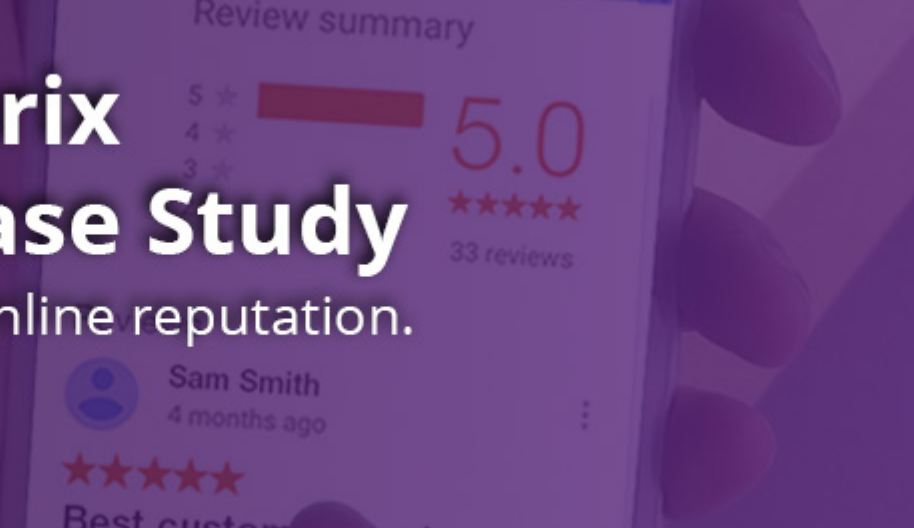# REVV & iQmetrix Integration Case Study
Make the most of your online reputation.

TRACPOINT

> "The results were immediate and outstanding. Stores where we might only receive one or two Google reviews a month, we were immediately receiving one or two a day or more and the majority of them are positive."
> Justin Burford of Team Wireless

Team Wireless
Verizon Authorized Retailer

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 Verizon Authorized Retailer, Team Wireless, to improve their online reputation. The goal: increase the total volume of positive customer reviews, while reducing the quantity of negative reviews, thereby increasing the overall online reputation for each location and the Team Wireless brand. The number of reviews generated monthly for Team Wireless before the REVV implementation was low, based on the number of locations and the volume of products sold. Over the course of a year using REVV, 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 are also 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.

Team Wireless began using the REVV platform in the Fall of 2020. Prior to the REVV activation they did not have any means of generating reviews other than word of mouth. With REVV, they were able to significantly improve their volume of reviews and brand reputation via a streamlined and automated process.
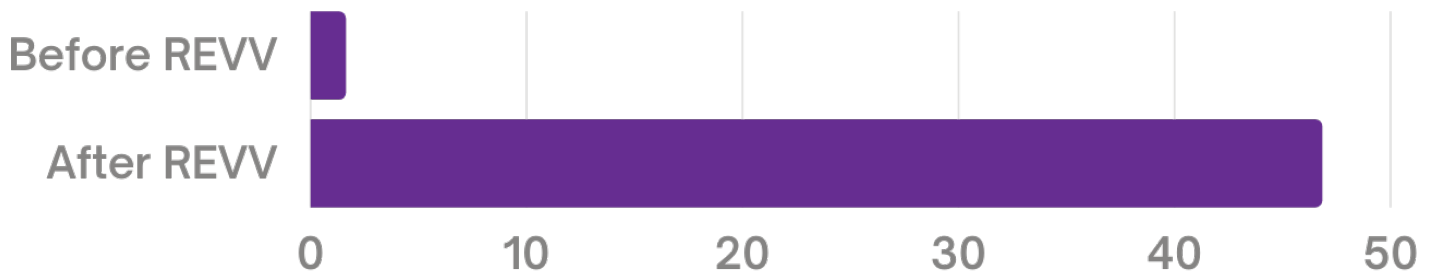
PROPOSED SOLUTION

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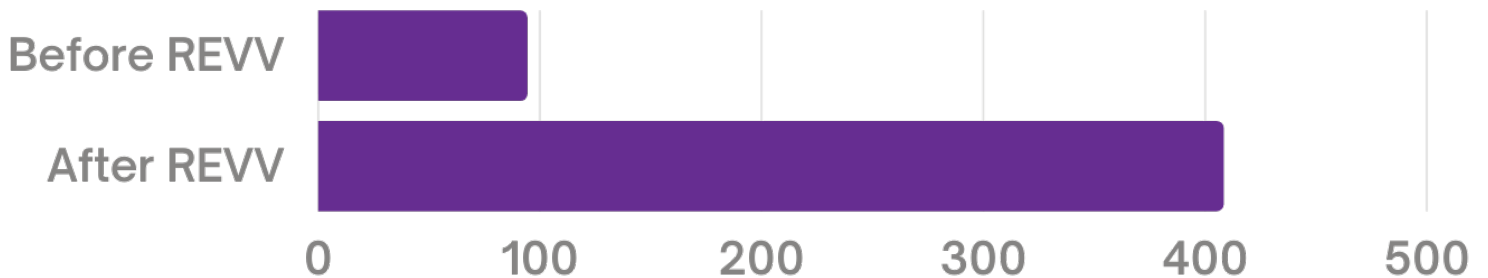
RESULTS

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 this past year. Before REVV was implemented, an average Team Wireless location generated approxiately 2 reviews per month, with an average rating of 4.3. After approximately a year of **using REVV, an average location generates over 46 reviews per month** and an average review score of 4.7! The average Team Wireless location now has over **400 total reviews**, with the top location at over **700 reviews**!

Increase in Montly Reviews per Location

Before REVV	
After REVV	

0   10   20   30   40   50

Increase Total Reviews

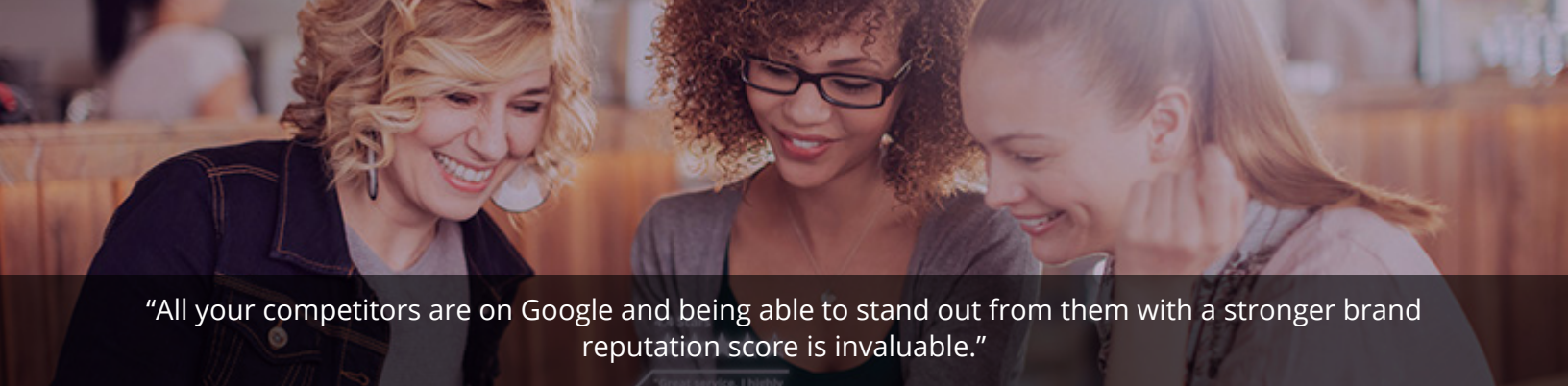|	
Before REVV	
After REVV	

0   100   200   300   400   500

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 Team Wireless has generated exceptional results, as evidenced by their over 8000 reviews accross thier locations.

TRACPOINT REVIEWS ACCELERATOR

Interview with Justin Burford of Team Wireless

As a retailer, why is it important to your business to have positive reviews?
With so many customer (who we refer to as guests) interactions starting online and with guests searching avenues like Google before they enter our stores, making sure our brand reputation is better than our competitors is more important than ever. As more people use those avenues to search and make decisions on where they're going to shop, having positive reviews is key.

How would you describe your company's online reputation before REVV?
It was average. And where that is completely unacceptable is in our really competitive markets or Metro markets. You've got to be better than average there. In our rural communities average was, you know, probably not too much of a shortcoming. It didn't hold us back too much. But when you're one of 10 Verizon Retailers, being average is not good enough. That's how I would describe it, just average and we had an opportunity to improve.

Before implementing REVV, how were you managing your reviews?
We were just responding to the organic reviews that came in. And we didn't have a lot of control besides just the in store experience on how that shaped out. If a store did go through a bad period where maybe they were short staffed or we had done something wrong, we would receive a lot of poor reviews, and it would take a really long time to rebound from that. We know in business, people are 10 times more likely to leave a review when they have a bad experience versus a good

one. It was such an uphill climb once you got down into a hole to climb your way back out. How we used to manage was more reactive instead of proactive in responding to reviews and making very slow changes that took a long time to change the score.

We would try to encourage reps to ask for reviews. But without a real solid way to measure it, that wasn't very successful. When a store would have a poor Google review, that would come up in our annual reviews, or maybe our store meetings, and they mentioned their scores that way. That's what we would turn it into, asking them to promote or give their guests that good experience and then ask to leave a review

What is the biggest challenge you faced when trying to generate reviews before REVV?
Just turning the tide. And it seemed like turning a big ship that took so long to straighten, we were down in a hole. We had a bad streak of poor reviews. We needed to get us back on course.

TRACPOINT REVIEWS ACCELERATOR

Interview with Justin Burford of Team Wireless

What kind of results have you experienced while using REVV?

Previously, if a customer was dissatisfied or unhappy with their service for whatever reason, they used to immediately go directly over to Google to leave a review, but if someone has a good experience, they may or may not leave a review. With REVV, it gives our customers another way to express their frustration with us directly, rather than going straight to Google to leave a bad review. For us, as employers, it's also important for us to know why customers may be having a bad experience with an employee, so it becomes a performance measuring tool for us as well. For example, if one employee is getting consistently negative ratings, we are able to better manage and resolve the situation directly.

How did you roll out REVV to your team? And how do you measure/track your success?

We rolled out REVV to our team by letting them know what it is and how it works. And that their guests were going to receive a text. It's so easy to get support with REVV, because it's helping them, it's helping their store and helping their brand reputation too. There is a coupon tied into REVV that we offer, but it's almost just like a bonus. But you know, for the guests that need that extra 'what's in it for me', it's there, but the majority of our employees and guests, just give reviews because they want to and that's an even better sign to me. Sometimes when I see our coupon usage is low, I actually walk away from that with the positive feeling that we don't even need to necessarily incentivize

What do you like best about the Revv platform and its integration with iQ?

You kind of set it and forget it. And it's seamless. We check the reporting to see the results. But from the moment it launches, we see immediately, through the reviews coming in, that it's working. And it's great to go on the dashboard and see the reporting. You'll see the incredible increase of the number of reviews.

Are you following up with customers using REVV's customer service tools?

Yeah, absolutely. We reply directly to the review. And if we have enough information right there from the Google review, where we can contact them directly, or email them or find their invoice, we'll do that. Otherwise, we'll maybe ask them, 'Hey, do you mind emailing us and letting us know so we can get your response in case their Google username maybe has their full name.' Then we'll have the location District Manager look into it. It's a sensitive situation and we want to get it fixed, whatever it is.

.

TRACPOINT REVIEWS ACCELERATOR
Interview with Justin Burford of Team Wireless

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

We have our marketing coordinator, Madison, who responds to them directly on a daily basis. But REVV is really the engine for those reviews coming through. She'll respond to every single one and does the same for our Facebook. For some of the reviews that are critical, or if there's a problem, we make sure to escalate those through the proper channels. Those who gave apositive response, we're giving thanks and asking them to maybe send their friends and family into our stores; the ones that have a negative response or an issue, we're sending through the sales channel and getting response to those customers.

What is it like working with the TracPoint team?

The TracPoint team and us go really far back. I mean, even before we found the right reason to work together, just seeing them at all the industry events over the years and how fun they are and just keeping in touch. They really are friends in the business. So now that we are working with them in a few different avenues, our app as well, it's just a strong, long lasting relationship. And like I was telling Patrice, something that TracPoint does a really good job on is, the people that manage our account, they seem to stay the same, which we love as a retail business. It's great to have Joe still on our account for years and have a familiar face that knows our accounts so well. In past relationships, it might have been every six months we had a different account manager.

That made it really hard for us, because it seemed like each time we had to revisit past situations. It was also hard to get a lot of progress on long term challenges or requests. I think TracPoint does a great job. They're just a fun company. And they seem to really be ahead of the trends in the industry. And we appreciate that.

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

Yes, most definitely. I'm assuming with other carriers, it's similar. Even without knowing their channels that well, I can say, for any wireless retail business like ourselves, this is an exceptional tool. It's also unique as it helps you in the most important way, brand reputation management. This is only becoming more important as the traffic continues to grow with online searches before in person retail visits, the whole e-commerce and omni-channel experiences becoming the norm with every single guest. Your brand reputation on platforms like Google are more important than ever and it's hyper competitive. All your competitors are on Google and being able to stand out from them with a stronger brand reputation score is invaluable.