



How to Take Control of Your Online Reputation



INCREASE BUYER CONFIDENCE. INCREASE SALES



MAKING CUSTOMER & EMPLOYEE EXPERIENCE
YOUR COMPETITIVE ADVANTAGE

Presenter



Emilie Spalla

Vice President

espalla@satisfyd.com

(630) 276-7927

CUSTOMERSUCCESS@SATISFYD.COM
(800) 562-9557
WWW.SATISFYD.COM

Contents

About SATISFYD

Goal Setting

New Buying Process

Know Where You Stand

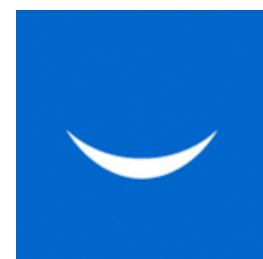
Reputation Management
Solution



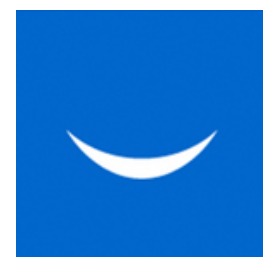
About SATISFYD



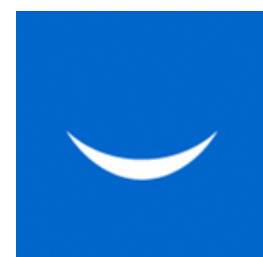
Your Partner



Wowing customers & employees since 1998



Heavy equipment dealership specific experience



Fully integrated and automated with key business systems

Our Solutions



Voice of Customer

Boost revenue by leveraging customer feedback gained through our automated full-service customer experience survey process



Voice of Employee

Attract and retain talent by turning employee feedback into actionable insights with our turnkey engagement program



SATISFYD Reviews

Take control of your online reputation by managing online reviews with our software designed for the heavy equipment industry

WE HAVE BECOME THE LEADERS THANKS TO...

Our SATISFYD Family

A.C. McCartney
Berry Companies
Bobcat of the Rockies
Brown and Hurley
Florida Coast Equipment
Great Dane
Agriterra Equipment

Hino Motors Sales U.S.A.
Hutson Inc.
James River Equipment
KC Bobcat
KIOTI Tractor
Lakeside Trucks
Livingston Machinery

Miller-Bradford & Risberg
Murphy Tractor & Equipment
RDO Equipment AU
Redline Equipment
White Star Machinery
Wilbur-Ellis
And many more...

[VIEW ALL](#)

How to Take Control of Your Online Reputation



#1 Goal: Take Control of Your Online Reputation

- Why does your reputation matter?
- What is your reputation score?
- How do you take control of your reputation?
- What are the benefits of using a reputation management solution?

What is Reputation Management?

Effort to influence how others see your brand. It includes monitoring reviews and conversations, responding to reputation threats and proactively seizing opportunities to boost reputation.



Meet Customers Where They Are

THE BUYING PROCESS HAS CHANGED



Dealership
loyalty
is increasing



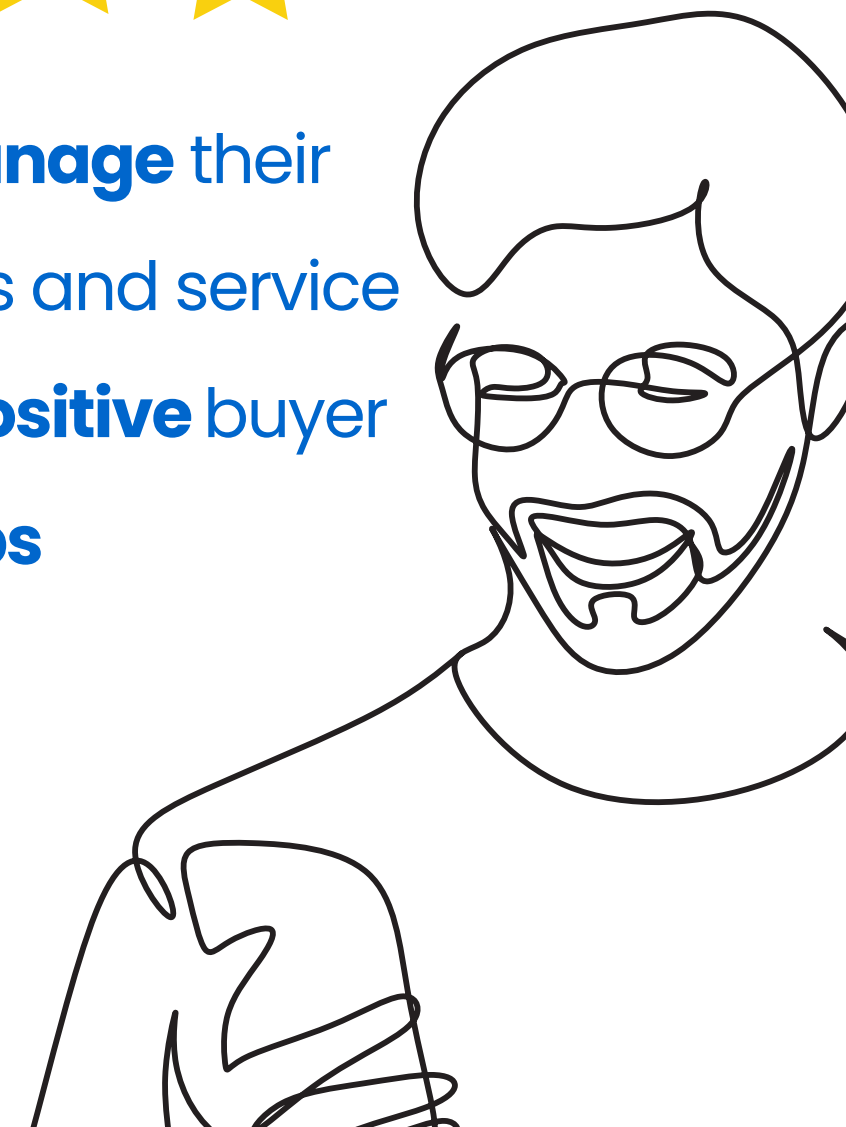
Buyers are demanding
excellence in
product AND service



Buyers spend time
researching independently
before engaging with a dealer



Dealerships must **manage** their
reputation in both sales and service
to **attract** and retain **positive** buyer
relationships



Online Reviews by the Numbers



93% of buyers check online reviews

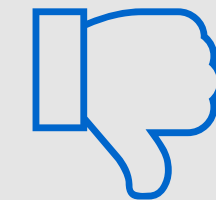
72% say they trust online reviews as much as a family member

80% have reversed purchasing decisions based on negative reviews

Only 6% of customers write reviews



Meet your customers where they are: **Online**



Don't let your only reviews be negative reviews



Proactively invite your customers to give you reviews



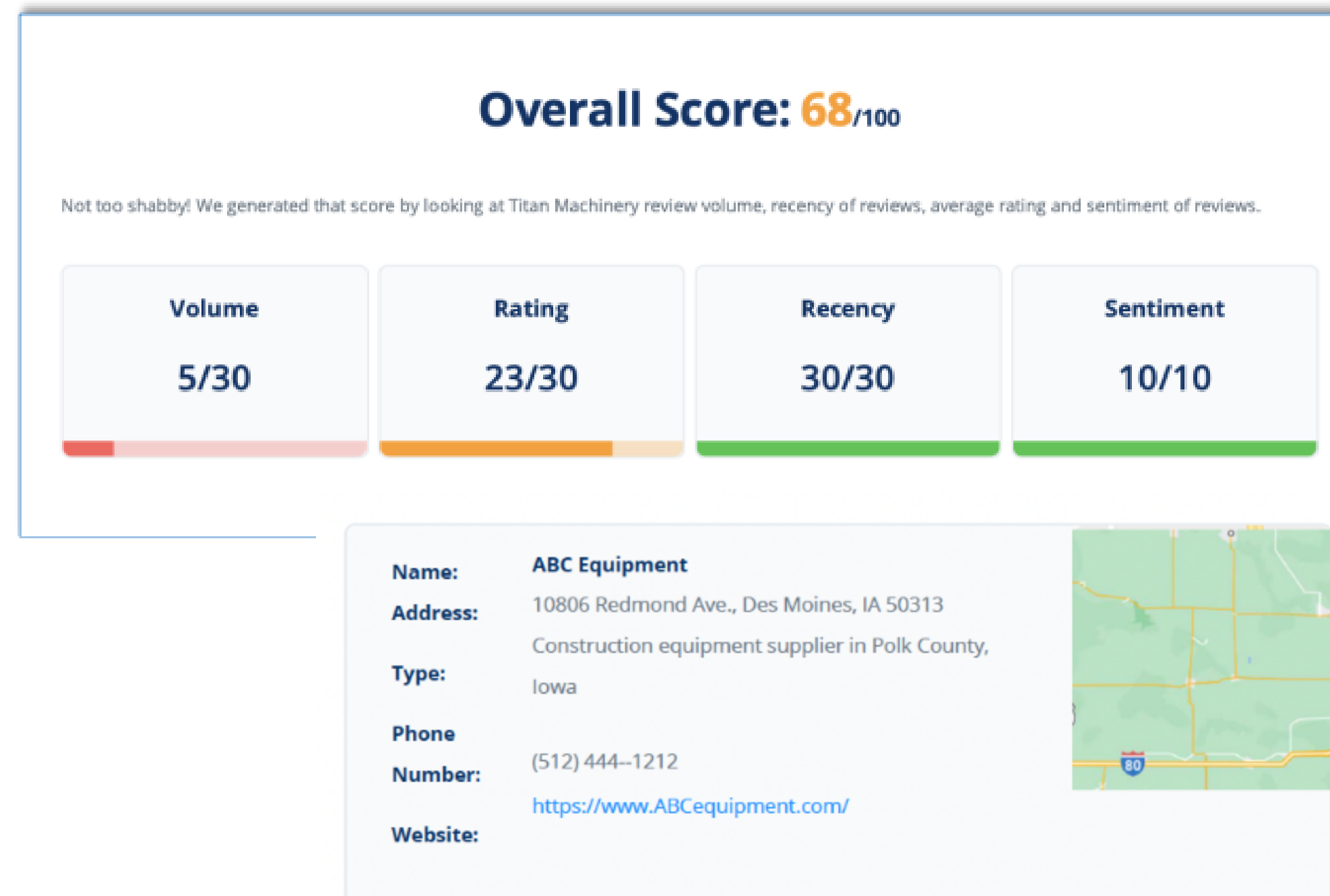
Promote positive reviews on social media

Know Where You Stand

What's Your Online Reputation?

- Discover your strengths
- Identify your opportunities for improvement
- Set goals on what you want to improve

[RUN YOUR REPORT](#)



Reputation Management Solution: **SATISFYD** Reviews



SATISFYD Reviews

Online reputation management software designed for the heavy equipment industry



You Can

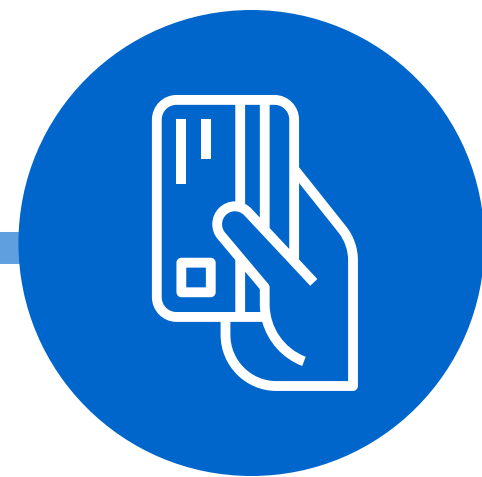
- Grow your customer testimonials list
- Enrich your marketing plan
- Have a proactive online reputation strategy
- Improve your SEO
- Be in the loop of what your customers are saying about you online



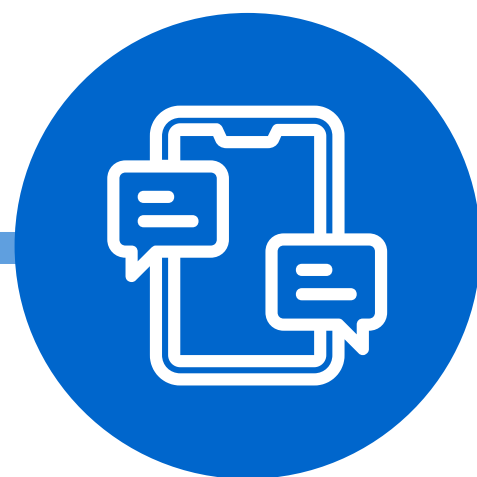
Customers Wins

- In their first year, dealerships using SATISFYD Reviews have increased their number of reviews by 43%
- The average rating for online reviews for SATISFYD's customers is 4.7
- One of our customers increased their number of reviews by 82% and their rating by 10% in year one

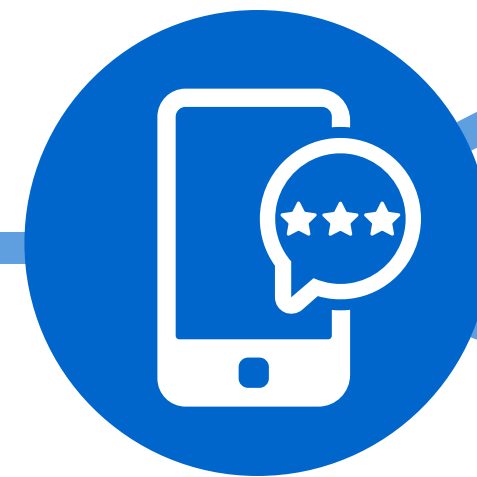
Making Reviews Easy for Customers



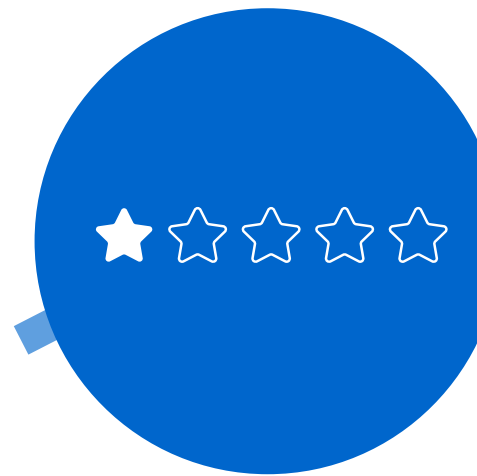
Make a
Purchase



Get a Text,
Email, etc.



Provide
Feedback

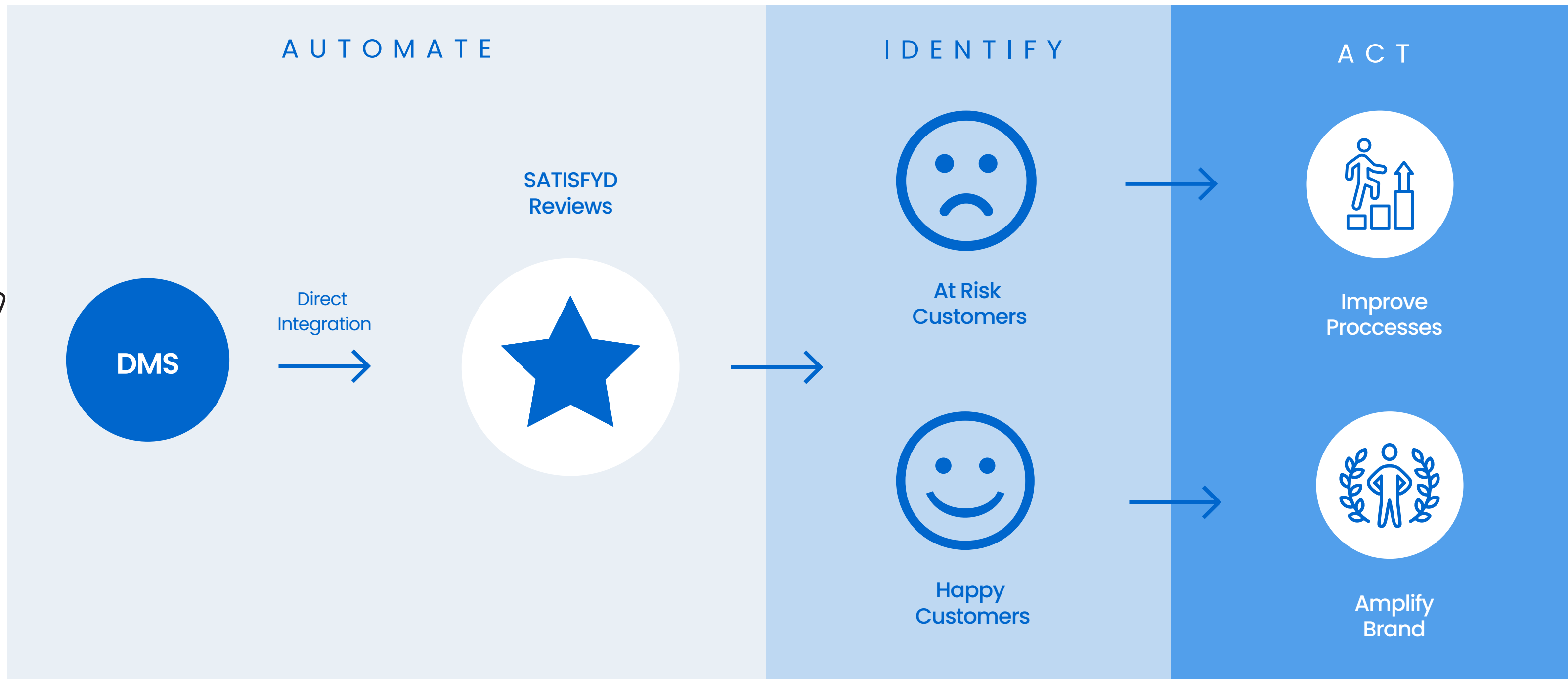


Follow Up



Share

Making Reputation Management Easy for Dealerships



Next Steps

Run your report

Schedule a meeting

Take control of your online reputation

[START HERE](#)





MAKING CUSTOMER & EMPLOYEE EXPERIENCE
YOUR COMPETITIVE ADVANTAGE

Thank You!



Emilie Spalla

Vice President

espalla@satisfyd.com

(630) 276-7927

[Connect on LinkedIn](#)

[Schedule a meeting](#)

CUSTOMERSUCCESS@SATISFYD.COM
(800) 562-9557
WWW.SATISFYD.COM