How Reputation.com Does It:
Reporting & Analytics

Introduction

When it comes to business analytics, Reputation.com takes a holistic view on how data can deliver the most value to the business, in a way that no other online reputation management company quite achieves. You might see a tool that helps you manage your social campaigns or a tool that pulls in review data, except other technologies on the market lack the quantity of data, breadth and depth of analysis, and ability to put such a comprehensive range of reporting and analytics features at your fingertips as the Reputation.com enterprise dashboard.
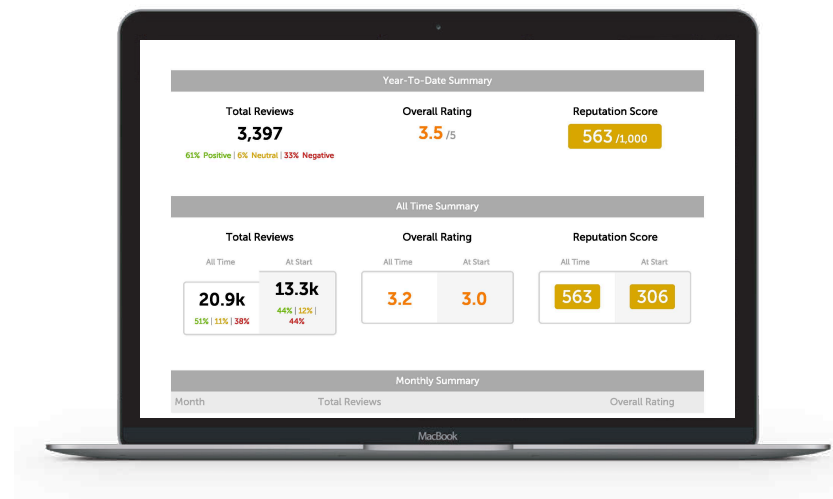
Full Spectrum of Online Reputation Analytics in One Place

With a few clicks in a client's fully customizable filter menu, vast streams of data are collected, organized and displayed in a way that makes it quick and easy to see which areas of your business are thriving and which can use improvement.

REPUTATION.COM COLLECTS DATA FROM:

1. **All major review sites**
2. **All industry-specific review sites (such as HealthGrades.com for healthcare or Cars.com for automotive)**
3. **Custom survey data**
4. **Business listings**
5. **Search results**
6. **Social media**

Year-To-Date Summary

Total Reviews	Overall Rating	Reputation Score
3,397	3.5 /5	563 /1,000
61% Positive	6% Neutral	33% Negative		

All Time Summary

Total Reviews		Overall Rating		Reputation Score	
All Time	At Start	All Time	At Start	All Time	At Start
20.9k	13.3k	3.2	3.0	563	306
51% | 11% | 38%	44% | 12% | 44%				

Monthly Summary

Month	Total Reviews	Overall Rating

This data is analyzed into an overall Reputation Score, which shows businesses at a glance how they rank within their industries.

Unlike many services that roll up the data and only give customers the 50,000-foot view, we offer customers access to large quantities of granular data through a framework that makes it incredibly easy to determine which parts of the business need improvement and what might be effective strategies to tackle those improvements.

★★★★☆

A difference of one "star" in an online rating generates a

5 to 9 % **difference in revenue**

~ Harvard Business Review

Reputation.com's enterprise Online Reputation Management reporting offers one easy-to-use dashboard. Here are its many features:

1. **Reviews:** Monitor, request, respond to and share reviews

2. **Surveys:** Build and share surveys and report on the data

3. **Business Listings:** Audit all business listings found in search results, major review sites, and industry-related sites

4. **Social Media:** Monitor and publish content to your locations' pages and view performance metrics. Turn positive reviews into Tweets or Facebook posts

5. **Reports and Analysis:** Access robust default reporting designed to answer the most pressing management questions or design custom reports. View in product or export to professional PDF or CSV report for internal distribution

6. **Reputation Score:** Quickly see how your business stacks up to the competition and where your strengths and weaknesses lie

Reputation.com pulls the tools you need to manage your company's online reputation into one, easy-to-navigate dashboard, and empowers you to take control of what people are saying about your business.

Operational Analysis: Word Cloud

Some of the most powerful tools in the enterprise product suite are Reputation.com's analytics tools. The advanced analytics use sophisticated machine learning and a wide range of data sources to produce high-precision, actionable insights to give businesses an understanding of the health of their operations and help them compete better.

Gathering data from online reviews, kiosk reviews, and both internal and external surveys, Reputation.com subjects the content found in these sources to extensive thematic analysis. The result? A clear visual representation of the strengths and weaknesses of your business that can be reviewed at a high level (for all locations) or refined to the granularity that you want (down to a single location).

To make the word cloud easy to read, words are presented in a color spectrum from vibrant green (most positive) to dark red (most negative) and also in a range of sizes: The larger the word, the more often it has surfaced in the source data. For example, large, bright green text for "nurse" would indicate that most patients wrote often and positively about the service they received from a hospital network's nursing staff.

Operational Analysis: Tornado Chart

Use our advanced analytics to extract valuable insights across a set of the most important, machine-learned categories for your industry. The new Tornado charts tool shows a visualization of what's happening in the organization via customer feedback sentiment and trends — starting with a broad view that includes volume and sentiment across all locations by category and drilling down into unique customer survey and review responses for a particular topic.

Industry benchmarks for each category offer a way to sanity-check performance against peers. Compare the volume and sentiment of reviews to the average for peers in similar categories to see where a location or region stands relative to its competitors.

It's a powerful way to learn from customer feedback and calibrate the significance when looking to make data-driven business decisions. Now, organizations can use real insights to make operational decisions based on their rich online reputation data.

Drawn from a wide range of sources, our analytics tools offer a holistic understanding of how customers or patients feel about your brand as a whole and your individual locations.
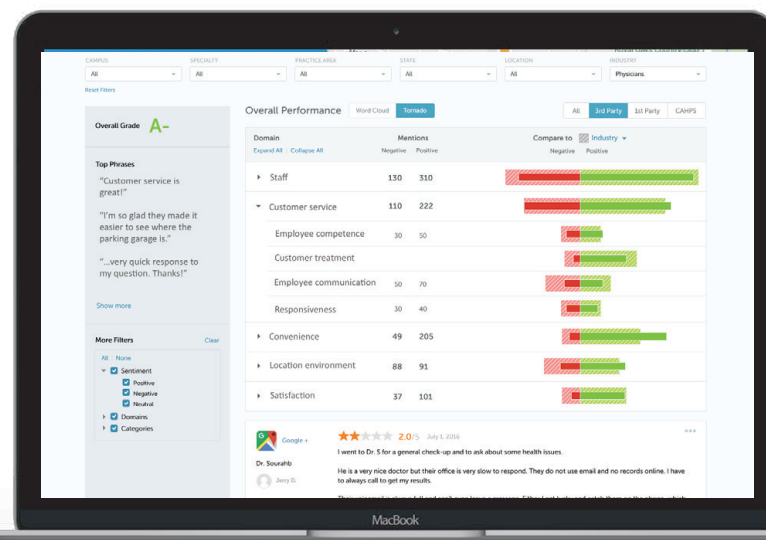
Flexible and Scalable Analytics

Reputation.com is unique among online reputation management companies for the level of flexibility and scalability that comes standard for every client using our enterprise platform.

Each client's top filters are fully customizable and range from service regions and sub-regions to individual brands within a larger organization. These filters drive every analytics tool on the dashboard, thereby putting configurable data analysis tailored for your business and industry at your fingertips.

Clients can also schedule reports and have them sent to all relevant stakeholders within their organization.
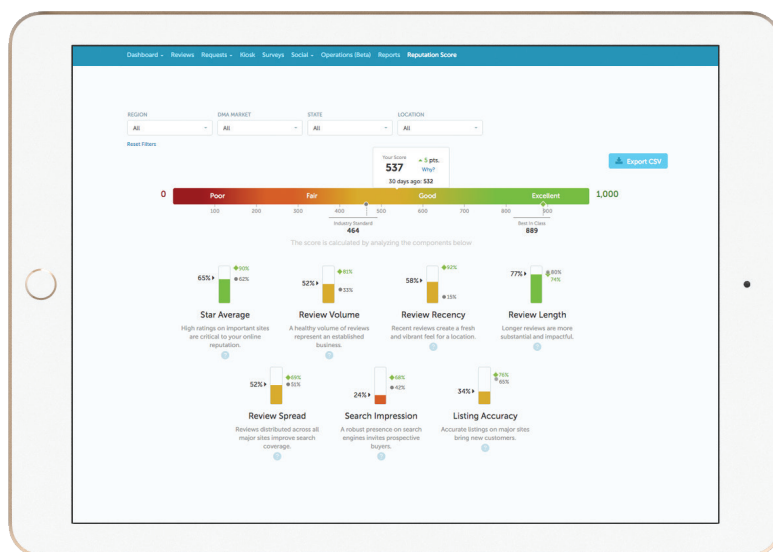
They can take advantage of our extensive reports library or build their own with exactly the information they need. These reports can be scheduled on a regular cadence or created on a one-off basis.

For example, one of our customers, a large auto maker, creates custom reports for all its regional managers and has them sent out on a predefined schedule.

First-class Reporting

If we've learned one thing over the years, it's that buy-in is crucial. And, it isn't easy to achieve. That's why we've built a comprehensive suite of ready-made reports that can. be configured to meet your needs. In our clients' hands, these reports become the most effective way to achieve top-to-bottom buy-in across your organization.

For example, after struggling to get managers and physicians to accept the importance of actively managing their reputation online, Children's Health Care System began sharing monthly reputation reports and daily notifications of negative reviews with constituents. The data painted a convincing picture that, in just over a year, helped the whole organization come together to raise Cook Children's Reputation Score by 50 percent and nearly double its review volume.

Likewise, Arkansas Surgical Hospital nearly quadrupled its review volume in just 10 months and increased its Reputation Score by more than five times after bringing the executive team on board using Reputation.com's reports.

In addition to securing organizational buy-in, our reporting tool makes it easy to assess how your business compares with top competitors as well as the industry average.
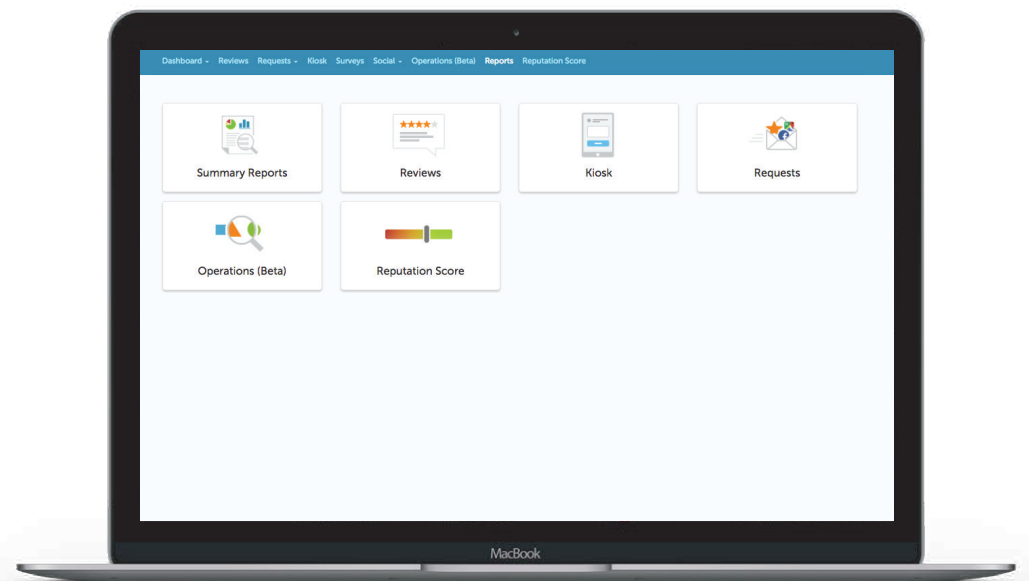
It can even give you valuable competitor analysis at the single location level, enabling you to see how individual locations are faring compared with other local businesses in your industry.

Whether you've struggled to manage your company's online reputation for years or you've only just started to realize you need to take action, Reputation.com has the tools you need to be successful.

As the leading Online Reputation Management provider and a pioneer of the industry, Reputation.com offers the most complete product suite on the market, featuring robust data analysis, business-listings management, review request and response management, survey functionality, custom reporting, a mobile app and analytics tools that deliver actionable insights in seconds, all packaged into one fully customizable, easy-to-use dashboard.

About Reputation.com

Reputation.com delivers the category-leading Reputation Management platform for healthcare organizations with hundreds or thousands of providers.

We help healthcare organizations monitor review sites, generate more representative ratings, and drive recurring visits, admissions and revenue.

For more information, visit us at reputation.com or contact us at sales@reputation.com.