

SESSION

# Turn Reviews into Revenue: Boost Reputation & Traffic

SPEAKER



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VP of Operations Chatter  
by Stingray



# How **high level** customers shop

- Retails/businesses want more business
- Customer want value
- What does Value look like
- Trust
- Expected experience

How **trust** is at the  
foundation of any  
**customer  
relationship**



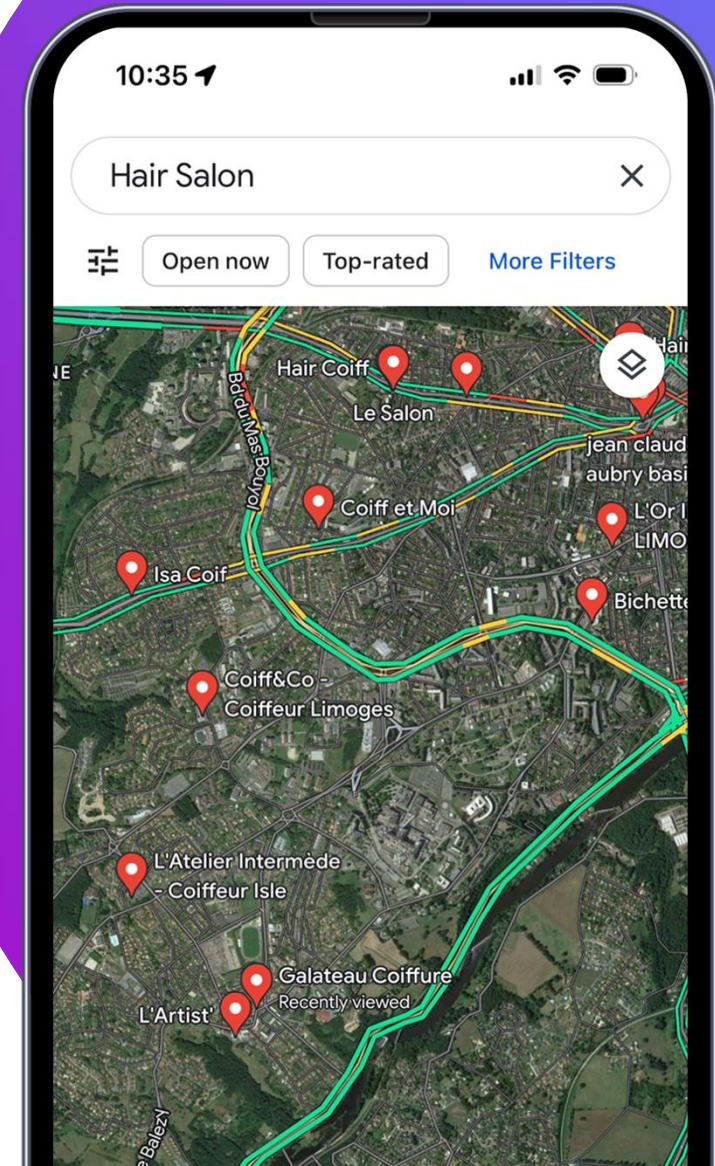
# How do consumers shop

**86%** of consumers used Google services to evaluate local automotive businesses in 2024, with **78% of local searches on Google Maps** with “..... Near me”

When attempting to find a service for “Hair salon near me”, **78%** of respondents said they searched on **Google Maps**

## So what are they looking for

- Do a lot of other people trust you
- Did other people get the experience they expected



# Chatter for Online Reviews

A communication platform to drive bookings,  
improve loyalty and increase customer satisfaction.

 5th avenue store

**John Smith**

4 days ago



Helpful staff. They helped  
me find these headphones  
with a microphone.

 Broadway store

**Paula Stewart**

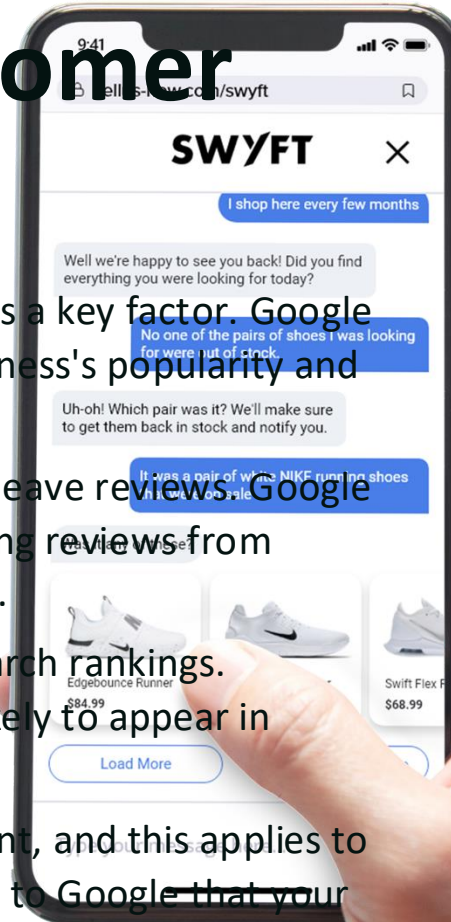
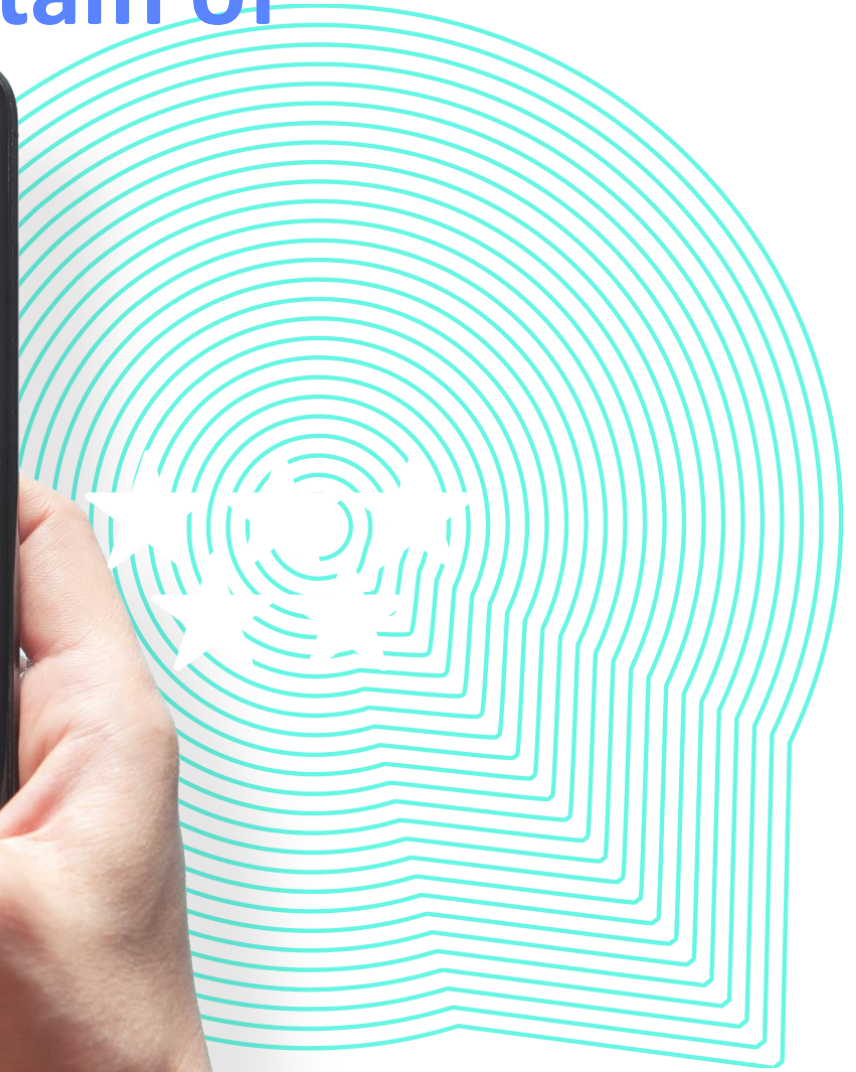
8 days ago



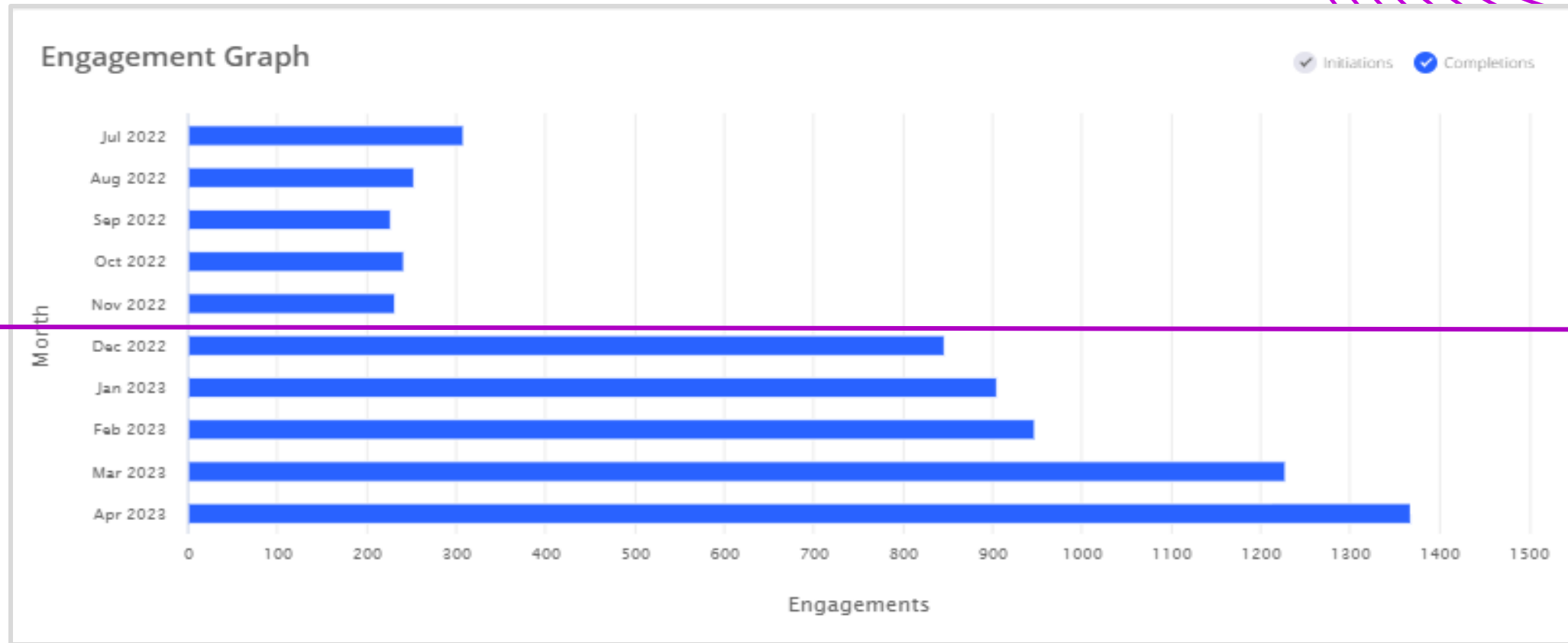
Love the Google and TV sections  
of the store. The environment is  
so relaxing. It is one of my  
favorite retail spots.

# How Chatter helps build a fountain of trust with a new customer

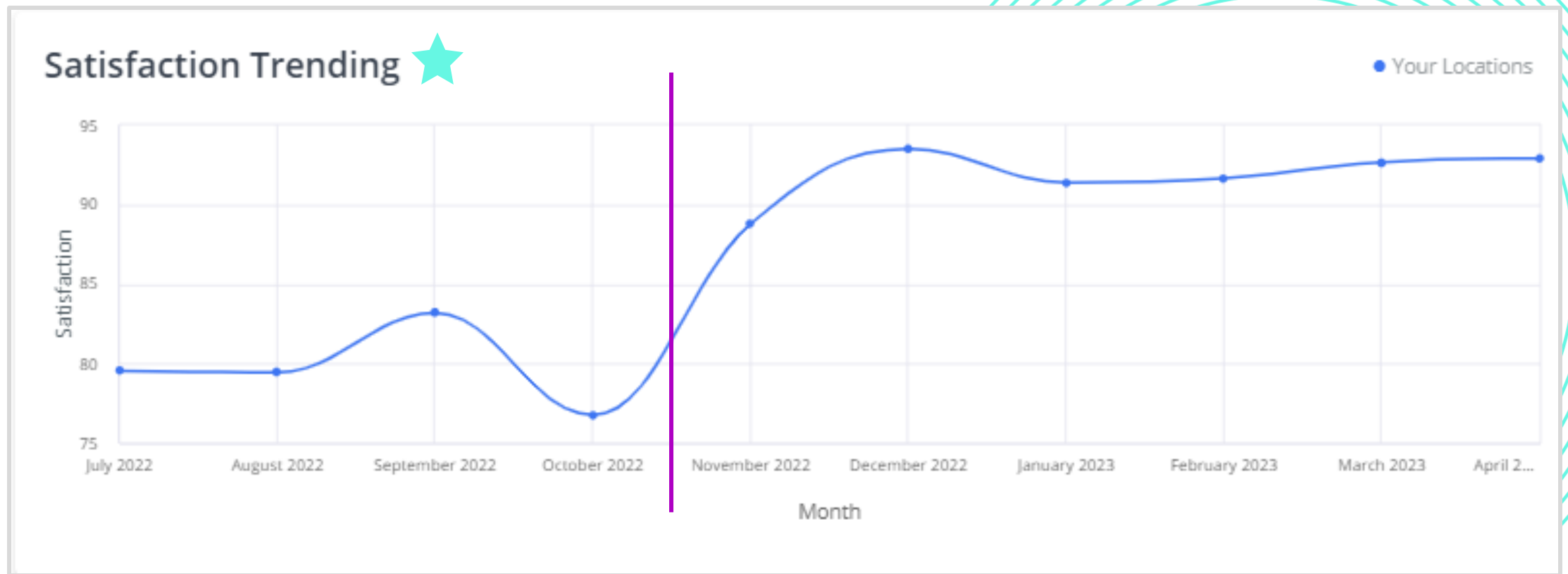
- **Volume of reviews:** The number of reviews a business is a key factor. Google interprets a high volume of reviews as a signal of a business's popularity and relevance.
- **Increase of reviews:** We have to make it super easy to leave reviews. Google also considers the diversity of reviews. This means having reviews from different people over a period of time can be beneficial.
- **Review Ratings:** The overall star rating also impacts search rankings. Businesses with higher average star ratings are more likely to appear in Google's local pack.
- **Review Recency:** Google's algorithm favors fresh content, and this applies to reviews as well. Regularly receiving new reviews signals to Google that your business is active and engaging with customers.



# Accelerate your brand with review solicitations



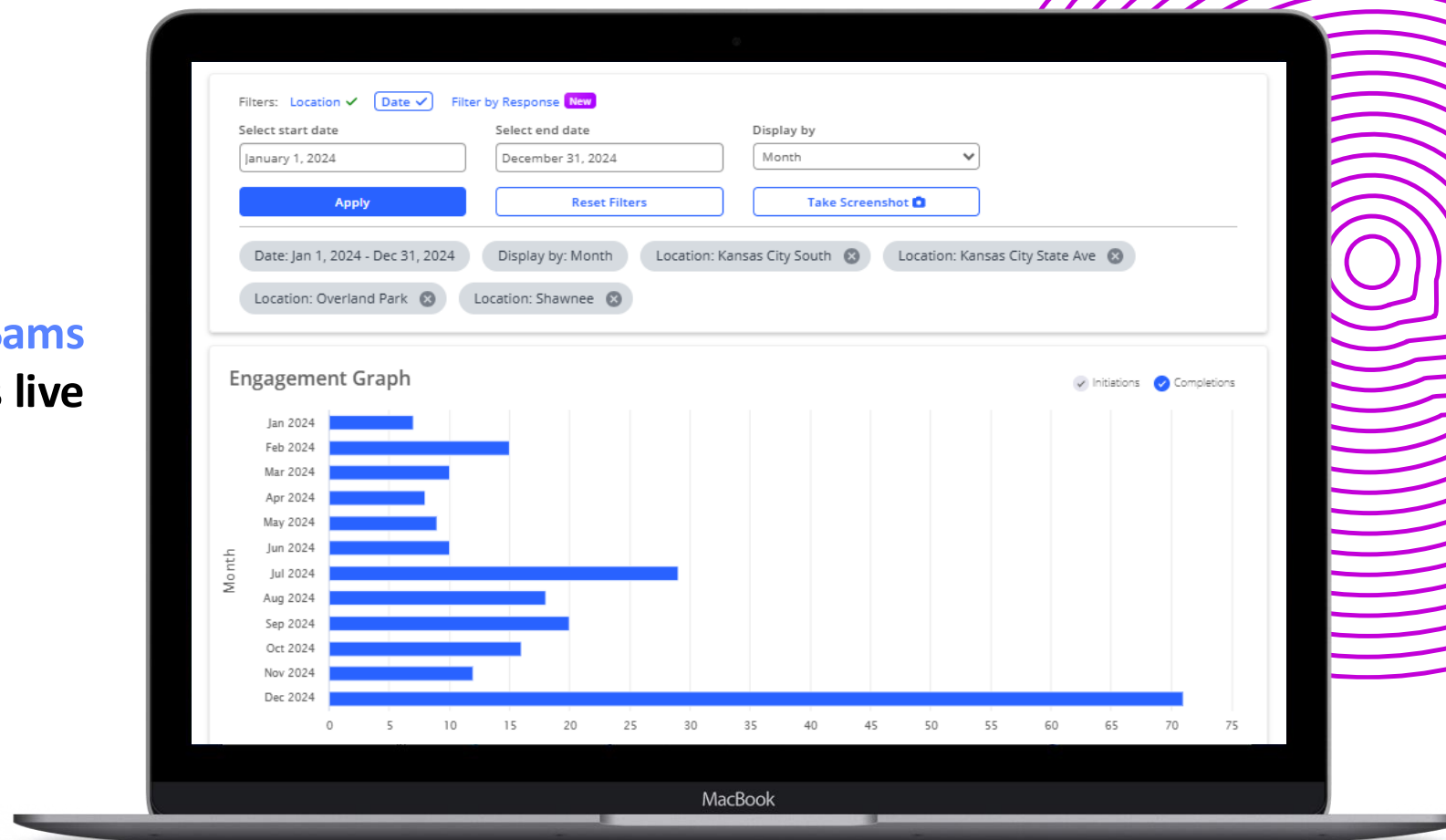
# Accelerate your brand with review solicitations



# Initiations and Completions Report

## Health and Wellness

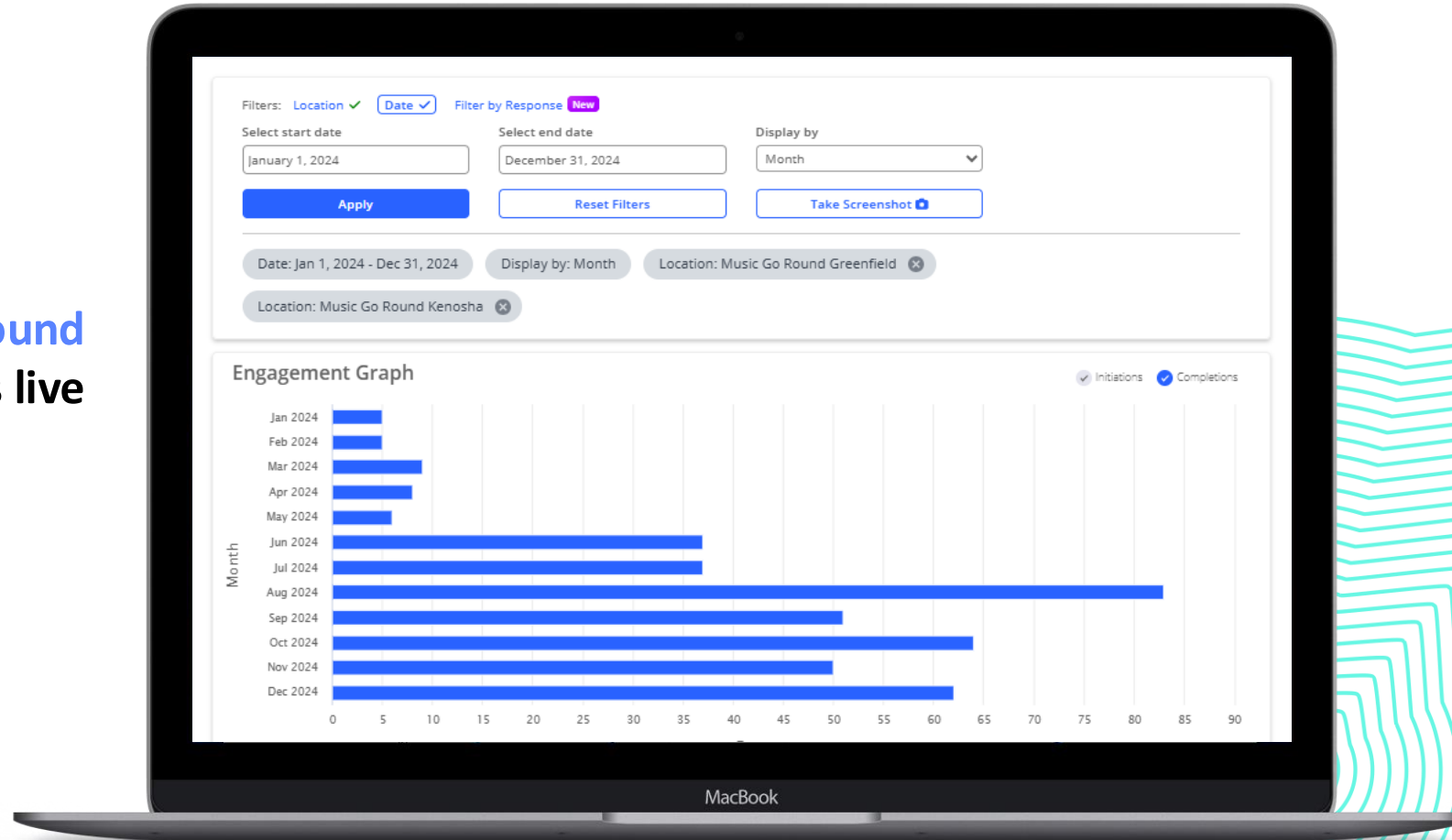
**Fantastic Sams**  
Google reviews live



# Initiations and Completions Report

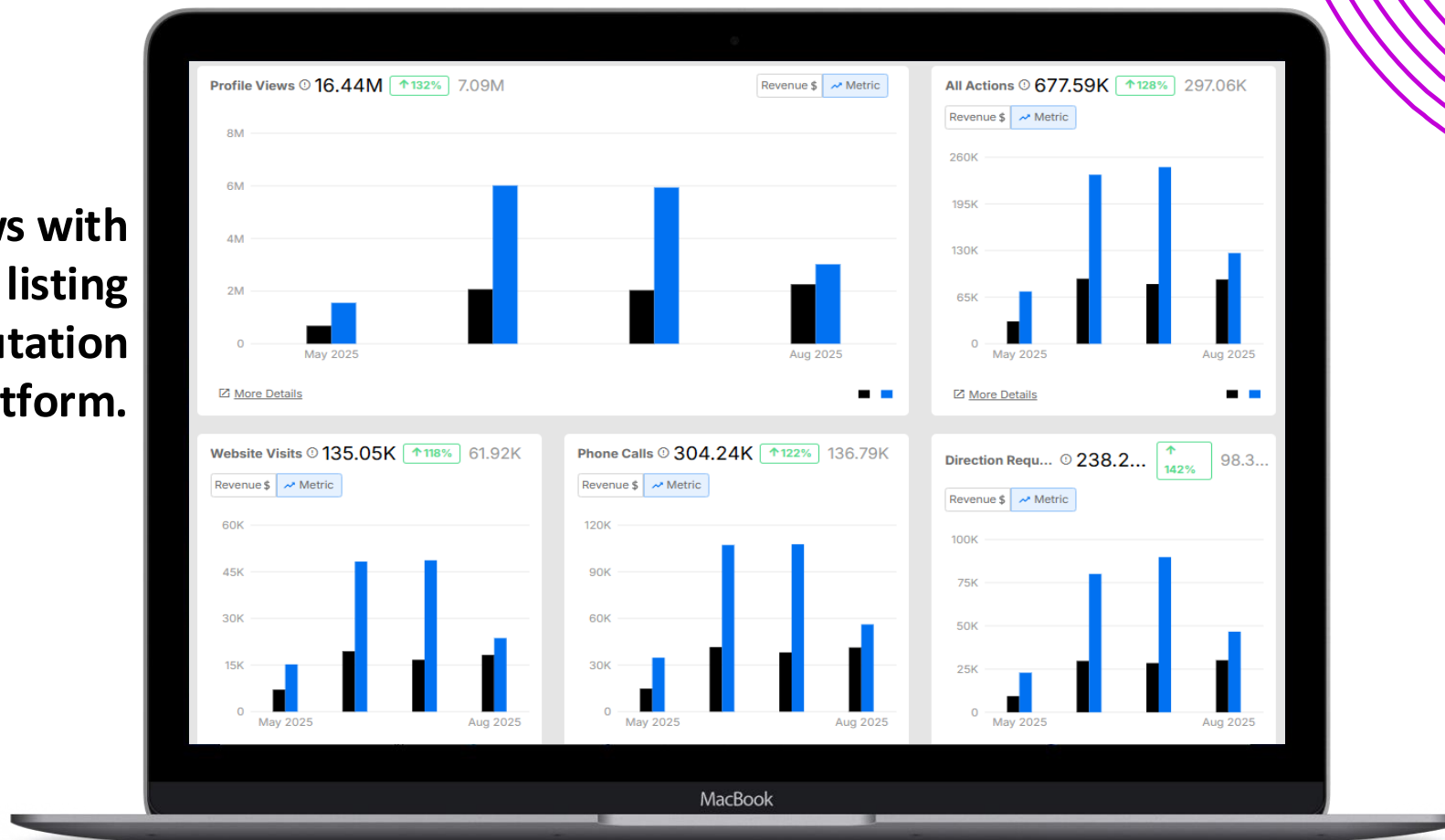
## Retail

Music Go Round  
Google reviews live



# Initiations and Completions Report Automotive

Get more profile views with  
our organic social listing  
and reputation  
management platform.

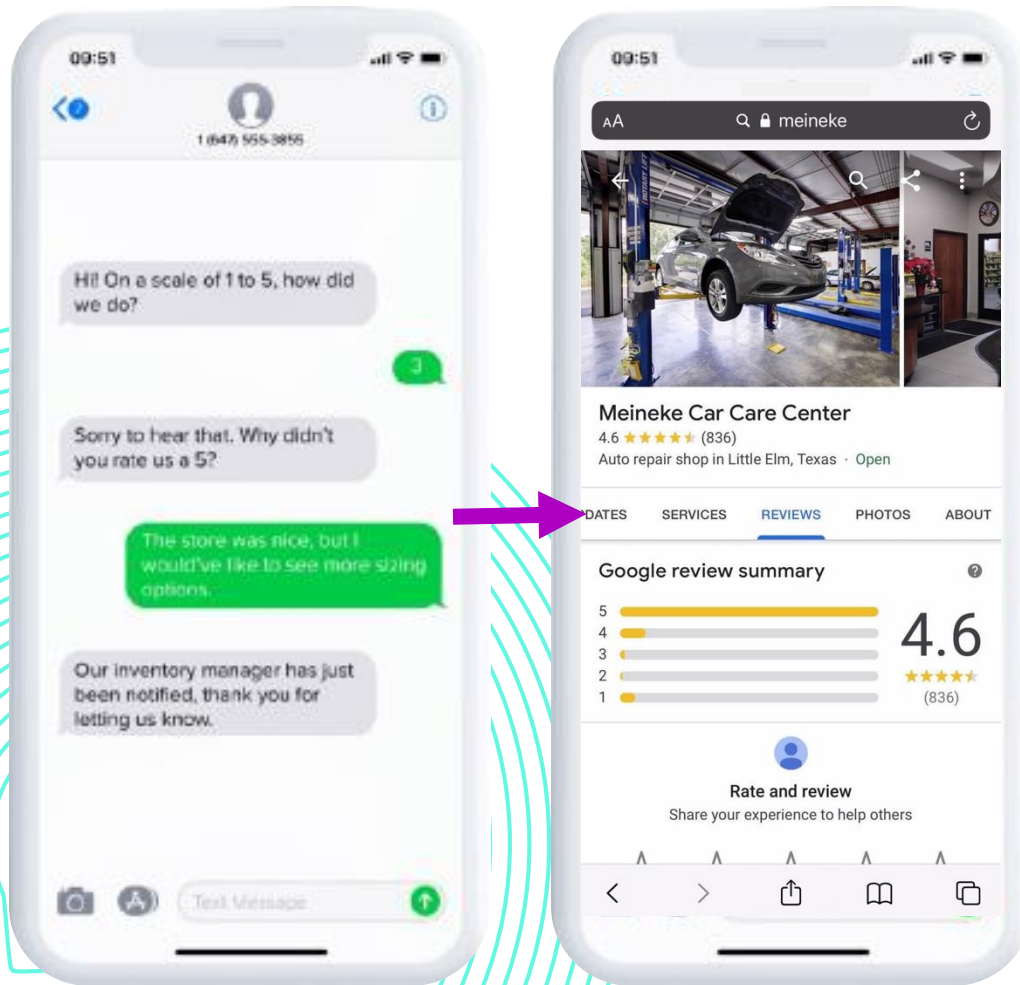




# SEO

## Search Engine Optimizations

- If a review includes keywords relevant to your business or mentions the location of your business, it can potentially boost your local search rankings.
- Google will highlight and show your listings higher and higher the more volume and higher rankings you get.



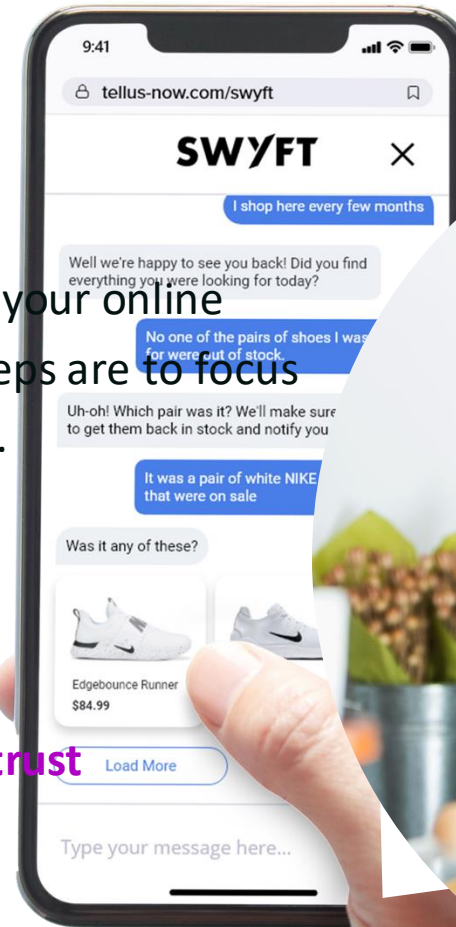
## Business **impact**

- Increase in volume of reviews
- Increase overall google review rating
- Increase online consumer trust
- Improve SEO search ranking
- **More Visibility = More Traffic**

# Looking ahead, what can Chatter do for us next?

Review volumes and ratings are the fountain of your online presence. Once there is great fountain. Next steps are to focus on maintaining and highlighting that reputation.

- Managing your listing(s)
- Highlighting your business even more (social)
- Fixing your opportunities and building more trust





## Feedback analytics with industry trained AI

- Listening to you customers
- Creating action from what you hear



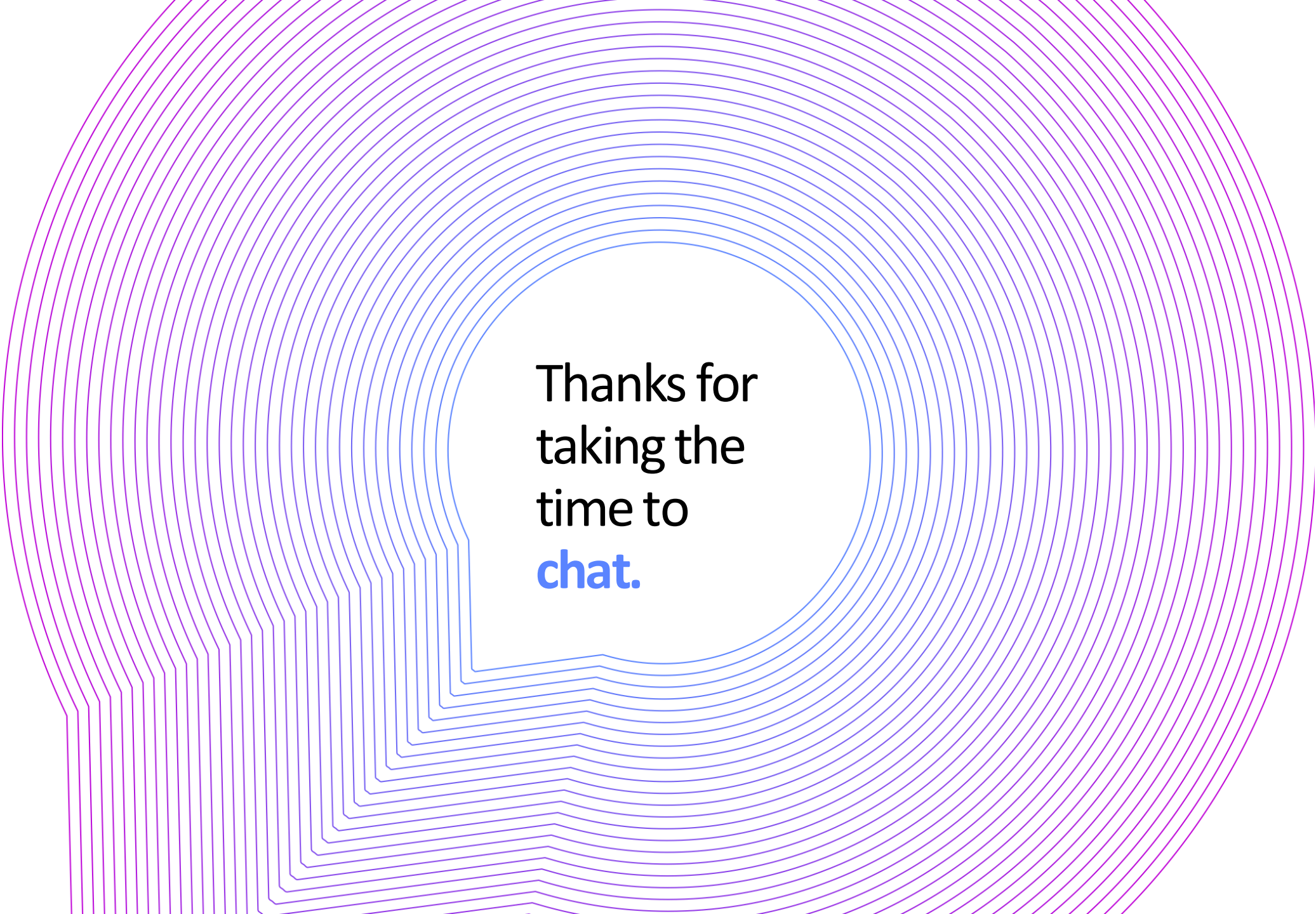
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