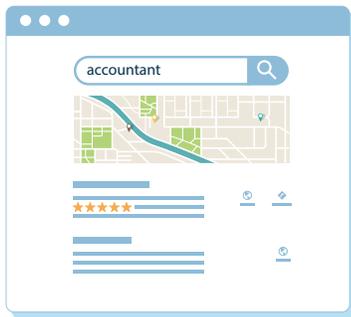# Reputation Management for B2B Services

Managing your brand's reputation and understanding the customer experience is valuable to businesses with any number of customers.

Stand out in search

It is often said that you don't get a second chance to make a first impression. Today, a Google search is often the first time potential clients see your brand and reviews play a big role. For a B2B business with only one or two reviews, a negative review can be devastating to your reputation. Obtaining reviews on a regular basis can help you stand out from the crowd.

Influence buying decisions

These days, the journey for many new customers in the B2B world starts at Google and moves to your website prior to the first call. Use reviews on your website to create content, add social proof, and share the voice of your customer to influence prospective buyers to take action.

Low volume but high ROI

Because reviews are not common in the B2B world they offer a significant return on investment. Even a single review has the power to convert a client with a high lifetime value. It is worthwhile to ask for reviews on a regular basis to create a steady stream of reviews for your business.

Customer experience matters

Happy customers are repeat customers and become your best source of referral. Understanding how your current customer feels about the service they receive and the experiences they have with your brand is central to building the best business.

# Understand your customer's experience and build your business

Enable a connection with your customers to help your business capture, manage, and market your customer's experience to fuel growth.

Capture

Collect more CX data than any other solution

✓ Request reviews on 100+ sites

✓ Capture NPS®, feedback, reviews, and surveys

✓ Branded emails and SMS review requests

✓ TextBack, the industry's first inbound SMS solution

✓ Monitor reviews on 50+ sites and Google Q&A
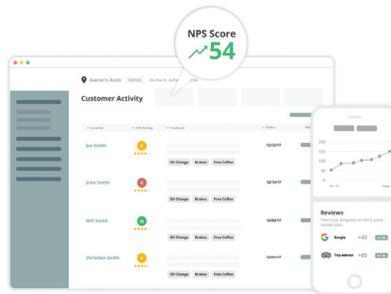
Manage

Engage, respond, and report at speed

✓ Manage by brand, region, state, and location

✓ Reply to customer feedback and reviews

✓ Full Reporting Suite

✓ Insights AI powered by IBM Watson®

✓ Robust customer profiles

✓ Tagging, themes, and trends
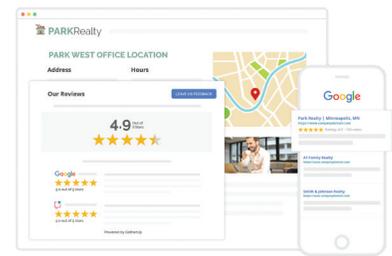
Market

Amplify your reviews for SEO, social, and content wins

✓ Review widget display of your reputation and ratings

✓ Brand, location, and service review widgets

✓ Social media image creation and posting

✓ Local SEO and Google My Business optimization

✓ Reputation powered conversion tools

Schedule your demo today!