



How to Manage & Improve Your



Online Reputation



Templates and strategies for the
modern moving company



A publication of **updater.**

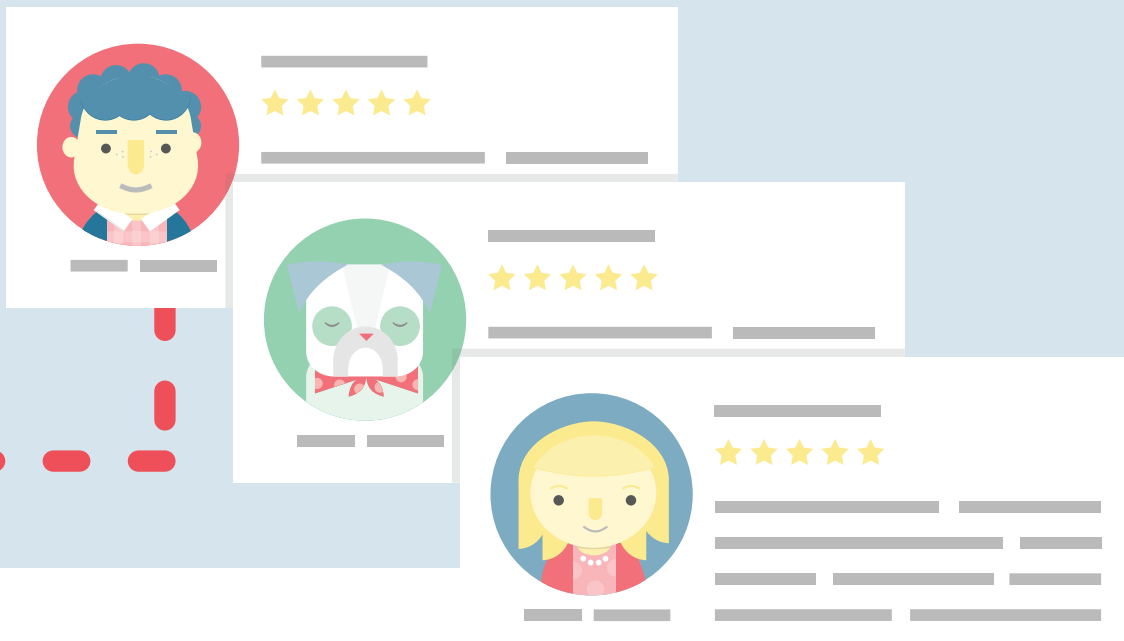


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Introduction



To folks who aren't familiar with our industry, moving companies may appear to be just a handful of burly men in a truck lifting – and moving – some heavy stuff. But for those of us who've worked in the industry for years, we know that there's so much more to a moving company (and that we come in all shapes and sizes!).

We also know that this impression can be particularly dangerous for business. Why? It perpetuates common stereotypes about our industry – that we're brash, that we've inherited old ways of doing things, and that we're not tech savvy. You know that's not true, but convincing others is another story.

So, how can the average moving company combat our stereotypical public image and really stand apart from the pack?



Two words:

Online Reputation.

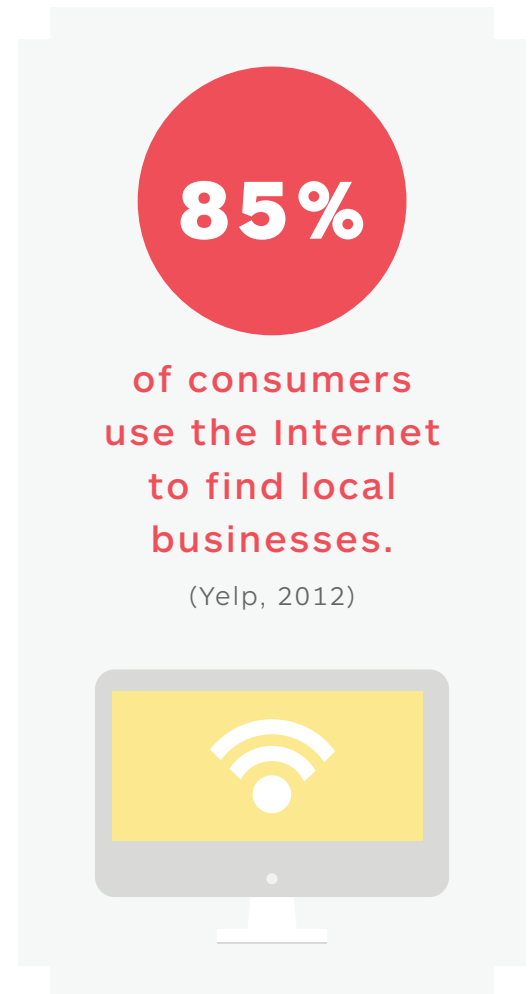
Your online reputation is based on what potential customers see on the Internet – your website, the social networks you use, the content you provide, and so on. All of these pieces fit together to craft your online presence.

Ultimately, your online reputation is defined by how credible folks perceive you to be. This directly impacts your bottom line.

Never fear! We're here to help you build and/or maintain an awesome online reputation. With this eBook, you'll learn how to:

- **Defend** your brand against negative reviews
- **Amplify** the power of positive reviews
- **Leverage** knowledge against your competitors to win your market

... **Let's get to it!**





Control the Conversation Around Your Brand



IF YOU DON'T STEER THE ONLINE CONVERSATION AROUND YOUR BRAND, SOMEONE ELSE WILL. TAKE CONTROL, TAKE RESPONSIBILITY, AND WIN YOUR LOCAL MARKET.

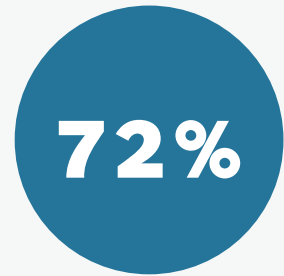
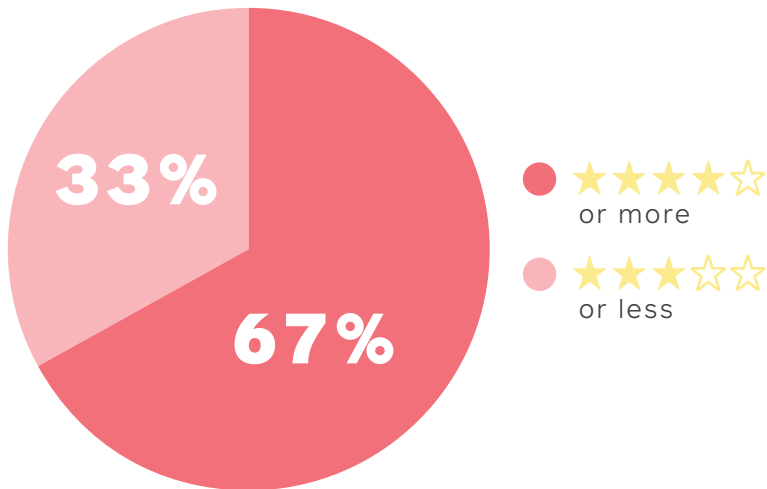
Yelp, Angie's List, MyMovingReviews, and even your own website are the makers and breakers of inbound leads. You pump endless amounts of time (and marketing dollars) into your business to maintain a great reputation among your customers. So, the feeling of frustration when online complaints are lodged is natural. Despite your mightiest, best efforts, you can't please everyone all the time.



While Updater certainly can't guarantee positive reviews in the future, we can equip you with the best practices in the business for both proactive and reactive measures to protect your brand and your online reputation.

Note: It's important to stay positive! Though it may feel bleak at times, Yelp reports that 67% of its 71 million reviews are 4+ star reviews. (Yelp, 2014)

TOTAL YELP REVIEWS



72%
of consumers trust online reviews as much as personal recommendations from real people.

(Search Engine Land, 2012)





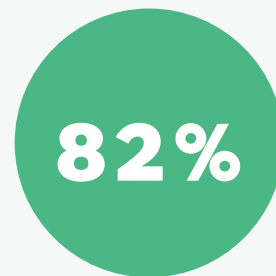
I Got a Review!... Now What?



SCORE!

Good or bad, people are talking about your business. It's important to really read your review, understand its sentiment, and appreciate all of it in the context of your customer's actual experience.

Once you've carefully read (and fully understand) the review, use the workflows on the following pages to figure out the best course of action.



82%
of small business owners have said their main source of new business is referrals.

(Constant Contact, 2013)



YOU RECEIVED A POSITIVE REVIEW...



... and you worked with the customer personally.

Respond publicly to the review. In your response, show appreciation.

... and you don't have personal input.

Respond privately to show appreciation. Keep it short. Thank them.

Regardless, giving thanks builds character for your brand and proves your professional demeanor is aligned with your strong values as a company. Most importantly, it displays a level of professionalism that should make a lead want to book their move with you. Remember, if you display professionalism from the get-go, prospective customers have a good reason to believe you will do the same throughout their moves.



PRO-TIP: If you got it, flaunt it. Share positive reviews on your social networks and website to help advertise your business and inspire people to check you out!





YOU RECEIVED A NEGATIVE REVIEW...

... and there's a legitimate issue.

Respond publicly. Address their concerns and encourage communicating with them offline to come to a resolution. It's easy for messages and meanings to get lost in translation online. Let them know that you'll be reaching out directly. It's more natural to capture the scope of the situation and respond correctly on the call or in person.

... and it may be a rant (or false).

Respond privately online first. This is the best time to put on your sleuthing cap and try to unravel the mystery of the terrible review. If the trail runs cold, don't sweat it. Politely respond publicly to the reviewer noting how many times you reached out and that you still want to understand their experience. Prospective customers who read this review and your attempts to respond will take note of your sincerity.

... and there's a miscommunication.

Respond publicly. If applicable, take a moment to reiterate your business' policies and procedures and/or clarify any inaccuracies present in the review (in a non-accusatory manner, of course). Remember, the recovery will be smoother if you stay calm and humble in your response.



PRO-TIP: Having problems penning a response? Check out page 11 for life-saving (and time-saving) email templates!



Public Comment versus Private Message



YOU HAVE THREE OPTIONS REGARDING HOW TO RESPOND TO AN ONLINE REVIEW:

- Privately offline
- Privately online
- Publicly online

Knowing the best route for each scenario can become a bit tricky. Follow the guidelines below to make the right call for every review!



WHEN TO RESPOND PUBLICLY

- 1 Whenever you want to update the status of a review or clarify comments in a review. It's perfectly acceptable to use this time to update the online community of any changes to the review.

Be kind – no matter what you say. You're never sure which review your next potential customer may read.

- 2 After a great exchange between you and a reviewer. Here's the time to let your reviewer know that you remembered him/her. Thanking them for moving with you and sending your best wishes will definitely get you remembered for all the right reasons after the move.

- 3 If you receive a "bad" review.

It's important to show competency in your customer relations through your response. Practice penning the perfect response to your customer in order to be as articulate and courteous as possible.

WHEN TO RESPOND PRIVATELY

- 1 After receiving a positive review.

Send a short and sweet message that will remind them why they were happy with you in the first place and increase your rapport with that customer.

- 2 If you receive a questionable or negative review, send the reviewer a private message. It can serve as an introduction to the resolution and will allow you to gather more information about the review before connecting with the reviewer online.

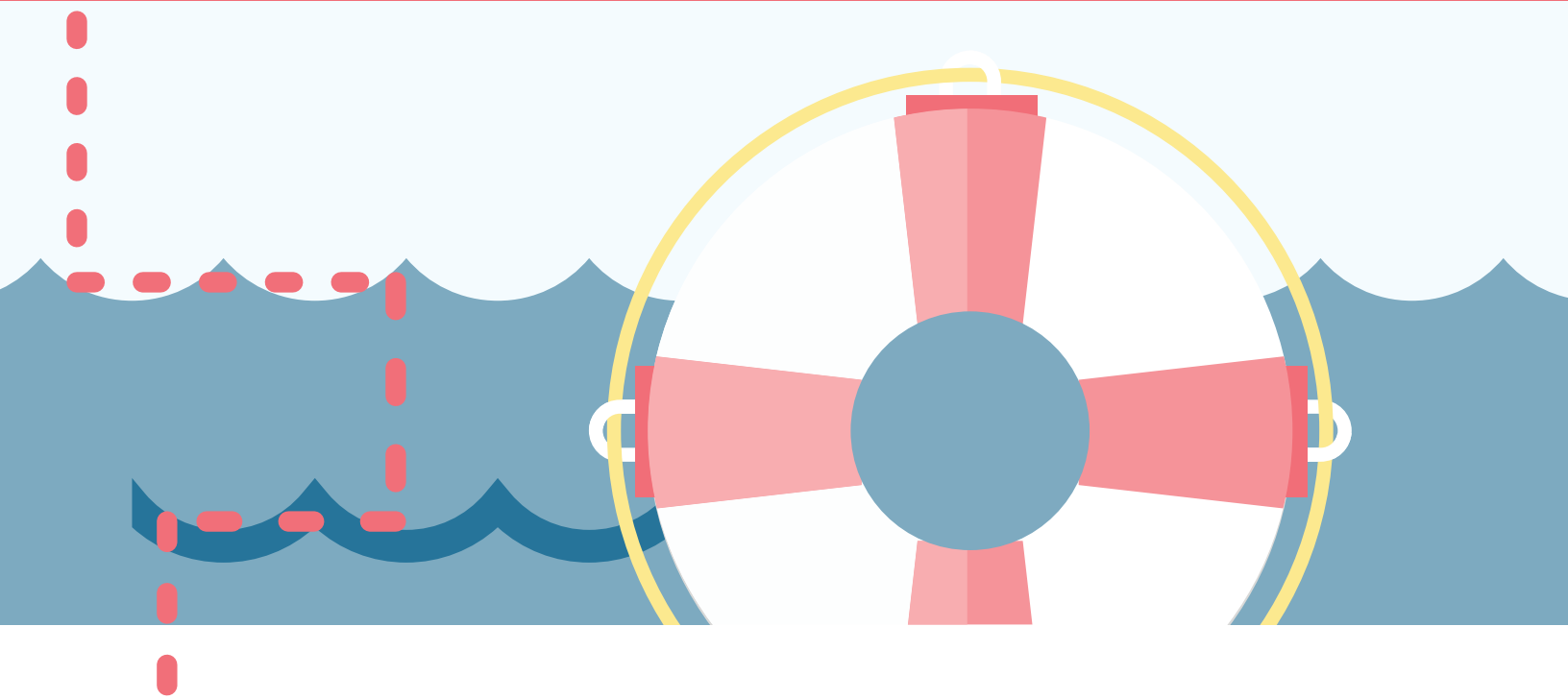
Do your research!



PRO TIP: Don't be afraid to make the message personal and include important information, such as when you'll be following up with your customer, or ask for their cell phone number to reach out (if appropriate).



Life-Saving Email Templates



YOU'VE JUST READ YOUR LATEST REVIEW...

And you're completely at a loss for what to say. On the following pages, you'll find some of the handiest email templates that cover all your common concerns including:



The Ideal Customer Review



The Employee with a "Bad Attitude" Review



The Jack@\$! Driver Review



The No Good, Very Late Employee Review



The Shotty Insurance Plan Review



The Profoundly Unhappy Camper Review



The Damaged/Lost Furniture Review



THE IDEAL CUSTOMER REVIEW

Hi (Reviewer's Name),

Thank you for taking time out of your busy day to leave us great feedback! Our team works hard to move your belongings in a safe and efficient manner, and we pledge to you that we'll never stop improving our process to ensure a smooth move every time.

The greatest compliment is a referral, so please feel free to share our contact information with friends.

Thank you so much!

Best,

(Your Name) & the rest of (Your Company's Name)'s Team
(555)555-5555



You miss 100% of the shots you don't take. Ask for the referral!



THE NO GOOD, VERY LATE EMPLOYEE REVIEW

Dear (Reviewer's Name),

I'm so sorry that you've had to deal with added stress to an already stressful situation. Our company builds itself on values that support our customers and their moving needs. We don't condone lateness and take it very seriously.

As a next step to correct this inexcusable behavior, I'd like to reach out to you on your personal line to see how we can rectify this situation. Please let me know the best time and number to reach you.

Best,

(Your Name)
(Title)
(555)555-5555



THE DAMAGED/LOST FURNITURE REVIEW

Dear (Reviewer's Name),

While we're happy that you had an overall pleasant experience with us, we're disappointed your experience with us wasn't perfect. Our mission is to move your belongings quickly and efficiently, while protecting them along the way. It's great to hear that we were able to rectify some of your concerns, but we believe every move should be held to the same hassle-free standard and supported with exceptional customer service at every point.

I'm sorry to hear about the knicks to your (item). If a bit of paint can't patch it up, we would be happy to pay for its repair. Please let us know the best time and number to reach you.

Thank you for moving with us!

Best,

(Your Name), Claims Manager
(555)555-5555



THE EMPLOYEE WITH A "BAD ATTITUDE" REVIEW

(Reviewer's Name),

I'm deeply sorry for the service you received.

Our company has never tolerated behavioral issues and will not make an exception for this employee. We have since spoken to the employee and are dealing with the situation accordingly.

As a company, I'd like to apologize to you more formally. Please message us with your number, and the best time to reach you.

Best,

(Your Name), (Title)
(555)555-5555



THE SHOTTY INSURANCE PLAN REVIEW

(Reviewer's Name),

I'm very sorry for the damage that happened during your move.

It's important to us to provide a number of options for insurance plans based on your needs. Though you may have purchased one of the more modest insurance plans, we understand that it's never a good thing to have your items harmed.

As a solution, we'd like to work with you to rectify the situation. Please give us a call or provide your number in a private message.

Best,

(Your Name), (Title)

(555)555-5555



THE JACK@\$! DRIVER REVIEW

Dear (Reviewer's Name),

Safety is our greatest concern, whether its moving our customers' belongings or driving on the road. With that said, our drivers understand its importance, too, as we require that all our drivers comply with strict regulations and adhere to proper road etiquette.

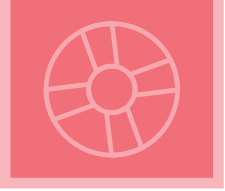
Therefore, it's absolutely unacceptable to have an employee blatantly ignore our driving policy. While we're looking into the issue, we'd like to formally apologize to you.

If it's not too much to ask, please call us directly or message us with your number privately to discuss the matter further.

Best,

(Your Name), (Title)

(555)555-5555



THE PROFOUNDLY UNHAPPY CAMPER REVIEW

(Reviewer's Name),

This is the first time that I've heard of your experience, and I'd like to offer my most sincere apologies. We do our best to stand for excellent service, and I don't take your review lightly.

I want to make it a priority to speak with you as soon as possible in order to fully understand the scope of your experience and work with you to determine how we can justify those mistakes.

Please provide your phone number through a private message, and I will gladly reach out so we can come to a resolution.

Best,

(Your Name)

Owner

(555)555-5555



The Do's and Don'ts of Responding to Online Reviews



DO'S

- ✓ Always take a polite, thoughtful tone with your audience.
- ✓ Upload a professional picture of yourself for display. Your face humanizes your brand.
- ✓ Write to customers on a one-on-one basis and not as a team (especially if you, the business owner, is reaching out).
- ✓ Conclude with your name, your title, and a contact number.
- ✓ Encourage unhappy customers to reach out to you offline. Ask to call them.
- ✓ Reread your responses – twice – before you hit reply.
- ✓ Follow up cordially after a couple days from your initial response.
- ✓ Speak to the reviewer, not the readers.
- ✓ Take responsibility immediately when problems arise.
- ✓ Make the message feel personal and not robotic. The photo helps a lot!



DONT'S

- ⊘ Don't send anything that can come across as defensive or publicly accusational to a reviewer.
- ⊘ Don't mock the reviewer's comments or insinuate fault on the customer's behalf.
- ⊘ Don't leave long explanations to your reviewer's problem or situation.
- ⊘ Don't make yourself sound like the good guy for a reviewer who didn't accept compensation for a bad or mixed experience.
- ⊘ Don't blame technology for your shortcomings.
- ⊘ Don't try to reason, threaten, or take partial responsibility for a negative experience

If you believe a review, message or photo is in violation of the platform's guidelines, you can flag the content for the support team to review.



Businesses who have 1-5 reviews and 10 photos get 200% more user views than businesses with the same number of reviews and no photos (Yelp).



Takeaways

Whether you're a robust moving franchise or a mom-and-pop moving establishment, online reputations affect the success of your business and your bottom line. One of the most effective ways to stand out online is by controlling the conversation around your brand. Your online reputation is the greatest way that you can differentiate your company from Joe-Shmoe's Moving Company. With what you've learned thus far, you'll be able to set the right tone to attract prospective customers and provide value for current customers.

LEARN A BIT MORE ABOUT UPDATER

Think of us like a "Turbo Tax for moving." Updater is a branded web app that helps your customers save time on dreaded moving related tasks.

Customers seamlessly transfer utilities, update accounts and records, forward mail, send digital moving announcements, and much more. We build a version of our app that's completely branded for your company, reminding your customers that you're there through every step of their move. One of the fastest growing technology companies in the moving industry, Updater is a Supplier Member to the American Moving and Storage Association, and we welcome both van line agents and independents.

But, what do online reviews have to do with Updater, anyway? Simply put, our goal is to make you look like a rockstar, whether that's by simplifying your customers' moving experience or helping you generate more online reviews. Luckily, Updater does both! By offering Updater to your customers, you'll generate more positive online reviews from customers who rave about this awesome service that has saved them hours of time – right when they need it the most. And the best part? With more reviews, you'll consistently retain current customers and even generate new customers in the process.

[Learn More](#)



Sources

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