation management program. You just need the right tools and team at your side.

Trusted by major retail brands worldwide, Chatmeter offers a comprehensive suite of software solutions including:

- A single user-friendly feed to view every online review
- Rapid and bulk review response features
- Head-to-head competitor comparisons
- 1000s of customizable review response templates
- In-depth online review analytics and reporting
- Real-time customer sentiment analysis



Quickly see your reviews in the dashboard.



Chatmeter's all-in-one reputation management dashboard shows review counts and average ratings, how you're showing up across directories and much more.

That's just the start. Learn more about how Chatmeter can help you build an irresistible online reputation that drives growth, customer loyalty, and tons of 5-star reviews. [Set up a demo today!](#)

Retail Reputation Resources

CASE STUDIES

- [Brookshire Brothers](#)
- [Pawn America](#)

BLOGS

- [Win More Gen Z Retail Customers with Local SEO & Reputation Management](#)
- [What Local SEO Updates Should Your Brand Make Throughout The Year](#)
- [6 Essential Steps for Increasing Foot Traffic to Your Retail Store With Local Listings](#)

WEBINAR

- [Meeting the Needs of Today's Evolving Consumer | Data + Trends for CX Success](#)

Click here to set up a Chatmeter demo, email us at info@chatmeter.com, or call us at **619.795.6262**.

