Reputation Score Overview

The platform supports several metrics to help you measure customer experience:

<table>
<thead>
<tr>
<th>Average Rating</th>
<th>NPS</th>
<th>TXI</th>
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<tbody>
<tr>
<td>4.7/5 (Sentiment (Transactional))</td>
<td>30.2 (Loyalty (Relational))</td>
<td>56 (Sentiment + Loyalty (Transactional + Relational))</td>
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What do all of the above metrics have in common? **Your customers!**

But, where’s the other half of the picture?

You also need to know how they become your customers.

Reputation Score measures how you look online—through the eyes of your potential and existing customers—in all aspects of online reputation.
How Does Reputation Score Work?

The Reputation Score is calculated on a 100 – 1,000-point scale. At a glance, you can determine the level of success of your locations’ online visibility, customer engagement, and sentiment. The higher your Reputation Score is, the greater the likelihood you stand out among search engine, map results, and on review sites—and are doing the right things to be seen and chosen by new consumers.

Score Influencers

The Reputation Score is based on 30-day averages of the following key dimensions. Shown in order of weight:

1. What’s the first thing you see when you search for a local business online? Star average! This metric measures overall star rating, with weights assigned to the popularity of the review site and the position of the review. (Google and Facebook have the highest weights across most markets and industries.) Surveys are not included.

*How to impact?* Deliver a great experience! People who write reviews are generally very dissatisfied or very satisfied. If the service is average, people are unlikely to write reviews.

2. The next thing you might look for after searching for a business is the number of reviews that went into that star average. You’ll trust a star average with 1,000 reviews over 5 reviews. A location needs to have a minimum quantity of reviews on each relevant review site to score highly on volume.

*How to impact?* Actively request reviews from customers using tools like Reputation Manager or survey (with our Google private API). Explain that you are striving to deliver the best service and that you feel motivated when you hear feedback.

3. Google and Facebook are most important, but you must also have review presence on a variety of sites. Businesses with reviews across a variety of popular review sites score more favorably than those with reviews concentrated on just one or two sites.

*How to impact?* Our request templates consider review spread, which is why we recommend using Reputation.com inserted links with your review requests so that other review sites are covered.
4. Next, look to see the date of the reviews. If no reviews were left in the last few months, you might wonder if the business is no longer open or relevant (best practice is to have reviews newer than 3 months).

**How to impact?** Request reviews regularly. Using an integration, you can even automate review requests after each customer transaction. Reviews posted most recently are weighted more heavily in calculating Star Average.

5. When you search for a local business (name and zip or city/state), what are the first few search results? If your location’s web page is near the top of the search results (top 10 blue links on page 1) and the GMB Knowledge Panel appears, you’ll get a high score here. Additionally, when you search for the category/near me, if your location shows up in the top 10 search results or Local Pack, the score increases.

**How to impact?** Using a widget to generate your own star rating on your website can lift your page higher in search results. Additionally, ensure that your GMB profile is complete and that your business category is correct in your location profile.

6. Consumers need to see responses that are courteous and that offer direct methods of contacting them. Even a negative review is often looked at more favorably if the business responded.

**How to impact?** Best practice is to respond to 100% of negative reviews and 20% of positive reviews. (Let us help you with managed responses!) If you’re managing responses on your own, use the macros as a starting point so you can respond quickly while still adding variety.

7. Does the location information of the business match what actually shows up on Google (name, address, contact info, hours, etc.)? What about other sites (e.g., Facebook, YP, etc.)?

**How to impact?** The accuracy of this information is especially important when consumers are performing "near me" searches. If you’re not currently auditing your business listings through the platform, ask your CSM how.

8. Does the business have a social presence and are the posts getting engagement? Businesses that are active on social media tend to convert more researchers into customers.

**How to impact?** Regularly post content on social channels, and respond to comments within 24-48 hours. This metric measures engagement on Facebook based on views, fans, likes, and engaged users. Note: Only locations with a connected Facebook account will be counted in this metric. If you have no data in this thermometer, it will not impact overall score.
9. Which review has more impact to you: “It was great.” - OR - “Tim was amazing and explained all options. He made me feel like family!”

How to impact? Although a reviewer’s length is not something you can necessarily control, it influences a potential consumer’s perception of your business and their likelihood of trusting the review. Try asking customers to leave two or more sentences if requesting face-to-face.

Impact of Reputation Score

Once you know your score, keep track of it regularly. Shout it out across the organization! Establish specific goals surrounding the various factors that contribute to it.

We analyzed 4.7 million customer reviews and found that:

A high Reputation Score leads to a 3.9% impact on store sales.

Regularly examine which thermometers need improvement to help you meet or beat Industry Average. When you are within range of reaching Best in Class, act on any lagging thermometers to break into the lead!
Frequently Asked Questions

Here are common scenarios for troubleshooting Reputation Score.

Who are the businesses that I’m compared against in “Industry Average,” and how do I find out their scores?

To calculate industry benchmarks, our algorithm selects a representative sample of over 1,000 locations in your industry (Reputation.com customers and non-customers). We calculate an average score across all locations in the sample.

We also take the locations with the highest reputation in that sample (typically top 1%) and create an average score of those. That average is the best-in-class benchmark for that industry.

We can’t disclose who the businesses are or what their scores are. If you’re interested in those metrics, consider our Competitive Reporting options.
Is the industry standard / best-in-class specific to region or location?

Your score as a whole *is* industry- and region-specific (national). For example, the scoring algorithm differs between OEM businesses in UK vs. Retail businesses in US.

The industry standard and best-in-class use the same scoring algorithm. However, those scores are not broken down further for location-by-location comparison. If you know that locations in SW Arizona typically do better than NW Arizona, you'll still compare them both to the national benchmarks for comparison.

I got 20% more reviews this quarter. Why isn’t my score increasing?
The score reflects a 30-day running average (see below), so day-to-day fluctuations won’t be as noticeable.

Where did those “new” reviews come from? If the positive reviews were all on YP, while meanwhile you got 3 *negative* reviews on Google, the Google reviews are always going to have a bigger impact. Not all review sites are treated equally.

The higher score that you get, the harder it is to improve. Improvement is measured in much smaller, incremental changes as you near a perfect score.

**Suggested Yearly Target Gains For Score Brackets**
- 100 – 50%
- 200 – 30%
- 300 – 20%
- 400 – 13%
- 500 – 8%
- 600 – 4%
- 700 – 0%

**What does a running or rolling average mean?**

The Reputation Score is updated daily using the average of the last 30 days of data. For example:

- Today is May 1. The score is an average of data accumulated from April 1 – April 30.
- If you go back and look at what your score was on February 1, the score is an average of data accumulated from January 2 – 31.

The platform relies on your data for ALL TIME so that you can make comparisons for any time period, but scores—including individual thermometers—rely on the last 30 days of data.
Why did my score go down?

There can be any number of reasons, but the most common reasons include a recent dip in the number of reviews on Google, a spike in negative reviews on Google, or a drop in response rate. Go to the Reviews tab, and look at the Sentiment Trend for Google.

Also look at the Responded Reviews chart to look for a dip over the last quarter (green).

Respond as soon as you can—especially to Google reviews. Negative reviews from Google that are unresponded hurt the most to the review response score.

Let us help you with Managed Response services!
What do the percentages mean on each thermometer?

The percentages are there for you to quickly identify which thermometers require the most attention. The color goes from red to green as the percentage goes from 0-100%—the redder the thermometer, the more attention it requires.

The percentages are assigned based on our algorithm. Although we don’t provide the algorithm, we show you where each thermometer lands on a scale (with 100% being perfect) so that you have a consistent measurement across all areas. Consider the Star Average thermometer, for example.

Our 30-day star average is at a 4.8! However, if we extrapolate that 5-point scale to 100 (4.8×100/5), we should be at a 96%. What gives?

This metric measures each third-party review’s average star rating, with weights assigned to the popularity of the review site (Google and Facebook) and the position of the review. Even though the rating is high in this case, the positions of the reviews and the spread from the sites might be impacting this score.