

Enlist customer advocates to help improve rankings and ratings for your locations, and easily track and respond to reviews.

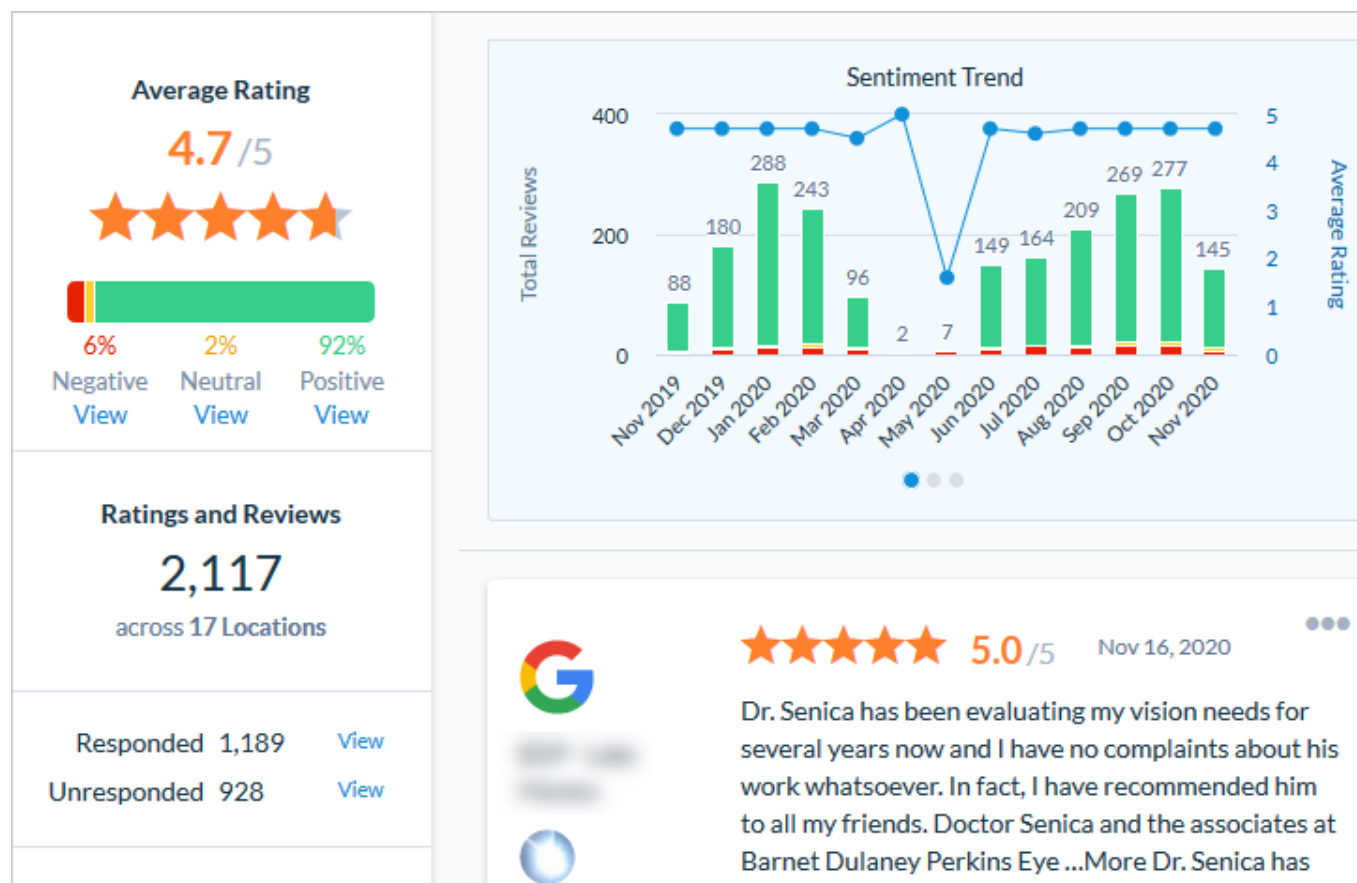
Customers provide feedback across hundreds of different sites for all of your company's various locations. Increase your awareness of what customers are saying about your business online and take action by responding in a timely manner.

The **Reviews** tab makes it easy to collect feedback from third-party sites in one centralized location, monitor what is being said, and respond publicly at scale.

## Managing Reviews

The **Reviews** tab allows you to monitor, organize, and forward third party reviews. Publish and share reviews on your own website or across your social channels. Export reviews to share across your organization.

Easily monitor review sentiment over time, sentiment by source, as well as responded versus unresponded reviews.

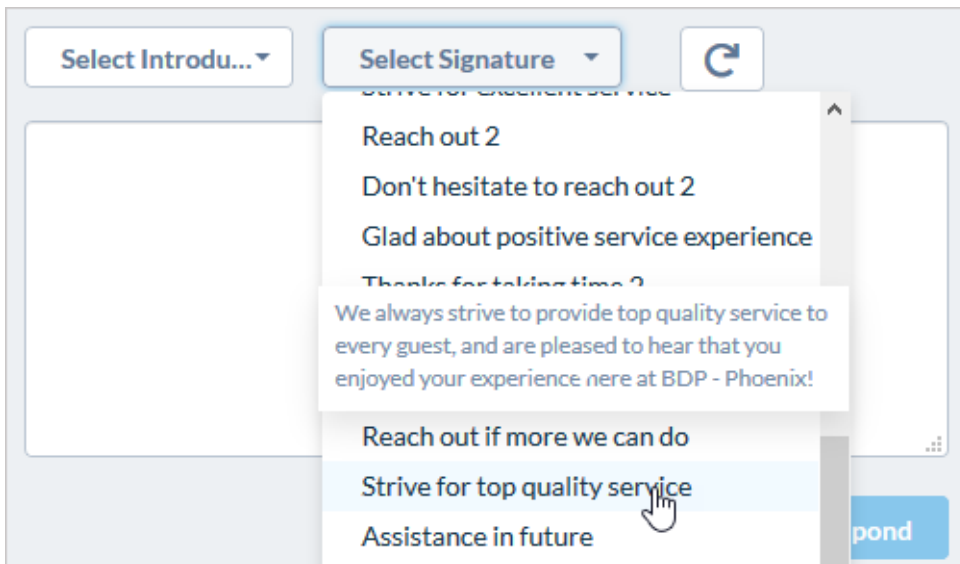
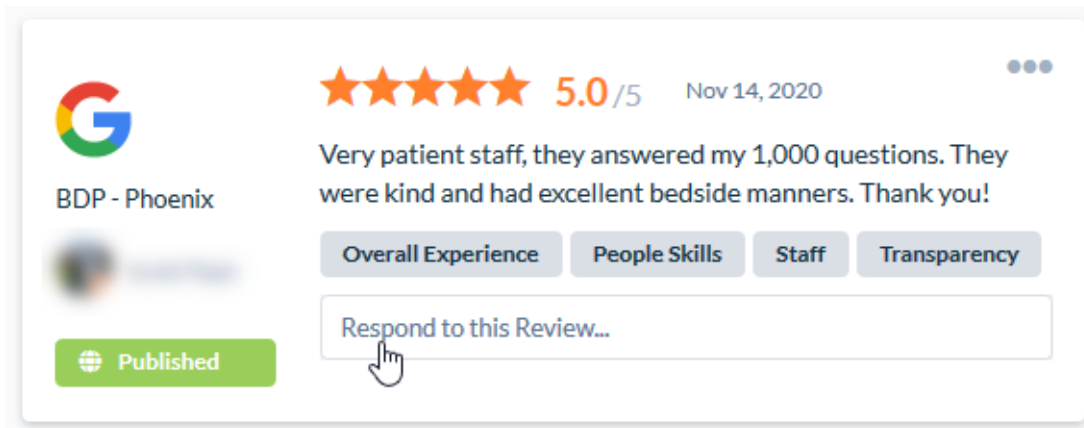


## Responding to Reviews

**Responding to reviews** is key to a great customer experience and strong Reputation Score.

Use positive reviews as an opportunity to encourage repeat service and satisfaction. Use negative reviews as an opportunity to de-escalate an issue and invite the reviewer to move the conversation offline.

Use pre-approved review responses (macros) as a starting point for a simplified and efficient review response strategy.



Need assistance managing review response or moderation? Check out our [Managed Services for Review Response](#) offering.