

**BUILDING BRAND**

# **REPUTATION**

**and why it matters.**

# WHAT'S THE BIG DEAL?

**The emerging strategic advantage.**

The simple truth is that consumers and business buyers will head online to read what others say about your business - and **what other buyers say is far more powerful than what your ads can say about yourself.**

No matter if you operate in the B2B or B2C, managing your business reputation online is too important to ignore as a key strategic, competitive advantage



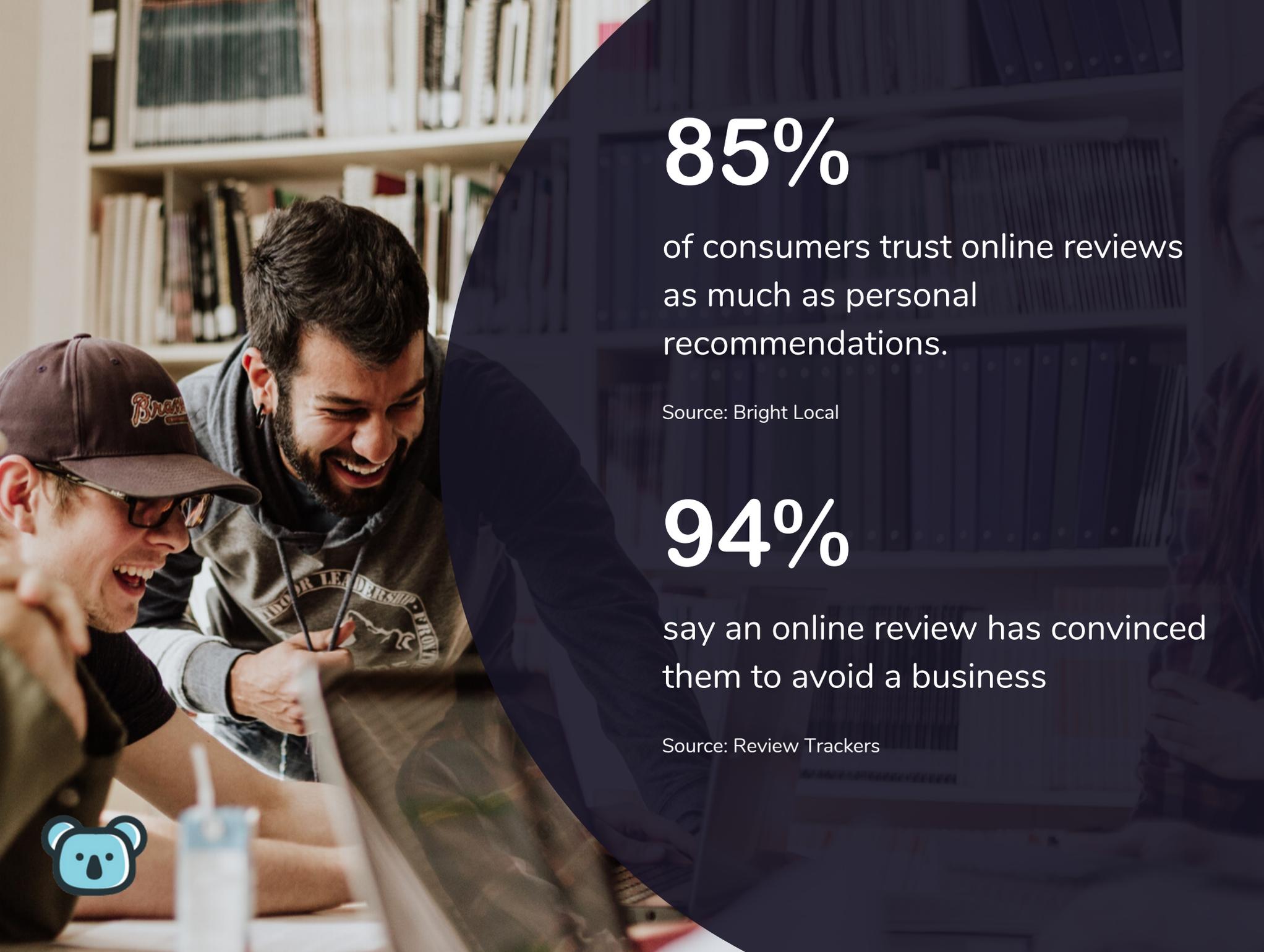
# WHO LEAVES BAD REVIEWS?

- **Unhappy customers**
- **Disgruntled employees**
- **Competitors**

Handling bad reviews is very time-consuming and can be costly if it involves legal counsel.

In many cases, it's better to focus on building the number of positive reviews to build brand resilience to negativity.





85%

of consumers trust online reviews as much as personal recommendations.

Source: Bright Local

94%

say an online review has convinced them to avoid a business

Source: Review Trackers





89%

of B2B buyers will use the Internet for their research about suppliers of their goods and services.

Source: Forbes

93%

of B2B say online reviews influence their purchase decision.

Source: Trust Radius



SECTION  
LYSIS  
A  
SEARCHING  
VERIFICATION  
CODING  
SENDING

# 13%

Only 13% of consumers will consider using a business that has a 1 or 2 star rating.

Source: Search Engine Land

## MAXIMISE SALES

By investing in your reputation, you build your brand resilience to malicious or negative feedback and dramatically improve your sales conversion.





**A bad reputation  
costs a company**

**10%**

**at least 10% more per hire.**

**Source: Harvard.**



# HOW WE CAN HELP.

## CX

Through our call centre, we create a fully-managed virtual CX team to proactively contact your customers.

## MOOD TEST

We lead them through our mood funnel. We document pain points and insights, and provide targeted feedback for business improvement. We also identify your brand champions.

## REPUTATION

We proactively work with your brand champions to publish positive reviews. We send them direct links and monitor when reviews are published.





YOUR REPUTATION IS BUILT BY YOUR BRAND

# CHAMPIONS

**Delivering on reputation management** is a resource-intensive program that delivers two key benefits:

1. Detailed information about how customers feel about your business or brand.
2. Deliberate brand-building resilience to assist sales conversion and protect from attack.



# REVIEWS & OBLIGATIONS

Competition and Consumer Act 2010.

Consumers expect reviews to be independent and genuine to help them make more informed purchasing decisions.

Businesses that offer incentives to people to write positive reviews, or write their own, risk misleading consumers and breaching the Competition and Consumer Act 2010.

Source: ACCC.

**Our service is legally-compliant with your CCA obligations.**



# CASE STUDY

## Start-up utility brand.

This Australian energy business was badly impacted by unreliable sub-contractors that hurt its online reputation. Many customers reading reviews online were motivated to cancel their sales contracts.

Through our reputation management service, we moved this client's average 1.7 star rating to 4 stars within 3 weeks.

We did this by creating an approved, legally-compliant, fully-scripted environment for our call centre team. We provided daily and weekly detailed client reporting with full transparency.

**Over 3 months, across multiple platforms, this brand's average ratings now range between 4.5 - 5 stars.**



**PEOPLE BUY FROM  
PEOPLE THEY TRUST.**

**It's a simple truth.**



To find out more, get in touch.

# THANKS

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