



Software Platform Helps Businesses Track, Manage and Analyze their Online Reviews and Customer Feedback



Chris Campbell
Founder &
Chief Executive Officer

ReviewTrackers
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Interview conducted by:
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“From features to functionality, we have grown ReviewTrackers 100x since launch, and we have no plans to slow down the pace. We just raised a round of strong capital and with that we plan to expedite the process of making our product faster and stronger for our customers. For example, we are introducing advanced reporting features or our tool that allows companies to engage with their customers, generate more reviews, and better the customer experience. We are constantly fine-tuning and tweaking the software so it drives more meaningful insights for our customers and their business. A major component that leads the direction of our product is leveraging what our customers really need and want. We use their feedback to design new functionality that helps better solve the issues they are trying to conquer. This protocol speaks to the retention of our customers, which is a very high retention number. We believe our customers are very satisfied... Reviews have dramatically changed the consumer experience and the way consumers are buying. We find that many businesses utilizing the software increase retention rates and leverage those happy customers to then acquire new ones.”

- Chris Campbell

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CEOCFO: Mr. Campbell, what is the idea behind ReviewTrackers?

Mr. Campbell: *ReviewTrackers is a software platform that aggregates online review data and customer feedback from over 80 different review sites to provide businesses with actionable customer intelligence and help them manage their online reviews, improve brand reputation and optimize customer experience.*

CEOCFO: Are people today tracking, managing and are they able to analyze without ReviewTrackers? What has been available?

Mr. Campbell: *I think companies are starting to get the idea that tracking their online reviews is incredibly important. However, many companies are taking on the time-consuming process of manually collecting their reviews and then keeping track of them via spreadsheets. It is possible for companies to manually track their reviews, but there are two big downfalls to this. One, it's really time-consuming to track reviews manually. This is actually the reason I started ReviewTrackers in the first place: I had to track reviews for my marketing clients using the manual process and I thought that there had to be a better way. What happens is that companies take too much time manually collecting their reviews and they don't get other job functions completed or the project becomes too overwhelming and it is pushed to the side – which is a horrible idea. The second downfall is that the opportunity for human error is great: missed review profiles, reviews not being seen or engaged with, which could potentially convey that the company doesn't care about those customers who are talking online.*

We are providing a solution that eliminates both of those downfalls. Our software collects accurate and micro-level detail about reviews, complete with review analytics and sentiment analysis, and we save time for busy professionals so they can focus on what matters most: their customers.

CEOCFO: How are you making it an easy process?

Mr. Campbell: *We streamline workflow, provide accurate feedback data, and save busy professionals time. We automate the review collection process and roll the data into our reporting dashboard, giving businesses a look into their customer feedback from a macro or micro level.*

CEOCFO: How do you analyze and how do you account for some of the nuances such as sarcasm in a review?

Mr. Campbell: *One of the easiest things to look at is the structure of the data. We look at what percentage of reviews are on what site, the average star rating and how that trends over time. When you get into text analytics – for example, where you would find sarcasm – this becomes a bit more difficult and the best text analytics software out there is still only about 80% accurate. While there might be sarcasm in one review, our platform focuses more on overall analysis. Enterprise brands that are busy running hundreds to thousands of business locations are in need of a quick synopsis of what their customers are saying. This is where our feature Trending Topics comes into play. Trending Topics processes the review data using advanced natural language processing and machine learning technology to analyze the text contained in the customer reviews. This analysis helps bring the most relevant keywords to the surface, and attaches positive or negative sentiment to them – helping businesses get a quick and accurate understanding of the voice of their customer.*

CEOCFO: Do people pick the level of data? What is the process when the customer is looking at the data?

Mr. Campbell: *We set businesses up on our platform on an individual basis. We are not actively collecting all the data until they sign up. When a business does sign up, we begin our on-boarding process. We track down all profiles associated with that business on all review sites and then we start pulling in all the customer review data. From there, the platform structures and analyzes the review data and brings out actionable insights from the all-in-one dashboard that our customers use as a starting point to navigate through the software. The software also allows businesses a way to generate more reviews/engage with customers. We also send out digest emails and alerts to keep businesses in the know of everything happening with their online reviews at all times.*

CEOCFO: What are some examples of what you are able to identify that is easily actionable or maybe something that takes more thought?

Mr. Campbell: *We work with several large automotive brands and franchise-type businesses that provide quick services like oil change and tire rotation. Recently, some executives that were interpreting our data and using our reports discovered that, for some reason or another, there was a lot of negative feedback associated with tire rotation. We dug deeper into the data and found out that when customers come into a service station, they are also looking forward to receiving extra perks – free tire rotation being one of these perks. But business owners and franchisees didn't know that. They thought that when customers come in for an oil change, they expect to be in and out in 10 to 15 minutes. So mechanics and store managers were glossing over tire change and rotation, and if the customer seemed like he or she were trying to be in an out urgently, they wouldn't go into detail about free perks.*

Our review data revealed that not receiving perks was a source of customer frustration. So the company made a simple change and got mechanics and managers to add one more question to the service process. Now they tell customers that, as part of the oil change, they offer complimentary tire rotation, which takes a few extra minutes, and if the customers say yes, the shop would be more than happy to do it. Within 30 days, all the negative feedback about tire rotation disappeared.

It's a great example of how our software can generate insights that companies can act on. And the insights aren't just about products and services. One retailer that uses ReviewTrackers analyzed their review data and found out that there was a problem with five of their store managers. So they hired a consultant to observe these managers and in the end, the company decided to let go of the five people. They also changed store policies to make the in-store customer experience smoother, and even dropped several product lines that just weren't working – and it was all based on the data that we were providing them.

CEOCFO: Do you give different weight to where a review originates?

Mr. Campbell: *We are founded on the belief that the voice of the customer matters, and we look at it no matter where the feedback is coming from. Whether the feedback comes from a review site, social media, email or survey - it is important that the business is able to address any issues and respond.*

That is just our belief, however; there are probably certain review sites that have more authority in different spaces. There are so many different review sites that affect different types of businesses so one being more dominant is hard to say. For example, if you are talking about an automotive company, Cars.com may be a more dominant review site, but if it is a

restaurant – a review site like OpenTable, Yelp and TripAdvisor might be important. In healthcare there are also larger scale review sites like RateMDs and Healthgrades. From this, you can see that it varies a lot by industry.

CEO CFO: Have companies been looking for a better way to track reviews and do they realize it exists?

Mr. Campbell: Yes - absolutely. When studying our buyer's' journey we have found that many of them start with a Google search, find an article we were published in or blog post we wrote and it strikes a chord with them. At that point businesses realize we are addressing important problems, they didn't realize they had. They then understand that tracking their online reviews and engaging with their customers is important to their business and can be a big factor to retaining their existing customers as well as attracting new ones.

CEO CFO: How do you reach out?

Mr. Campbell: The majority of our business is actually from customers that find us online. They read about us in magazines, news articles, blog posts or they click on our ads. We do have one enterprise salesperson who does reach out and engages with potential companies, but 95% of our revenue is driven by customers that find us online.

CEO CFO: What has changed in your approach over time? How is the offering better today than it was initially?

Mr. Campbell: The short answer is a lot. From features to functionality, we have grown ReviewTrackers 100x since launch, and we have no plans to slow down the pace. We just raised a round of strong capital and with that we plan to expedite the process of making our product faster and stronger for our customers. For example, we are introducing advanced reporting features or our tool that allows companies to engage with their customers, generate more reviews, and better the customer experience. We are constantly fine-tuning and tweaking the software so it drives more meaningful insights for our customers and their business. A major component that leads the direction of our product is leveraging what our customers really need and want. We use their feedback to design new functionality that helps better solve the issues they are trying to conquer. This protocol speaks to the retention of our customers, which is a very high retention number. We believe our customers are very satisfied.

CEO CFO: Is it easy for most people to realize this can make a difference or are they often surprised after trying it?

Mr. Campbell: It is a mix of both. Online reviews are the modern word-of-mouth.

Before, when you told someone about a great restaurant or doctor, you would tell your circle of friends and it might have gone to five or ten people and that was the end of it. Now, when you share those experiences online, it reaches thousands of people who read the story of your experience and they take that into account before making a decision on where they want to spend their dollars. Currently; 90% of consumers are looking to online reviews before making purchasing decisions and 88% are trusting online reviews as much as they trust the opinion of their mother. These numbers shows a major evolution that has only happened in the last two years. Why would you choose a mediocre doctor when you can spend thirty seconds doing a simple search to find a beloved, trusted and great doctor just down the street?

Reviews have dramatically changed the consumer experience and the way consumers are buying. We find that many businesses utilizing the software increase retention rates and leverage those happy customers to then acquire new ones.

CEO CFO: What surprised you as ReviewTrackers has grown and evolved?

Mr. Campbell: What surprised me the most is how hard it is to find people to hire – and how pivotal the culture fit is when it comes to recruiting the people who are going to be part of the company's growth. We are based in Chicago, a major market, so there is no shortage of smart, talented, technology-savvy individuals in our community. But without culture fit, it's difficult for the leadership team to rally individuals and motivate them to proactively share the core values and objectives of the company. Of course, culture fit is a concept that's hard to define, but I've definitely been surprised by how workplace outcomes can be affected by whether or not the personality and values of an individual are congruent with that of the organization.



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