




How Betty's Burgers Transformed Customer Feedback Into Online Reputation Growth

Betty's Burgers



Highlights:

-  Monitoring and responding to reviews has helped the brand maintain a strong reputation with a 4.51-star rating and 88% positive reviews
-  Proactively addressing negative reviews has boosted retention and driven growth
-  Leveraging competitor analysis with actionable insights has secured Betty's a leadership position in the market

DATA-DRIVEN RESULTS:

4.51

Average star rating

4,534%

Increase in reviews since they've become a customer

88%

Are positive reviews

Betty's Burgers, a beloved Australian burger shack, began in Noosa in 2014, offering a signature dining experience inspired by the laid-back beach lifestyle of its birthplace. At the core of its brand promise stands providing customers with exceptional quality and outstanding service every single time.

Today, the Betty's franchise consists of 67 locations. Every dining experience is designed to be a memorable one, and to achieve this customer experience excellence, the brand has implemented the InMoment Reputation Management solution to enhance its online presence, outperform competitors, and identify actionable insights to continuously improve the customer experience.

Scaling Excellence Across Locations

Betty's rapid growth—from 14 locations in 2018 to 67 in 2024—presented a significant challenge: maintaining a consistent and exceptional customer experience across all restaurants. Ensuring every diner felt valued, no matter which location they visited, became a top priority for the brand. In addition to this, maintaining consistency across Google Business Locations was critical—from consistent location information to brand voice in review responses.

To meet this challenge, Betty's Burgers turned to reputation management software that can streamline their operations, while surfacing actionable insights to ensure consistency in delivering their signature experiences.

Listening and Acting on Customer Feedback Is Key to Growth

Leveraging InMoment to monitor ratings and reviews across different review sites gave Betty's a holistic view of their online brand and centralised their efforts. The customer relations team made responding to every review a daily practice, ensuring customers felt heard. All reviews are displayed on one dashboard, simplifying reputation management and cross-functional collaboration.

Negative feedback wasn't just addressed but analysed to uncover trends and insights, driving further action to improve the customer experience. For example, if cold fries became an issue at one location, the team tracked fry-related reviews analyzing review data from all 67 locations. This allowed them to act fast and fix the issue on a broader scale before it impacted customer loyalty.

The brand harnessed reports to boost accountability among store owners. Locations receive immediate, weekly, and monthly review alerts to ensure feedback gets addressed promptly. Competitor tracking added another layer of insight, keeping Betty's ahead of the curve. By sharing performance metrics, individual restaurants understood their strengths and areas for improvement.

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“The only advice I have for other professionals is that I wish we invested in ReviewTrackers sooner!”

JANICE VERDAN, MARKETING, BETTY'S BURGERS

Transforming Feedback Into Loyalty

Accountability grew across locations, and Betty's positive reviews started to climb. Today 88% of all reviews across all locations and sources like Google, Facebook, and Uber Eats are positive. By understanding the customer sentiment, each location was able to quickly make improvements and deliver better experiences, which translated into a stellar 4.51-star rating since partnering with InMoment in 2018.

The brand also turned dissatisfied customers into loyal advocates. When a customer left a negative review, the team reached out to understand what went wrong and offered thoughtful gestures like gift cards or free burgers. And it worked. Customers came back—and with loyalty.

Through competitor analysis, Betty's Burgers gained a clear understanding of where they stood in the market, enabling them to refine their strategies and secure a leadership position in the highly competitive Australian dining landscape.

Drive Loyalty and Growth With InMoment

For brands wondering how they can leverage reviews to drive loyalty and growth, Betty's offers some advice: use insights to understand where you're strong and where you're slipping. And if you're serious about improving, respond to every piece of

feedback. When customers know you're listening, they come back. And that's how you turn reviews into an investment in brand loyalty.

Betty's Burgers proves that you don't need to make massive changes to see big results. You just need to keep your customers' voices at the heart of every decision.

[Schedule a demo](#) with our reputation management expert team today and discover how InMoment can help your brand drive business impact with the power of reputation management.



Contact us today! Our team is ready to answer your questions.

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