



## How to use Reputation Manager

In this guide we'll show you exactly how you can start building an awesome online reputation using Reputation Manager.

**Reputation Manager is split up into two parts:**

**1**

**Monitor Reviews**

This helps you monitor and respond to your reviews.

**2**

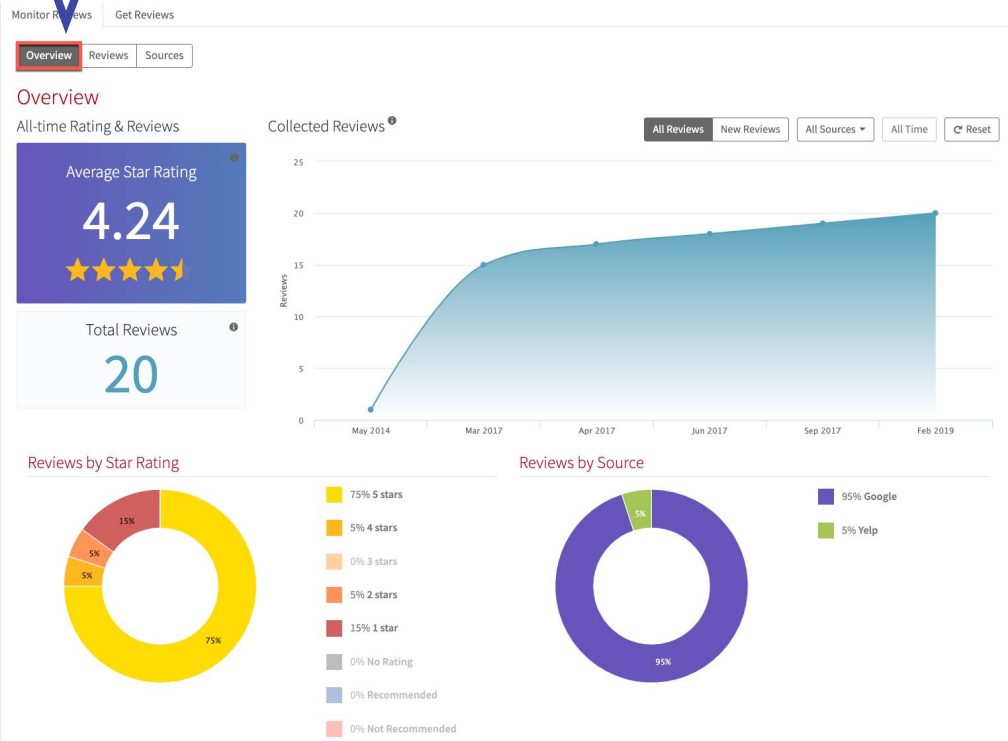
**Get Reviews**

This helps you send out review invitations to generate feedback and new reviews.



## Monitor Reviews

# Monitor Reviews



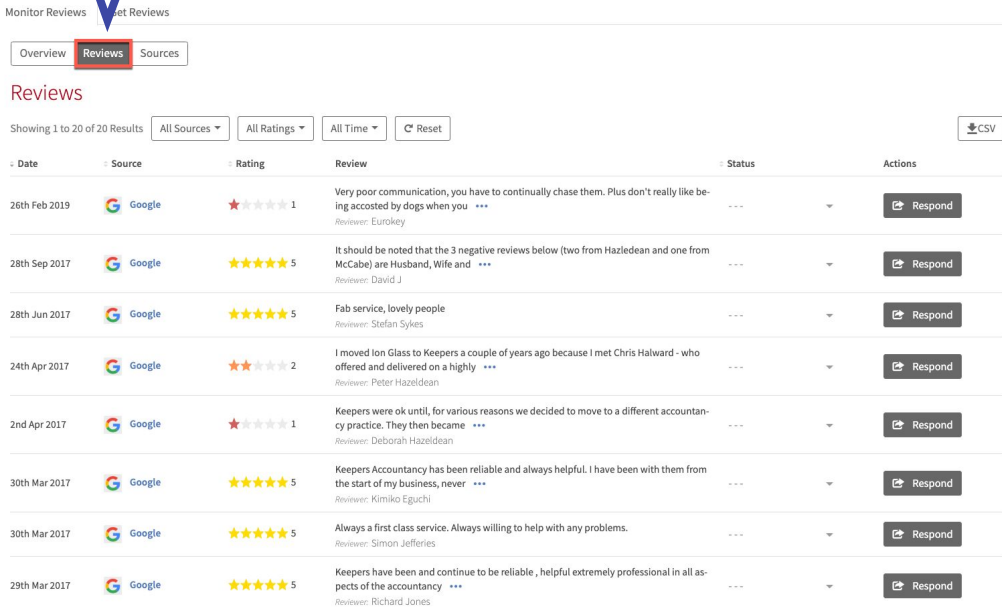
When you first open the 'Monitor Reviews' report, you will see three buttons at the top.

Automatically it will show the 'Overview' button data.

Here you can see:

- All-time Ratings & Reviews for your location.
- Average Star Rating for your location.
- The total number of reviews.
- Three graphs showing Collected Reviews, Reviews by Star Rating and Reviews by Source.

# 'Reviews' section



Monitor Reviews [Set Reviews](#)

Overview **Reviews** Sources

## Reviews

Showing 1 to 20 of 20 Results All Sources ▾ All Ratings ▾ All Time ▾ Reset CSV

Date	Source	Rating	Review	Status	Actions
26th Feb 2019	Google	★☆☆☆☆ 1	Very poor communication, you have to continually chase them. Plus don't really like being accosted by dogs when you ... <i>Reviewer: Eurokkey</i>	---	<a href="#">Respond</a>
28th Sep 2017	Google	★★★★★ 5	It should be noted that the 3 negative reviews below (two from Hazledean and one from McCabe) are Husband, Wife and ... <i>Reviewer: David J</i>	---	<a href="#">Respond</a>
28th Jun 2017	Google	★★★★★ 5	Fab service, lovely people <i>Reviewer: Stefan Sylkes</i>	---	<a href="#">Respond</a>
24th Apr 2017	Google	★★★☆☆ 2	I moved Ion Glass to Keepers a couple of years ago because I met Chris Halward - who offered and delivered on a highly ... <i>Reviewer: Peter Hazledean</i>	---	<a href="#">Respond</a>
2nd Apr 2017	Google	★☆☆☆☆ 1	Keepers were ok until, for various reasons we decided to move to a different accountancy practice. They then became ... <i>Reviewer: Deborah Hazledean</i>	---	<a href="#">Respond</a>
30th Mar 2017	Google	★★★★★ 5	Keepers Accountancy has been reliable and always helpful. I have been with them from the start of my business, never ... <i>Reviewer: Kimiko Eguchi</i>	---	<a href="#">Respond</a>
30th Mar 2017	Google	★★★★★ 5	Always a first class service. Always willing to help with any problems. <i>Reviewer: Simon Jefferies</i>	---	<a href="#">Respond</a>
29th Mar 2017	Google	★★★★★ 5	Keepers have been and continue to be reliable , helpful extremely professional in all aspects of the accountancy ... <i>Reviewer: Richard Jones</i>	---	<a href="#">Respond</a>

The 'Reviews' section shows you a list of all your reviews in a table.

This table allows you to:

- Filter the reviews you want to see.
- Manage reviews so you can set your own status and actions for each one.
- Respond to Google and Facebook reviews through the 'Respond' button in the dashboard (we'll need to have access to your Google and Facebook features in order to set this feature up for you).

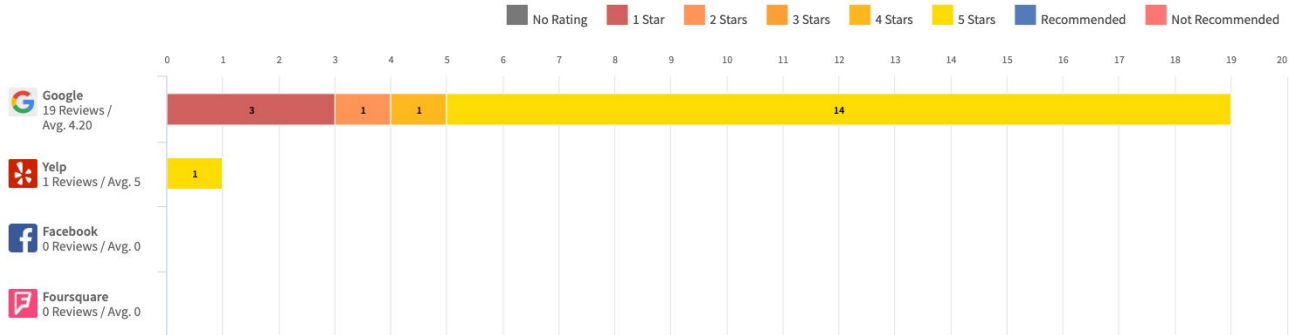
# 'Sources' tab

The last tab is the 'Sources' tab, where you can find a chart and a table showing the review results separated by different review sites.

Monitor Reviews | Get Reviews

Overview | Reviews | Sources

## Sources



Source	Total Reviews	Last 30 days	This Month (Aug 2019)	Last Month (Jul 2019)	This Year
Google	19	0	0	0	1
Yelp	1	0	0	0	0
Facebook	0	0	0	0	0
Foursquare	0	0	0	0	0



**Get Reviews**

1

# Get Reviews

To start generating reviews, we will need to log in through the 'Get Reviews' tab with the password we've provided.

2



Monitor Reviews **Get Reviews**

Overview **Reviews** Sources

Overview  
All-time Rating & Reviews

Collected Reviews

All Reviews New Reviews All Sources All Time Reset

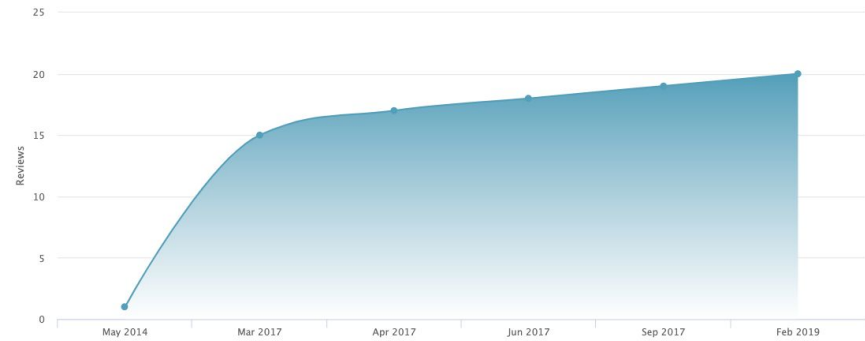
Average Star Rating

# 4.24

★★★★★

Total Reviews

# 20



Reviews by Star Rating

Reviews by Source



**Log in** ✕

You need to be logged in to access the Get Reviews tab.

**Password\***

**Log in**

Don't know the password? Please contact us so we can reset the password for you.

We will log you out after one hour of inactivity to ensure your account and data is kept secure.

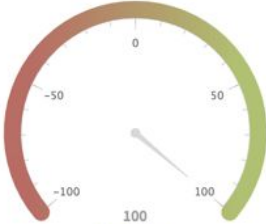


Once you land on get reviews, you'll want to click "Get more reviews" in the top right hand corner.

Monitor Reviews | **Get Reviews**

### Get Reviews

Feedback Score (NPS) <sup>1</sup>



100 - 0 = 100

Promoters 100/100

Passives 0/100

Detractors 0/100

Feedback Funnel <sup>1</sup>

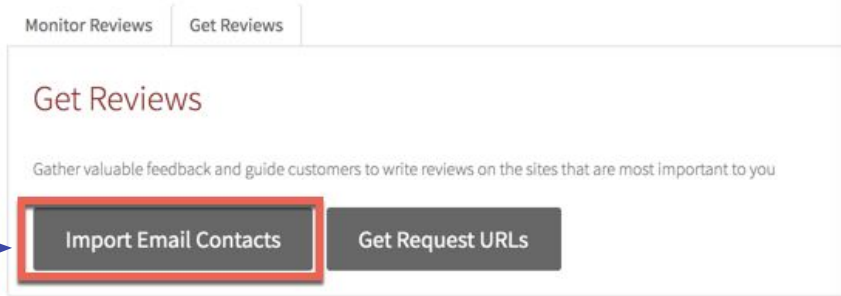
Step	Count	Label
Left feedback	0	
Delivered	0	N/A
Opened	0	N/A
Clicked to leave review	0	N/A

### Kiosk & Link Mode Campaigns

Type	NPS	Left Feedback	Delivered	Opened	Clicked	Template Used	Actions
Link Mode	100	1	N/A	N/A	1	TEST-UB	<a href="#">View</a>
Kiosk Mode	0	0	0	0	0	TEST-UB	<a href="#">View</a>

**Get more reviews**

You'll then land on this page where you can see there's two options to generate new reviews.



### “Import Email Contacts”

To use this approach you'll need a list of your customer's email addresses. This involves you uploading a file with customer email addresses and starting the flow directly.

Once you click the “Import Email Contacts” button, you'll see this screen

Once you click the “Import Email Contacts” button, you’ll see this screen:

You can click “this template CSV” link as shown above to download the correct template csv.

## Import Contacts

Please upload a CSV-format list of the people you would like to get reviews from. You can use [this template CSV](#) to ensure the file structure is correct.

Choose CSV file:  No file chosen

Before we message these people:

1. Please make sure that you have permission to contact them
2. Please make sure that you have read and agreed to our [Terms and Conditions](#)

Yes, I have permission to contact them


Yes, I have read and agreed to the [Terms and Conditions](#)

### Description of CSV fields

First Name	Last Name	Email Address
Contact first name	Contact last name	Contact email address

Once you have downloaded this you can then simply add your contacts in the following format:

Once you've updated the doc save it then upload it and wait for the feedback and reviews to come in!



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	First Name	Last Name	Email Address															
2	John	Smith	<a href="mailto:Johnstest@test.com">Johnstest@test.com</a>															
3	Matt	Fringe	<a href="mailto:Mattfringe@test.com">Mattfringe@test.com</a>															
4																		
5																		
6																		
7																		
8																		
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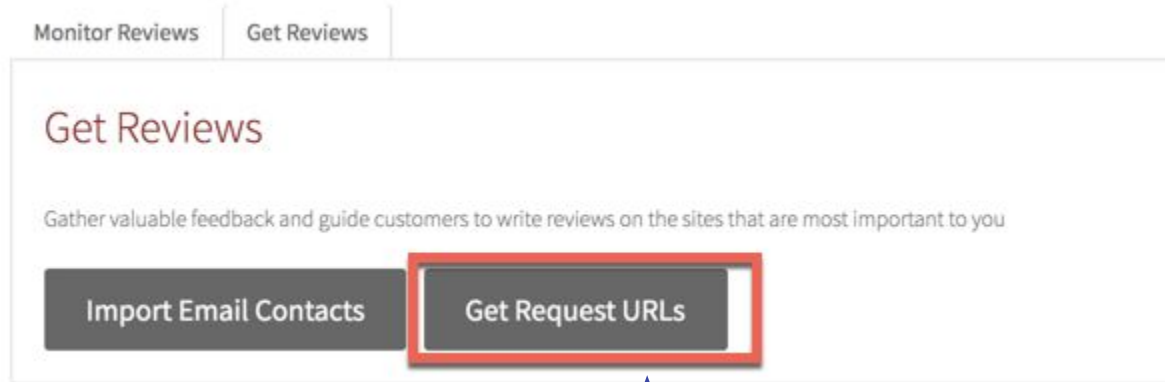
The other option you have to generate reviews is to “Get Request URLs”

Monitor Reviews | Get Reviews

## Get Reviews

Gather valuable feedback and guide customers to write reviews on the sites that are most important to you

Import Email Contacts | **Get Request URLs**

A screenshot of a software interface for managing reviews. At the top, there are two tabs: 'Monitor Reviews' and 'Get Reviews'. Below the tabs, the heading 'Get Reviews' is displayed in a dark red font. Underneath the heading is a descriptive sentence: 'Gather valuable feedback and guide customers to write reviews on the sites that are most important to you'. At the bottom of the interface, there are two dark grey buttons with white text. The left button is labeled 'Import Email Contacts' and the right button is labeled 'Get Request URLs'. The 'Get Request URLs' button is highlighted with a red rectangular border. A blue arrow points upwards from the bottom center of the image towards the 'Get Request URLs' button.

Once you click this button you'll have two options. Simply take the links, and start making them available to customers by using some of the examples above.

1

### Link Mode URL

Link Mode allows you to request feedback and reviews from your customers via SMS, email signatures or even business cards by using a dedicated, white-labeled URL.

Link Mode is ideal for capturing feedback once the customer has left your business location.

<http://bit.ly/2M62iNY>

Copy

**Link Mode:** Gives you a link you can add anywhere for customers to start the feedback flow on their own devices. Suggested examples are your email signature, your website, your booking system (if you use one) and your business card.

2

### Kiosk Mode URL

Kiosk Mode allows you to request feedback from your customers on a tablet or kiosk, which serves a dedicated, white-labeled web page.

Kiosk Mode is ideal for capturing feedback while the customer is still at your business location.

<http://bit.ly/2N6glMt>

Copy

**Kiosk Mode:** Similar to Link Mode, the main difference is that it's designed for customers to interact with whilst they're at your business and on a shared device. Customers don't like logging into Facebook and Google on a shared device, so this mode works around that by emailing them an hour later asking for a review instead. To get started simply have this link open on a laptop in your waiting room or an iPad by your checkout so customers can start this process themselves on a shared device.

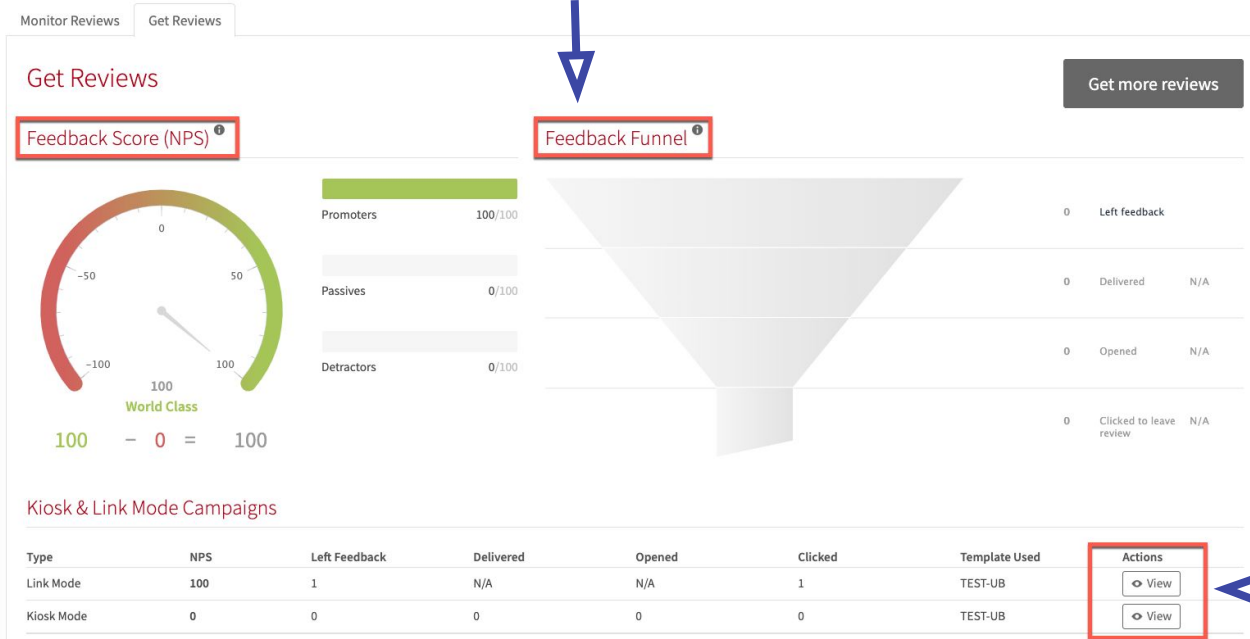


**Understanding  
your campaign  
and responding  
to feedback**

A finished review generation campaign displays various metrics and tasks for you to action next:

### Feedback Funnel

Shows metrics around how many customers left feedback, clicked to leave a review, opened your email and how many were delivered.



### Feedback Score (NPS)

Net Promoter Score is a commonly used system to gauge customer satisfaction. This meter will change based on the 1-10 scores from your review generation campaign

### Kiosk & Link Mode Campaign Actions

Selecting the 'View' button under Link or Kiosk Mode campaigns will show individual customer feedback, NPS score and what site they left a review on.