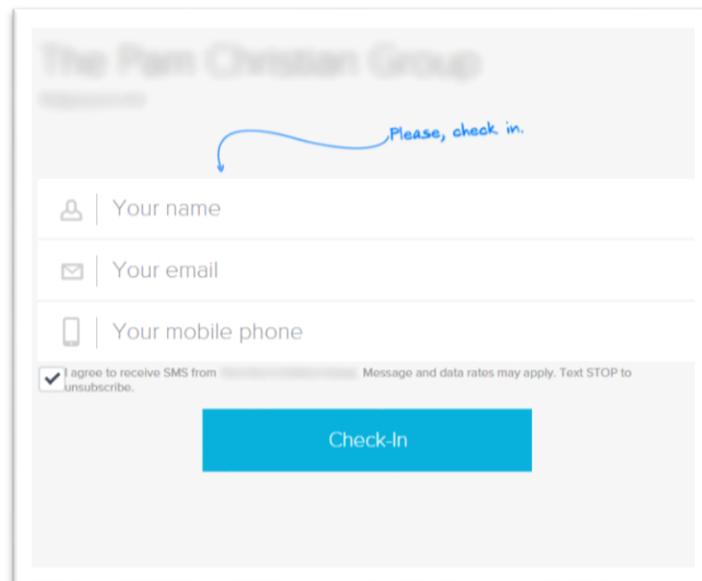


Doing a Customer Check-In

How to Check Your Customers In

Whether you are in an office or onsite with your customers, so long as you have a working internet connection, you can send them a link to review your business by checking them into the BirdEye platform. Follow the web address provided to you by your BirdEye representative, fill in the name and either email address or phone number, and your customer will receive the message in just a few seconds. When you click on the check-in link, you'll see a page in your web browser that looks like this:



The Palm Christian Group

Please, check in.

Your name

Your email

Your mobile phone

I agree to receive SMS from [business name]. Message and data rates may apply. Text STOP to [business name].

Check-In

Ask your customer if they'd rather receive an email or a text message. If you have the choice, only pick one or the other so that we can accurately track how responsive that person is to our review request. Once this information is provided, click the "Check-In" button, and the message will be delivered usually in under a minute.

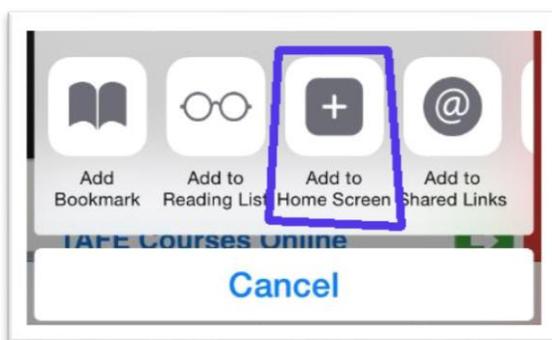
How to Save the Check-in Link

On a computer: Save the link as a bookmark, ideally to the Bookmarks Bar in your browser. If you do a brisk business during the day, you can keep it open and check in your customers as soon as your business is concluded. Regardless, keep it readily accessible for every transaction!

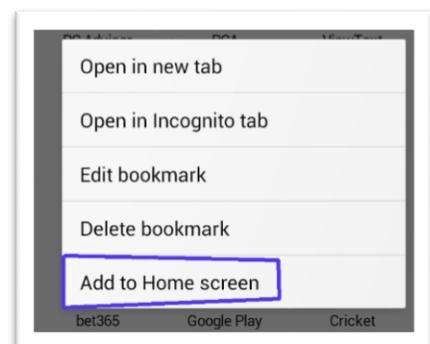
On a smart device: Open the check-in link in your phone or tablet's browser. At the bottom of the screen should be the "Share" icon:



When you tap that, more options will come up, and you'll select the one to "Add to Home Screen".



iOS Options

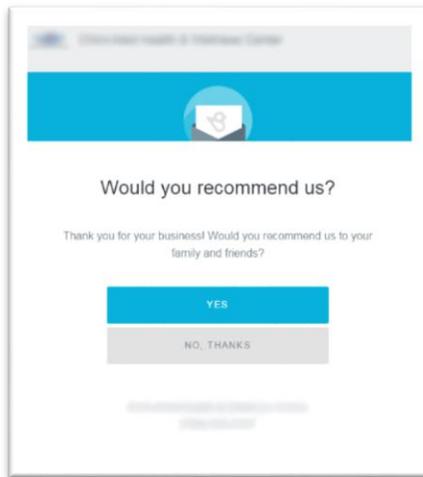


Android Options

Select this option, and now your check-in link will be available anytime, anywhere, from the main screen of your device.

What Happens When You Check In Your Customers

Checking in your customers through the BirdEye link provided will send a text message, an email, or both to your customer for an opportunity to write a review for your business. The message will usually arrive within a few seconds to a full minute. They look like this:

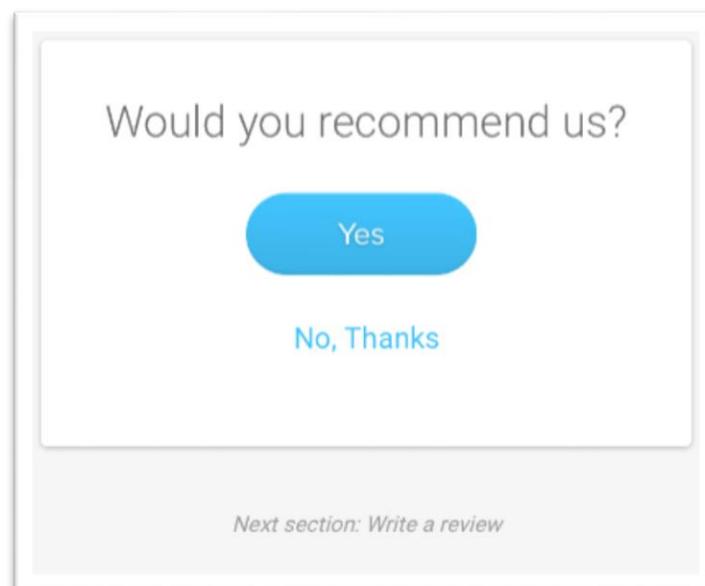


Email

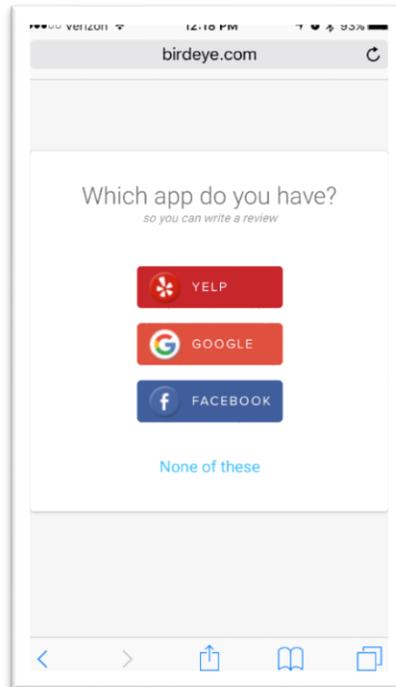


Text Message

The text message will provide a link that will take them to a mobile site to check their sentiment:



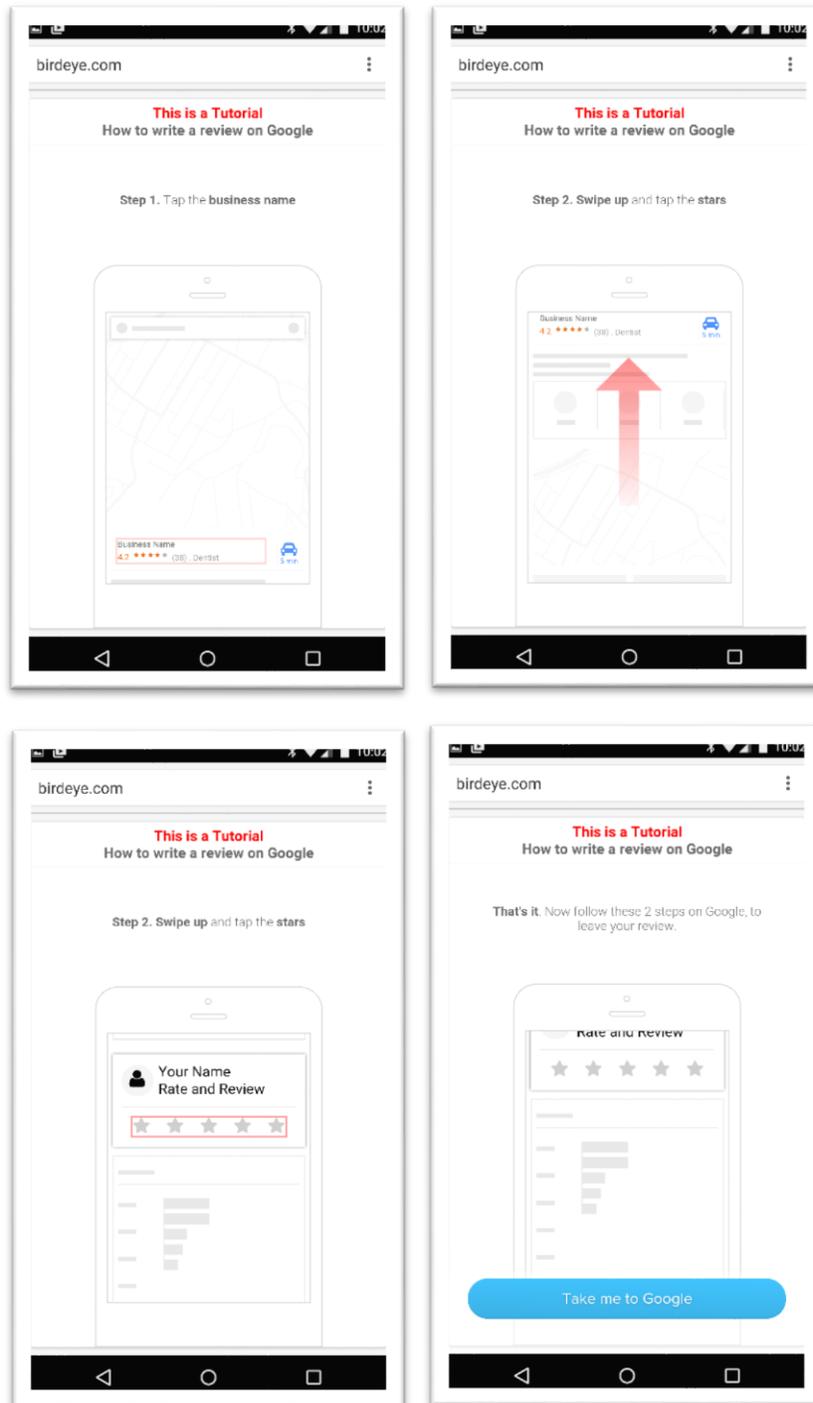
On an iPhone or iPad: If they choose “Yes”, they are taken to a page where they select their preferred review channel. These options are determined by the sources defined in the BirdEye platform. If your company doesn’t have a verified profile on Yelp, for instance, Yelp will not be an option for your customers to write a review via this BirdEye message.



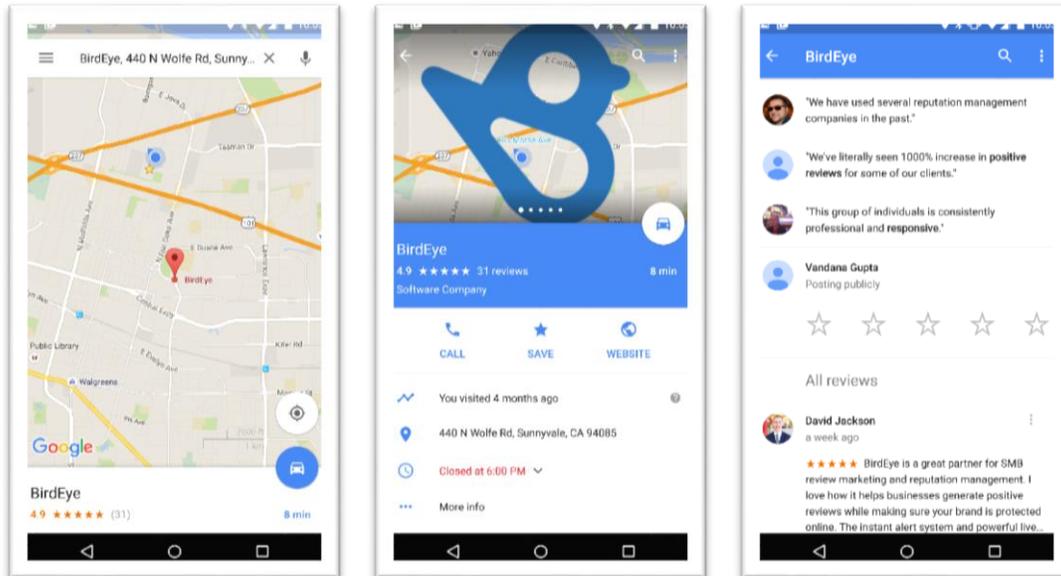
Your customer should choose the app that they already have installed, or at least the site for which they already have an account. If they choose “Facebook”, for example, but they do not have the Facebook app installed, they will be taken to the Facebook webpage through Safari (or another mobile browser) and will be asked to log in there.

Once they are logged in, they are taken directly to your company’s page in order to write their review. No searching necessary!

On an Android phone or tablet: The only option your customers will have when they say “Yes” to the “Will you recommend us” message is to post a review on either Google Maps or through BirdEye. If they have never done a review on their phone before (and sometimes even if they have), they’ll be taken through the following tutorial first:



After that, they'll be taken to your business' Google Maps page to write the review. We're using BirdEye here as an example:



On either smartphone platform:

If they choose “No”, they are taken to the BirdEye site where they can leave their feedback, but this feedback does not count as a review: there are no stars associated with the feedback, and it will not show up in the “Recommended” view of your aggregated streams.

We apologize that your experience was not great. How can we improve?

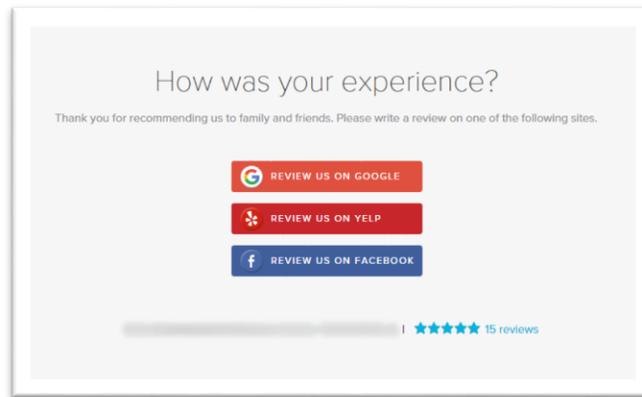
Please tell us about your experience

Dawn

dawn@birdeye.com

Send

When an email is sent to your customer instead, they are sent the “Would you recommend us” page. Here, the customer chooses “Yes” or “No, thanks”, and similar options for their preferred review site are presented to them in a webpage.



The options provided here are determined by which channels are provided in your aggregation list, just like the text messages. Your customer should choose the channel for which they already have an account.

Regardless of what kind of message they receive, as soon as you have checked them in through the BirdEye link, their information is retained in your Dashboard. From there, we can see which links they clicked on and even what kind of review they wrote.

Coaching Your Customers to Leave a Review

The most important part of the review solicitation process is you! Even with the very best cutting-edge technology to support your review collection and reputation management, it will all go unused if your customers are not prepared for the reception of those review requests.

Here are some of our best practices when it comes to requesting reviews:

1. Make sure you're asking for reviews. We try really hard not to use the "S" word ever - survey! Surveys are much more intensive commitments. Reviews are quick and easy! Just a rating, say something nice, and they're done!
2. Ask your customer for a review when they are at their happiest, usually during the close-out phase of your business transaction. This may be when they're finally pain-free or perhaps when their case is finally closed. For many of our clients, the best time is when the field technician has just fixed a leak or finalized a critical repair. Check in your customer right then, tell them you're sending them a request, and thank them for their positive review. If you're not sure when the best time is, speak with your BirdEye Account Manager to analyze your options.

The three keys to an overwhelming positive online reputation are **Volume**, **Score**, and **Recentness**:

- **Volume**: A 5-star rating doesn't matter very much to the average consumer if there's only three reviews, but a 4.6-star rating will be very attractive if there are over a hundred reviews. When you don't have many reviews to start with, even one disgruntled customer can ruin a good reputation (at least for a little while). We're here to help you get a lot of reviews.
- **Rating**: We know that you're always going to do your best by your customers, but not everyone is going to be happy with you all the time. Respond to your negative or lukewarm reviews with compassionate and helpful words, and you can turn those 1- or 2-star reviews into 4- or 5-star reviews. (Have your BirdEye Account Manager show you through the Review tab in your Dashboard if you're unsure how to use the Respond feature.)
- **Recentness**: Finally, having 70 amazing reviews with 5-star rating can seem pretty awesome, but it doesn't carry much weight if the most recent review was from 2012. Our goal is to help you get at least five fresh reviews per month so that your reputation stays current and relevant to your industry.