Case Study: Retail Stores
What is the power of managing your online reputation properly?

In 2019 and beyond, consumers trust online reviews almost as much as personal recommendations. Reviews have a direct effect on your brand’s ranking in desktop, mobile, and voice searches. By investing the time and effort into cultivating a positive online reputation, you’re investing in your bottom line.

In 2017, a Fortune 500 department store began using DAC’s Reputation Management products:

1. **Review solicitation**
   Solicit positive reviews and boost your brand’s online reputation on the third-party sites that matter most, including Google, Yelp, and Facebook.

2. **Sentiment analysis**
   Gain a deeper understanding of consumer sentiment, so you can better pinpoint and take action on what’s important to your customers.

3. **Competitive analysis**
   Get a leg up on the competition with valuable insights on your competitors as a whole and at the hyper-local level, as well as industry trends and areas where your business can improve.

4. **Responding to reviews**
   Monitor, manage, and analyze reviews across all major online review sites, and respond immediately and efficiently—no need to visit each review site individually.

The results
By using these tools, the client was able to quickly identify problems and take appropriate action, achieving the following results:

- **+32%**
  Increase in overall reviews, or an additional 11,258 reviews

- **+3%**
  Increase in average star rating, moving from an overall rating of 4.0 to 4.1 stars

- **+16%**
  Increase in Review Net Promoter Score, for a current metric of 33%