REVV & iQmetrix Integration Case Study
Make the most of your online reputation.

TRACPOINT.

New England Wireless

INTRODUCTION

This case study was put together to measure the effectiveness of TracPoint's REVV (Reviews Generator) product, as facilitated via an integration with iQmetrix. TracPoint worked with a 12 location U.S. Cellular franchise, New England Wireless, to improve their online reputation. The goal; increase the total volume of positive social reviews, while reducing the quantity of negative reviews, thereby increasing the overall online reputation for each location and the New England Wireless brand. The number of reviews generated monthly for New England Wireless before the REVV implementation was low, based on the number of locations and the volume of products sold. After the REVV activation, our overall outcome proved to generate significant improvements in all areas.

BACKGROUND

The TracPoint REVV platform is an innovative service designed to help increase positive social reviews, by delivering a simple one question post sale survey to recent customers, within 30 minutes of them leaving the store. Customers that respond positively are prompted to leave a review on your local store's Google, Facebook, or Yelp page. Customers who respond negatively are given the opportunity to have a customer service person contact them for assistance and provide an area to express their concerns before they go online and create a negative review.

New England Wireless began using the REVV platform in February 2021. Prior to the REVV activation, New England Wireless did not have a successful approach to generating reviews. With REVV, they were able to significantly improve their volume of reviews and brand reputation via a streamlined and automated process.

PROPOSED SOLUTION

Utilizing the new RQ integration, the REVV platform calls the client database every 30 minutes to identify recent purchases, then automatically sends those customers a personalized text message asking them to rate their experience they had with the salesperson.

RESULTS

Once the REVV platform was launched, there were immediate results on not only the number of reviews, but also an increase in the overall brand reputation ratings. The number of reviews has dramatically increased over the course of the past month. Before REVV was implemented, New England Wireless only generated on average about 1 review per month across all their locations, with an average rating of 3.7. Now after their first full month of using REVV, New England Wireless has generated an incredible 140 positive online reviews and an average review score of 4.9! Prior to REVV, each location was generating less than 1 review per month. With REVV, each location is averaging about 12 reviews per location, per month. Before REVV, 32% of New England Wireless's reviews were negative. After REVV, that number decreased to 3%.

Increase in Monthly Reviews per Location
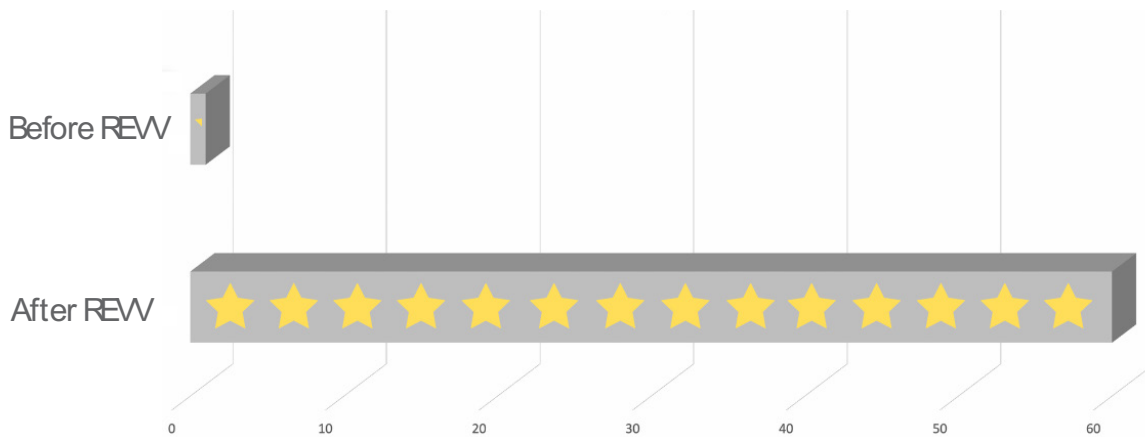
Decrease in Negative Reviews
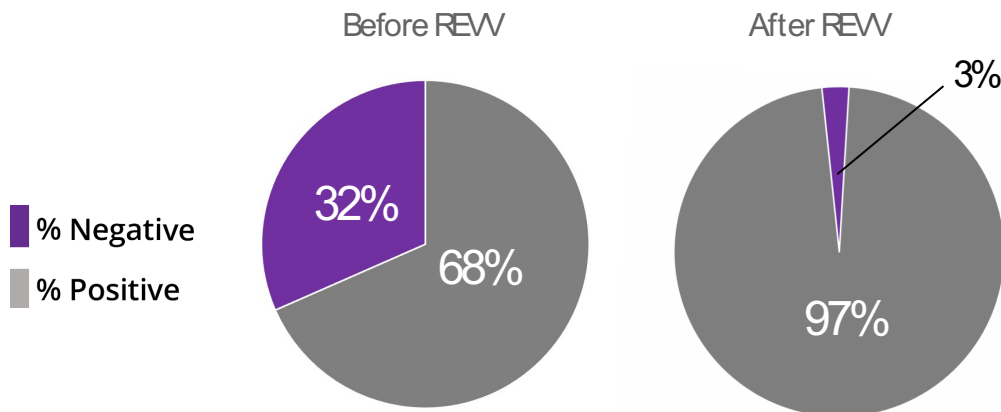
CONCLUSION

When creating an easy way for customers to leave a positive review for your location, many do, which can have a massive positive effect on your online reputation, which helps your SEO, and sales efforts. **New England Wireless does an exceptional job of managing their reviews, as evidenced by their 4.9 overall brand reputation for all locations.**

"It's so common for customers to seek the opinion of others and it's such an influential part of the decision-making process."

TRACPOINT REVIEWS ACCELERATOR
Interview with Terry Crump, President of New England Wireless

As a retailer, why is it important to your business to have positive reviews?

It's so common for customers to seek the opinion of others and it's such an influential part of the decision-making process, whether it's someone they know or don't know. Customers lean so heavily on social media and more importantly internet reviews like Google. We really feel it's important to have that presence and have customers reviewing us to make existing and potential customers feel confident in shopping with us.

Before implementing REVV, how were you managing your reviews?

Managing is probably an overstatement, there was a lot of luck. Things would happen and we were grateful when people did post reviews. In terms of managing, having encouraging customers to review was happenstance - people just happened to give reviews. When utilizing Google My Business, I'd be able to go in and look at reviews. That was the extent of it, and it wasn't a real good process to manage it.

How would you describe your company's online reputation before REVV?

Limited is probably the best way to look at it and the truth is most reviews were probably negative, right? We had positive reviews, but a lot of customers don't feel motivated to comment on the great experiences that they were having in our stores on social platforms or Google. We didn't have a lot of reviews though and it wasn't as strong as we would want it to be.

What is the biggest challenge you faced when trying to generate reviews before REVV?

We didn't have a good platform or setup. We really relied on our team to kind of say, "Hey, if you're willing to, would you put a review out there?" With everything moving so fast our associates wouldn't feel comfortable asking for that at the end of a great transaction, right? So, there wasn't really any way to drive that behavior from customers.

How did you roll out REVV to your team, and how do you measure, track your success?

When we brought on REVV through discussions with leadership and even frontline associates, we started to just talk about the fact that we're bringing this into the company. Then we did a roll out and onboarding process where we brought the team on a couple different calls. We recorded the calls so that we could review at a really high level what the process was.

The first step was just ensuring that the team felt comfortable sending out the surveys, what that looked like and what the benefits were. We would look at the results and see who is not sending out the surveys and then talk to why it's important for both them and the company.

We felt confident that we were going to get good survey results, so we really emphasized that as well as the benefits for them individually. With the results from the surveys, we've gained positive buy in from our team and quickly have seen the generation of positive surveys that we were looking for and the results were excellent, fantastic really.

TRACPOINT REVIEWS ACCELERATOR
Interview with Terry Crump, President of New England Wireless

What kind of results have you experienced while using REVV?

It's been tremendous, really. Instantly we were seeing the number of reviews spike, positive reviews especially. It really had a huge impact on what the reviews look like for all the stores across the whole company.

What do you like best about the REVV platform integration with RQ?

Anytime we can make things as simple as possible for our team is the most important thing. There are so many different platforms that we utilized throughout the day, and like I said things move fast. While working with customers a number of different things can come up at one time.

The integration simplifies it. Just as they complete the transaction through RQ, the one question survey automatically pops up and it's really easy for our associates to utilize the platform. I like utilizing the dashboard to take a look at the analytics and see who is performing well in terms of getting positive feedback.

There's a lot to it, but the simplicity of how it integrates with RQ is probably what gained the most buy in from our associates.

What is it like working with the TracPoint team?

It's been great, you guys have been fantastic to work with. Anything that we've struggled with you've been quick to respond. The team has been open to all current things that are going on with the products and where things are going in the future. I appreciate that, and it's been great working with you guys.

What process do you have in place to respond to your customer reviews?

Every morning I log in to see what reviews are there and respond as quickly as possible. We do this to ensure that we're showing customers that as an organization we are taking a look at their reviews. We personalize as many responses as possible.

We do utilize Rallio, which is another platform by TracPoint that we were able to take advantage of. It makes it very simple to respond to reviews. There's actually ways to create predesigned responses so that if any do get backed up we can go real quick and respond. Even with that tool, we're going in and trying to add the customers name and try to make it personal.

We then take the really positive reviews and share them with our team to show our appreciation for them and know what we believe was already happening. To be able to hear it from the customers point of view and to be able to share that has a great impact as well.

Would you recommend this service and working with the TracPoint team to other wireless retailers?

Yes, absolutely. So again, I think it's so valuable to be able to demonstrate to customers why shopping with us is important, right? To differentiate yourself and to really stand out as a place to shop, I think it's such a great tool to utilize to be able to improve overall scores.