

Implementing an Effective “Reviews” Strategy

Pawan Jaggi, Founder, pulseM

New Normal

- Establish Trust... and then ask for Reviews
- Messaging must be useful for customer
- Simplicity and Automation will win

It's a level playing field!

CX
Expert

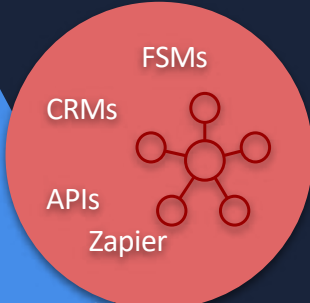
Desired Outcome

- You are a leader in your local market among businesses of comparable size.
- Review growth is driving revenue growth.

Actions

- Implement a reputation management program.
- Pay attention to negative experiences.
- Automate. Use integration.
- Measure review velocity. Improve it till you become a market leader in your segment.

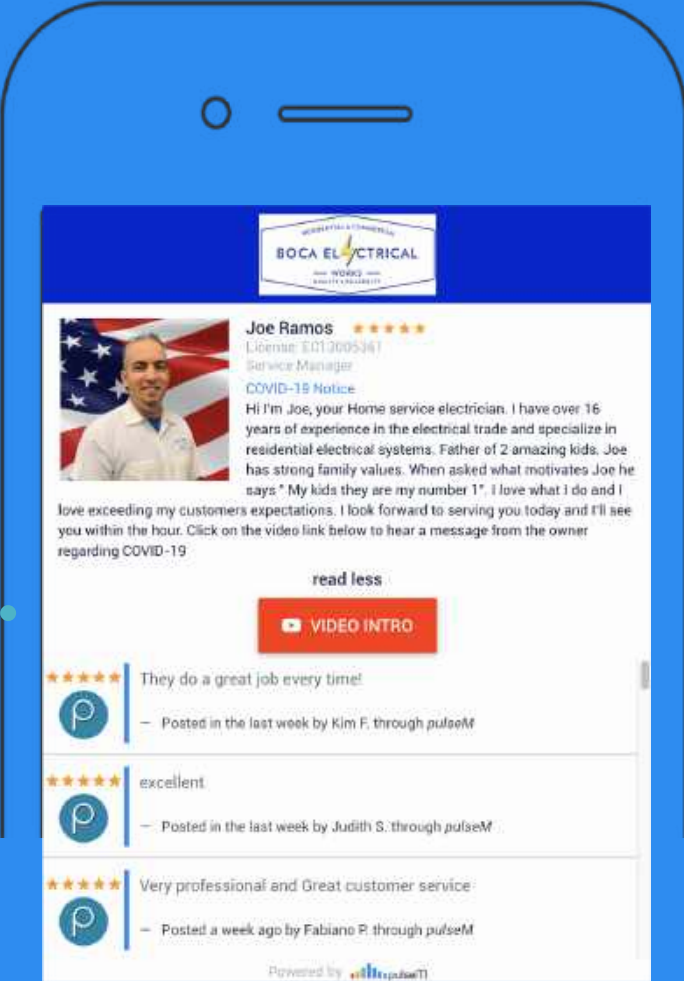
Send Employee Bio's on Job Dispatch



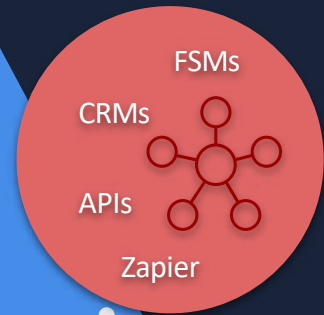
Job Dispatched



Delivered via both
Email and SMS



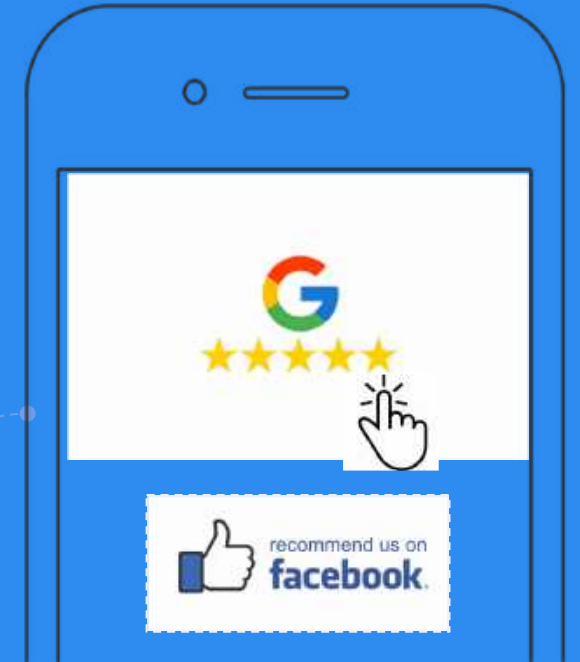
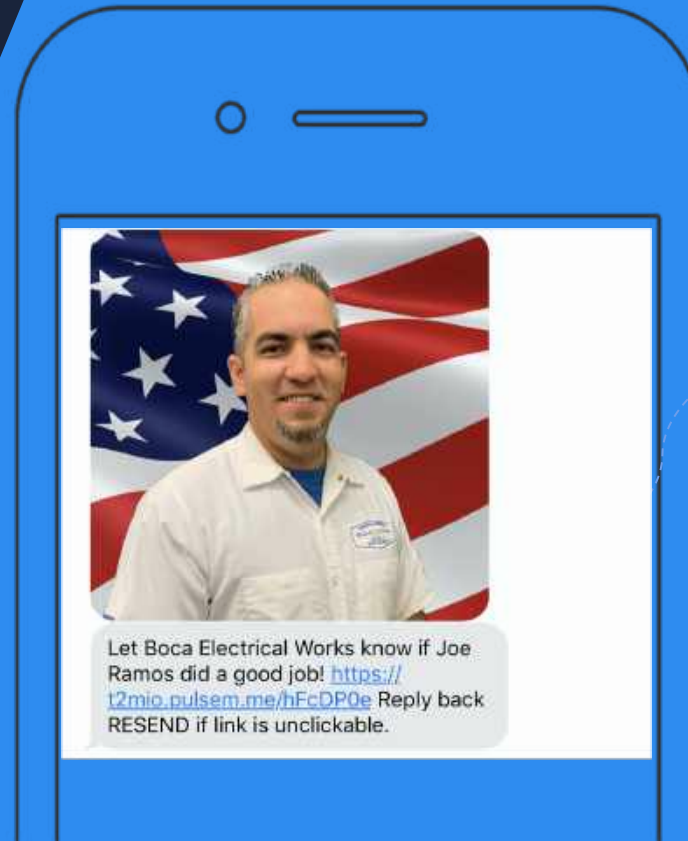
Send Review Request on Job Completion



Job Completed



Delivered via both
Email and SMS



Commercial and Residential Clients

SMS and Email combined gives you over 50% engagement rate

Sentiment

Net Promoter Score

The screenshot displays a customer feedback interface with two review cards. Each card includes a checkbox, a smiley face icon, a rating, a text review, and a set of metadata tags. The first review is for Wayne Arndt with a 9.8 rating and a 'Positive' sentiment. The second review is for Benjamin McNeal with a 9.6 rating and a 'Positive' sentiment. Both reviews have a Net Promoter Score of 10. The interface also features 'Approve', 'Archive', and 'Edit' buttons for each review.

9.8

ON TIME very nice, very respectful. Very knowledgeable, spoke English, I can't say enough good things. The whole process was easy and understandable. Every department has great people. Would definitely use them again and recommend them highly.

Sentiment Positive

Customer: Wayne Arndt Customer Email: wayne_25@com Customer Phone: +1 (970) 590-0788 Customer Address: 8200 East 189th Terrace

Date: Yesterday at 12:55 PM Campaign: KC Waterproofing Department: General

How likely are you to recommend us to your friends and family? **10** Professionalism **10** Quality of Service **10**

9.6

Vic was awesome. Knowledgeable and friendly. You can really tell he loves what he does. Customer service always goes a long way!

Customer: Benjamin McNeal Customer Email: mcneal.benjamin@gmail.com Customer Phone: +1 (816) 520-5194

Customer Address: 7432 North Wallace Avenue Date: Yesterday at 9:40 AM Campaign: KC Waterproofing Department: General

How likely are you to recommend us to your friends and family? **10** Professionalism **10** Quality of Service **10**

Approve

Archive

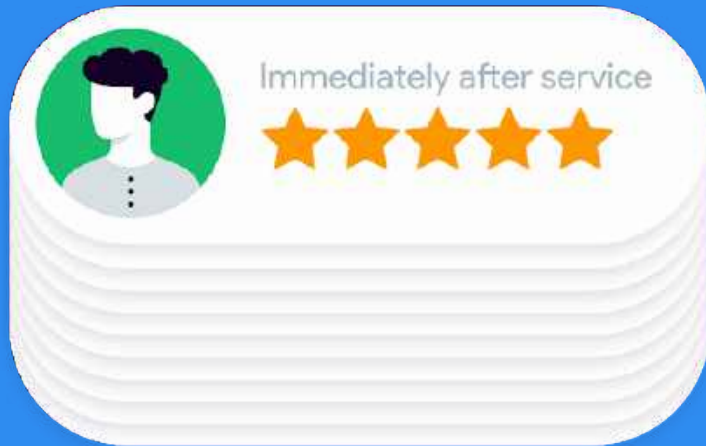
Edit

Timing Matters

Homeowners are busy! For timely review requests, API integration produces the best results. Ensure your integration is real time and can be customized.

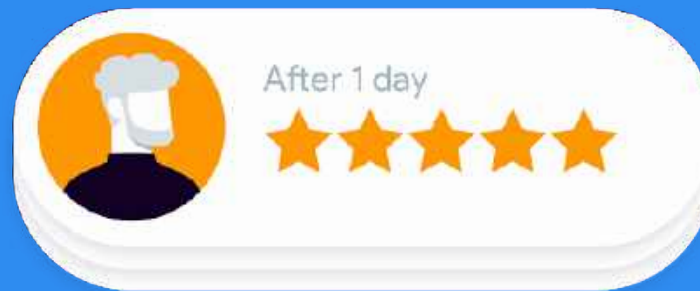
Immediately

Most Likely to Review



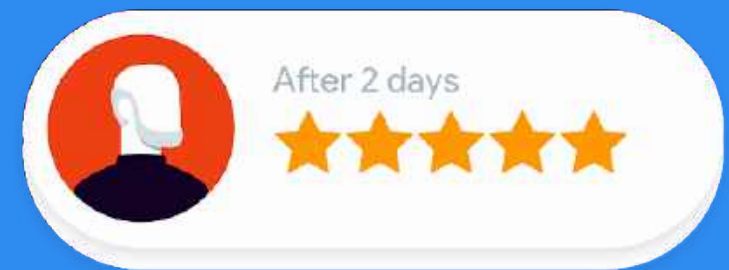
After 1 Day

3X Less Likely to Review



After 2 Days

5X Less Likely to Review



Case Study

🏆 Competitor Analysis

		Reviews ▾	Rating
1st	Anthony Plumbing, Heating, Cooling & Electric (You!)	6,989	4.9 ★★★★★
2nd	A.B. May	4,525	4.8 ★★★★★
3rd	Bob Hamilton Plumbing, Heating & A/C	4,506	4.5 ★★★★★
4th	KB Complete Plumbing, Heating and Cooling, Inc.	2,486	4.9 ★★★★★
5th	LBA Air Conditioning, Heating & Plumbing	1,396	4.8 ★★★★★

**From 500 to 7K
Reviews.** October
2018 to May 2020.

Crushing Competition

69399 total reviews
(913) 268-4669

Like 20K Share Message Us

6999 766 1019

★★★★★ Clean wear booties over shoes.... professional and personable
— Posted 6 months ago by a satisfied customer on Facebook

★★★★★ My comfort advisor Bryan Wolfe was great- very courteous and informative. I had 6 com... read more
— Posted 6 months ago by a satisfied customer on Facebook

★★★★★ From the office staff to the Technicians you cant go wrong with APH&C. Thank you
— Posted 6 months ago by a satisfied customer on Facebook

★★★★★ Positive: Responsiveness
— Posted 6 months ago by a satisfied customer on Facebook

www.anthonyphc.com

Anthony Plumbing, Heating, Cooling & Electric Kansas City ...

Plumbing in Kansas City Anthony PHCE to the rescue! Our plumbing services include tankless water heaters, sump pump installation, boiler systems, garbage disposers, instant hot water installation, plumbing repair, drain cleaning, sewer repair, toilet repair and more.

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Contact Us | Anthony Plumbing Heating Cooling | Kansas

Contact Anthony Plumbing, Heating, Cooling & Electric in the KC area: KS (913) 384-4440 or MO (816) 285-4440. Call 24 hours, 365 days a year.

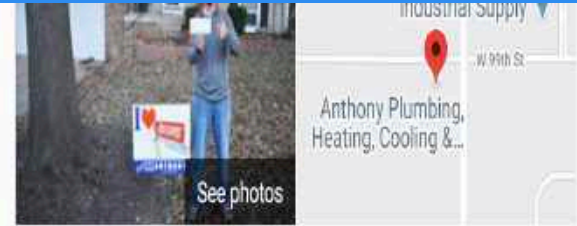
★★★★★ Rating: 4.9 · 69,216 reviews

www.anthonyphc.com › schedule-service

Anthony PHC Online Scheduler | Kansas City, MO

You can also call us at 913-353-8444 or email us at Service@AnthonyPHCE.com. First Name. Last Name. Street address. City. State. Zip. Email. Phone Number. Briefly Explain Service Needed ... Anthony Plumbing, Heating, Cooling & Electric.

★★★★★ Rating: 4.9 · 68,606 reviews



Anthony Plumbing, Heating, Cooling & Electric

Website Directions Save Call

4.9 ★★★★★ 7,003 Google reviews

Air conditioning contractor in Lenexa, Kansas

REQUEST A QUOTE

Address: 15203 W 99th St, Lenexa, KS 66219

Hours: Open 24 hours

Phone: (913) 384-4440

Appointments: anthonyphc.com

⚠ Hours or services may differ

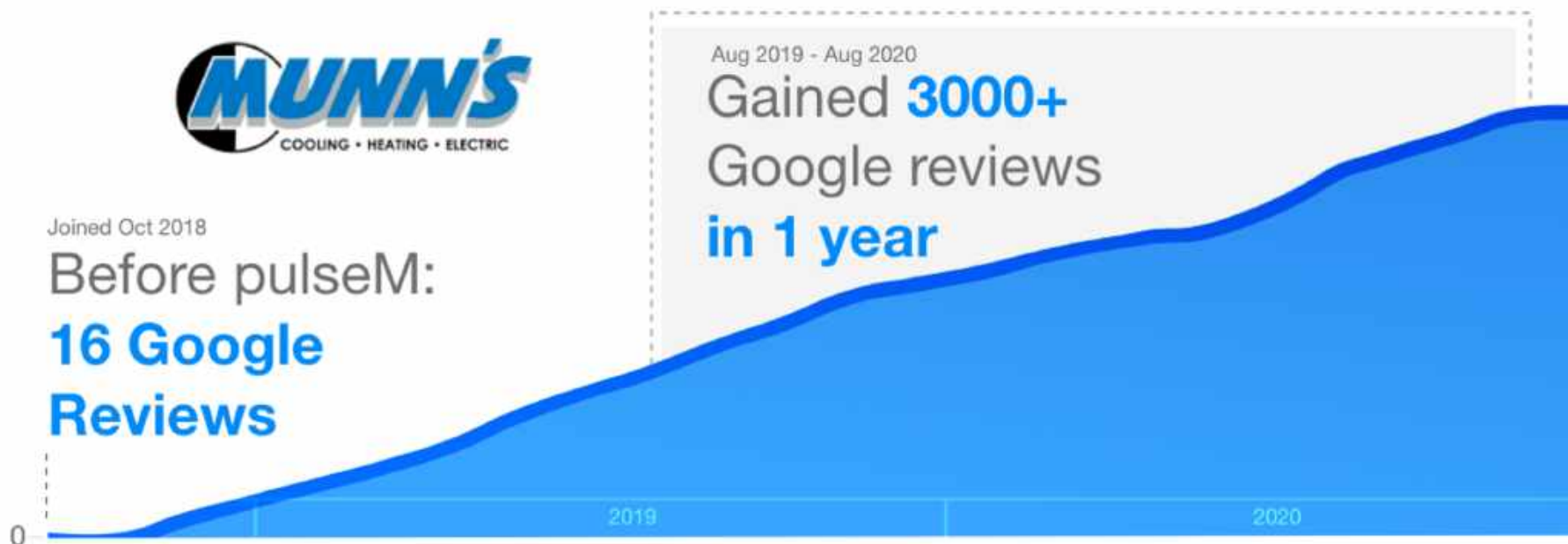


Case Study: **Munns Sales and Service**



Joined Oct 2018

Before pulseM:
**16 Google
Reviews**



Total Google Reviews: 6000+

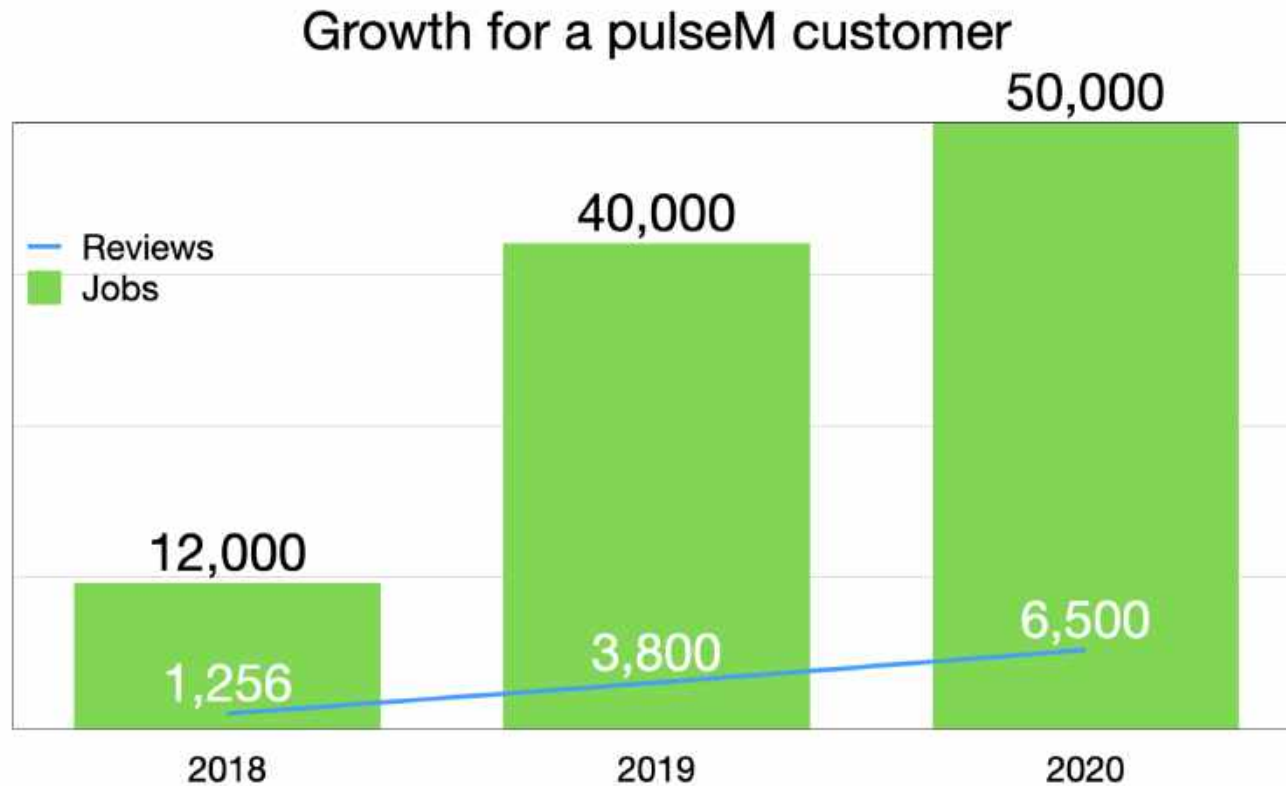
As of Sep 2020

Jobs: Number of annual jobs performed by the company.

Reviews: End of year Google review count. 6500 is extrapolated for Munn's based on growth trend.

The central idea of this graph is to showcase the correlation between revenue and reviews.

Basically, Munn's revenue would have increased 400% in 2 years while reviews increased by 500%.



Rewards



Balance: 10.00 USD
Expires on: Does Not Expire



PulseM Rewards

Please select your gift card(s) below

Search for your reward

Rewards



1-800-FLOWERS.COM®



adidas



Airbnb



Amazon.com



Rewards



Heating • A/C • Plumbing • Electrical

Aug'2020

283

Google Reviews

\$1K

Budget

64

Techs Rewarded



Bruce
11 Google
Reviews

\$39



George
11 Google
Reviews

\$39

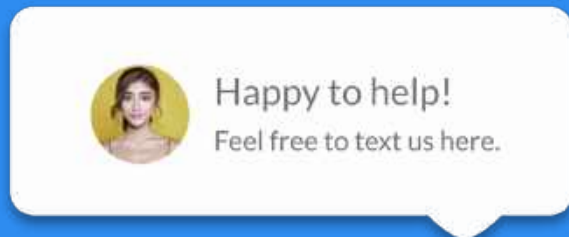
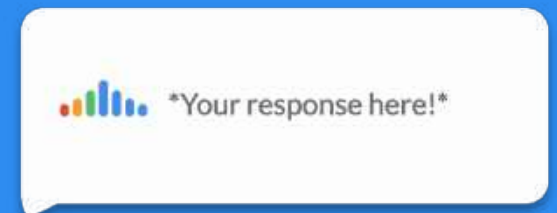
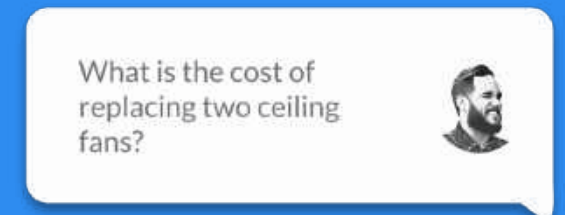
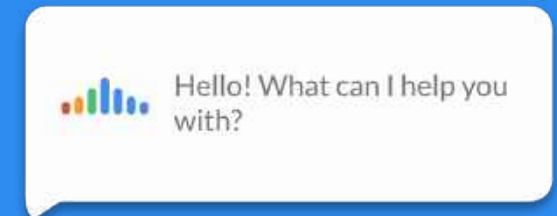


Robin
10 Google
Reviews

\$36

Chat Widget: From Website to Text Messaging

Simple. Convenient. Works with Two Way Messaging.
Enhance your brand experience.

A mobile-style chat widget form. At the top, it says "We'll text you!" with a speech bubble icon. Below is a text box with the instruction "Enter your information, and our team will message you shortly." The form includes input fields for "Name" (filled with "Gian"), "Mobile Phone" (filled with "(202) 555-0114"), and "Message" (filled with "Hello, your service came highly recommended from a friend. Do you serve in the Dallas area?"). A "SEND" button is at the bottom. The PulseM logo is at the very bottom.

Chat Widget: Awesome Results!

Lead Generation



Heating • A/C • Plumbing • Electrical

277

Chat Widget
Leads!



Electrical • Heating & Cooling • Plumbing

219

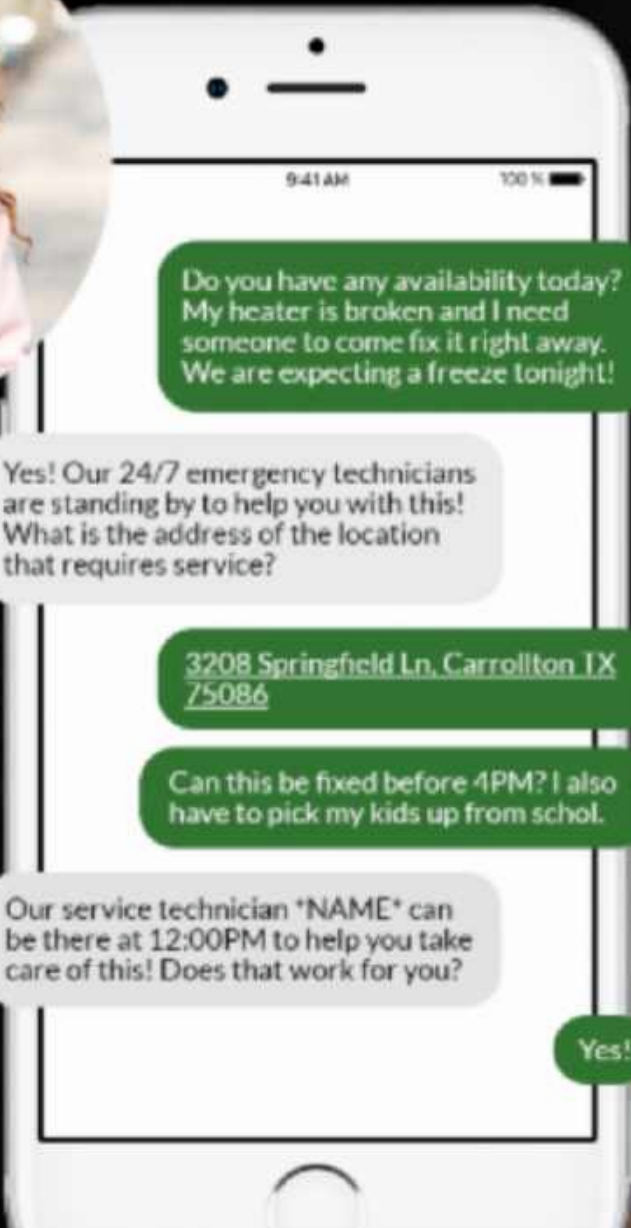
Chat Widget
Leads!



205

Chat Widget
Leads!

In the past 30 days!



pulseM
MESSAGING



Turn Neighbors into Customers Program

- Analysis of 400+ customer dimensions is combined to find the best possible prospects in your local services areas, based on happy customers you've served in the past.
- We send you a list and you market to them



HEY (CITY)!
WE ARE
TRUSTED & REFERRED BY
175,000
DFW HOMEOWNERS & COUNTING!

★★★★★
94,945
5-STAR
REVIEWS

👍
28,955
LIKES

📌
2,744
SHARES

THE NUMBERS SPEAK FOR THEMSELVES!

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\$59
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Excludes residential units w/ other offers. Call for complete details. Expires 9/30/2018.

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(CITY) HOMEOWNERS!

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- PLUMBING
- HEATING & COOLING
- ELECTRICAL SERVICE
- SECURITY

DON'T JUST TAKE OUR WORD FOR IT...



"Jonathan, Jose and Noe did an excellent job installing a new HVAC unit as well as repairs to the other unit in our house. They were very professional and courteous and went above and beyond our expectations with the quality of service they provided. They did not stop until they were sure that everything was complete and working properly. I would highly recommend them to anyone." - Craig, Plano



972-362-4970 | CallMilestone.com
Milestone Electric | TEOUA21431 | IN Arizona Air | LC #7ACLA21092 | Milestone Plumbing | UC # SA-10604 | Milestone Security | 015727 | AOR-2018

sales@pulseme.me

Terri Faustina (Owner, Plumbing Source) :

“This technology isn't as intimidating as I thought. The nuts and bolts is primarily done between PulseM and Compusource. Creating the "Campaign on each technician" was fun. Getting updated pictures of technicians was necessary anyways. There was a slight hiccup initially on connecting "the page to the customer" and their response back to pulse. We recovered nicely and hiccups do occur. The best part was having our website connected to pulseM and once I approve the message, it goes on our website. Started late May and had zero reviews. Today 514 pulse reviews on our website that WE CONTROL WHAT Reviews GOES ON THERE. Our Google reviews improved 3- 5 reviews per week too.”