

2020 SPRING

CUSTOMER SUCCESS REPORT



REVIEW & REPUTATION MANAGEMENT CATEGORY

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of light blue and orange. Numerous skyscrapers are visible, some with their lights on. In the foreground, a large, modern building with a flat roof and many windows is prominent. The overall scene is a dense urban environment.

REVIEW & REPUTATION MANAGEMENT OVERVIEW

Review & reputation management software is used by businesses to capture and rectify negative customer experiences and to promote their brands. It can also be leveraged to generate reviews through ad and email campaigns. Marketers can use it to interpret and understand their company's online reputation. The platform offers monitoring features to help you keep track of social media posts and discussions about your product and brand.

Review & reputation management software is important because most consumers rely on reviews to learn about the quality of services or products they're interested in buying. Thus, positive reviews can help businesses to gain new customers. Therefore, it is vital for companies to find and utilize brand ambassadors who can spread the good word about their product and business.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

Content Score is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

Market Presence Score is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

Company Score is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

Customer Success Report Award Levels



Market Leader

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



Rising Star

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Review & Reputation Management software based on the FeaturedCustomers Customer Success Report.



OVERALL BEST

OF REVIEW & REPUTATION MANAGEMENT





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ABOUT PODIUM

Podium helps businesses drive user-generated content in the form of online reviews to increase visibility, improve business operations, and drive purchase decisions. Podium serves 50,000+ users across nearly 10,000 local businesses and is redefining the modern relationship between businesses and customers. Headquartered in Lehi, Utah, and founded in 2014, Podium has received funding from Y Combinator as well as numerous CEOs around the Silicon Slopes.

128

Customer references from happy Podium users

[VIEW ALL REFERENCES](#)

“Podium is such a powerful tool. It has made it very easy for us to collect reviews on Google. The minute you start adding more steps, the less reviews you’re going to receive, and Podium is so easy – both for our staff and our customers.”

Wade von Bibra
General Manager, Von Bibra Motor Group

“Thanks to the convenience of Webchat, Podium quickly became a standard part of the customer journey at Riddle’s Jewelry. To just simply send a message to the customer, it makes things so much simpler. We use it for letting our customers know when repairs, special orders, and cleaning checks are done. But it does more than just save time, it...”

Josh Holsworth
E-commerce Manager, Riddle’s Jewelry

“I also have customers that will respond through the Messaging Platform after leaving a review and put in a request for other services. So, it has been a great means of communication, and it’s also an opportunity for me to thank customers for the feedback that they’re leaving for us.”

Stephanie Glenn
Customer Service Manager, Paul’s Pest Control

“Podium is money well spent. It gives us an easy way for our sales staff to ask for reviews and for customers to engage with us and leave feedback. We’re getting an excellent return on our investment.”

Anthony Gilpin
Director of Digital Operations, NewRoads Automotive Group



2020 MARKET LEADERS





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ABOUT BIRDEYE

BirdEye enables you to be the best business. BirdEye drives business growth by getting new reviews and improving customer experience. More than 50,000 businesses use BirdEye to manage their reviews, be found online, collect gather customer feedback, interact with potential customers, ask customers to refer friends and family, improve operations and increase revenue. BirdEye's all-in-one software includes review monitoring, review generation, review marketing, customer surveys, social listening, social publishing, social engagement, customer support ticketing, listings, interactions, business insights, and competitive benchmarking.

112

Customer references from
happy BirdEye users

[VIEW ALL REFERENCES](#)

“BirdEye is user-friendly and has completely alleviated the pressure of managing reviews from multiple sites. BirdEye has helped us maintain and improve client relationships by allowing us to quickly respond to good reviews and resolve conflicts.”

Beth Lindner
Client Services Director, Accent Roofing Service

“Our online reviews have increased exponentially! And as a result, we are getting more business because we know our potential customers make buying decisions based on current customer reviews. It's a cycle and it works!”

Gina Svendsen
Director of Marketing, Affordable Family Storage

“BirdEye provides intelligible insights to our teams so they can slice and dice survey and user-submitted review data based on our custom location hierarchy and actively ensure clients continue to bring their pets to THRIVE.”

Benjamin Trotter
VP Marketing, THRIVE Affordable Vet Care

“BirdEye has completely restructured the way we do business. We're more agile in converting our sales leads because of BirdEye webchat, and we're seeing over twice as many internet search inquiries due to our ratings & reviews.”

Brandy Mills
Operations Manager, Echo Wireless



TRUSTED BY



ABOUT REPUTATION.COM

Reputation.com helps large organizations with hundreds or thousands of consumer-facing locations ensure that their star ratings and reviews reflect the truth about the service they provide. Reputation.com delivers the category-leading Online Reputation Management (ORM) platform for large enterprises with thousands of locations. Based in California's Silicon Valley with offices in Arizona, Europe, and Asia, they're funded by the same venture capital firms that backed Skype, Intuit, and Symantec.

62

Customer references from happy Reputation.com users

[VIEW ALL REFERENCES](#)

"We needed a system and services to help us respond to customer reviews quickly and effectively. Reputation.com has delivered results. Our star ratings have risen to 4.7. Actively managing our online reputation has driven more traffic to the sales floor and increased our service volume. It has been a great experience."

Dan Dowker
Business Development Manager, Shaheen Chevrolet

"With Reputation.com, we have everything on one platform, which saves us a lot of time and enables us to respond more quickly to tenants' needs."

Kelley Shannon
Vice President of Consumer Marketing, Bozzuto

"I am very happy with the service that Reputation.com provides. Their platform is a one-stop-shop for all the things you need to build your online reputation. And they made it really easy for my customers to leave reviews."

Don Pelletier
Realtor, The Don Pelletier Group, Inc.

"Reputation.com gives us a lot of reporting, and a lot of insight into our business. It doesn't just give you the standard reports, it gives you so much more — word clouds, burndown charts and a lot of information about what our customers are saying. It's no longer just about a star rating; it's about what the customer is saying in reviews, and which Sales reps..."

Harry Pennington
Head of Marketing, Robins & Day



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ABOUT THRYV

Thryv supports more than 400,000 local businesses across the U.S. with marketing services and small business software, Thryv and Thryv Leads. The company's cutting-edge technologies connect small businesses with their target consumers and help them manage their day-to-day work. Thryv helps businesses manage their work easier and get found fast, wherever consumers are searching.

54

Customer references from happy Thryv users

[VIEW ALL REFERENCES](#)

“In the past year, my business has grown directly as a result of Thryv by at least 10-20%. I love being able to manage my contacts, see the new contacts coming in and interact with them with things like email blasts.”

Matt Shannon
Health Fit MD

“Thryv took all the pressure off of us so that we could focus on our customers and inventory. And Thryv put us on the map, getting us established with Google and Yelp.”

Betsy Mitchell
Co-owner, Sweetbriar Boutique LLC

“Using Thryv has really helped me expand my business and build new clientele. It's so easy to use and allows me to reach all of my clients and even prospective clients at a touch of a button.”

Natalia Martin
Art of Riding

“One of my favorite features about Thryv is that all the communication with our clients and our staff is housed within the software. That benefits the client because it creates continuity and it creates trust.”

Julie Hoang
Fit180



TRUSTED BY

escapia



Dior

LensDirect.com



ABOUT TRUSTPILOT

Trustpilot is the online standard in building better customer experiences. Trustpilot connects consumers with the companies they buy from. Shared shopping experiences help consumers make smarter, informed decisions about buying, while companies get concrete feedback from their customers. Trustpilot is passionate about driving transparency across the web--find Trustpilot reviews on search engines, social media, and business websites. Real customer insight fuels business credibility.

145

Customer references from happy Trustpilot users

[VIEW ALL REFERENCES](#)

"We saw Trustpilot as a forward-thinking company like ours - one with which we could integrate deeply. It's great to have a reviews product that gives us the backend technology we need, and also have the ability to turn it into a tool that can motivate our team, get us excited about customer service and drive our product roadmap."

Josh Lipton
VP of Technology, SpareFoot

"Trustpilot's Automatic Feedback Service (AFS) allows us to effortlessly reach out to all of our customers and provide an easy way to leave a review."

Thomas Pittman
Marketing Manager, Bookbyte

"We decided to sign up for Trustpilot because we wanted to tailor our overall eCommerce strategy around our customers' needs. Thanks to Trustpilot, we can collect our customers' thoughts and needs to improve our business and their satisfaction."

Alberto Dal Santo
Divisional Digital Strategist, Manfrotto

"The beauty of Trustpilot is that I can respond to any review... By answering customer reviews in public, we demonstrate that we care about our customers. When it comes to customer credibility, a quick and helpful answer to a complaint can be even more powerful than getting all five-star ratings."

Charlo Carabott
Managing Director, Mazuma Mobile



2020 TOP PERFORMERS

◀ BROADLY ▶
BROADLY.COM



MomentFeed
reviewtrackers

WOMPLY





TRUSTED BY



ABOUT BROADLY

Broadly was founded in 2013 by engineers, Josh Melick and Assaf Arkin, while living in Oakland. After years of watching his father’s roofing business struggle to find an effective, simple and affordable solution to market itself, Josh recognized a need in the local business community. The duo set out to find an impactful way for businesses to get seen and found by today’s consumers, and quickly recognized that online reviews and SEO were the answer. Broadly has grown rapidly to support thousands of local businesses and provide an intuitive solution that fits easily into the daily lives of local businesses. The founders truly believe that small businesses are the cornerstone of the economy, and are passionate about helping them succeed.

47

Customer references from happy Broadly users

[VIEW ALL REFERENCES](#)

"Broadly allows us to get the right feedback from customers. It's easy for us to increase our online presence now. We've gotten a lot more reviews which we wouldn't have gotten otherwise."

Carl Kuo
Owner, R&C Auto Service

"Our customer base has grown 15% in the first 3 months since adding Broadly. Having an online reviews platform has sharpened our focus on delivering stellar customer service."

Rustin Genet
Owner, Quality Pool Service

"I often have people tell me on the phone tell me that they chose our business because of our five-star Google reviews. I wish all of my vendors were as responsive and productive as Broadly."

Dan Quinlan
Owner, Chem-Dry Express

"Our customer base is growing, employees are growing and revenue is growing in part because of Broadly. Our number of reviews has increased across multiple platforms. We're more trusted because of the reviews."

Larry Phillips
Owner, Fusion 3 Salon



MomentFeed

TRUSTED BY



ABOUT MOMENTFEED

MomentFeed is a localized digital marketing platform that allows national brands to connect and engage with consumers at the local level. Using the information that uniquely defines each location, MomentFeed’s platform automatically localizes Search, Social, Paid and Customer experience to have online interactions drive offline transactions. MomentFeed was founded in 2010 and is headquartered in Santa Monica, California.

40

Customer references from happy MomentFeed users

[VIEW ALL REFERENCES](#)

“MomentFeed helps our franchisees engage nearby communities on social networks to drive foot traffic. And it works, because people look at their phones - and their Facebook feed - when deciding where they want to eat.”

Shefali Patel
Senior Marketing Communications Manager, Applebee’s

“The significant increase in customer engagement from working with MomentFeed exceeded our expectations. By simply optimizing our venues on Facebook and Foursquare and running one campaign, it became clear how many of our customers actually want to engage with our brand. Tapping into that engagement potential clearly represented an...”

Rachel Hadley
PR/Corporate Communications Manager, Cinnabon

“MomentFeed has helped us out tremendously by allowing us to quickly update not only our brand pages, but our local store pages as well. Being able to group our locations by region allows us to share content that is relevant regionally, which has made a huge impact in driving business to our stores.”

Irene Chao
Digital Marketing Manager, Robeks

“The unique targeting capabilities make it simple for us to deliver localized advertising across markets with a few clicks, and the reporting tells a clear story of the return we’re getting on each campaign run.”

Justin Mccoy
VP of Marketing, Cousins Subs



reviewtrackers

TRUSTED BY



ABOUT REVIEWTRACKERS

ReviewTrackers is the award-winning customer feedback software that helps businesses transform the customer experience. The platform collects review data from 150+ review sites to surface customer insights that enable brands to listen, comprehend and make data-driven decisions about what their customers truly need or want.

85

Customer references from happy ReviewTrackers users

[VIEW ALL REFERENCES](#)

"Within a few minutes of logging into ReviewTrackers for the first time, I sent a handful of requests for reviews, and a few hours later, I received two emails notifying about new reviews on our listings! Reviews are such an important part of communicating your value to potential customers."

Tim Kelsey

SEO & Social Media Manager, Pronto Marketing

"By using Review Trackers we are able to request reviews from our customers. I like the variety of emails that I can make and save for each type of customer I want to request a review from."

Veronica Johnessee

Implementation Specialist, Real Property Management Tidewater

"Review Trackers has been an invaluable tool to not only keep track of our online reviews, but to request internal feedback and help increase positive external reviews."

Kelsey Dyckman

Director of Marketing and Business Development, Orthopedic Center of Illinois

"ReviewTrackers is a tool for American Family to study reviews across ten online review sources. The platform is easy-to-use throughout the entire company. It has also made it easy for our corporate office to understand and take action based on what we are hearing."

Ryan Rist

Director of Innovation, American Family Insurance



WOMPLY

TRUSTED BY



ABOUT WOMPLY

Womply's mission is to help small businesses thrive in a digital world. Their AI-powered data platform enhances comprehensive small business management software, which includes the world's only pre-populated CRM plus small business intelligence, reputation management, marketing automation, and integrated payments. Every day, they serve more than 450,000 small businesses across 400+ verticals in every corner of America.

46

Customer references from happy Womply users

[VIEW ALL REFERENCES](#)

“When I was presented with Womply, I was ecstatic. I want to know how our customers feel in their own words—verbatim—so we can know what’s working and find ways to improve. Customers want to know that you hear them, and Womply helps me connect with them without wasting time or effort.”

Tausha Hammett
Founder, LC’s Bar-B-Q

“I love the fact that Womply notifies me every time we get a review so I’m not running from site to site. I usually look at the review immediately. Customer feedback is valuable, and we have it coming to us without any effort required on my part.”

Judy Claxton
Managing Partner in Charge of Business Development, OnTarget Range & Tactical Training Center

“People who saw those reviews decided to check us out. Customers came into the store and mentioned they’d read good things about us online. Online reviews and social media are huge these days, and Womply helps me manage my business reputation and connect with my customers online without spending time I don’t have.”

Karl Berry
Owner, Metropolitan American Furnishings

“We know that better experiences lead to better online reviews, which in turn leads to better revenues for the organization. Womply gives us the ability to quickly and easily see what’s working and what’s not so we can make better decisions, faster.”

Daniel Lee
Social Media Specialist, St. Augustine Lighthouse & Maritime Museum



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ABOUT YOTPO

Yotpo is a customer content marketing platform that generates reviews, social Q&A and rich media and uses this content to drive traffic and increase conversions. Yotpo's vision is to maximize the potential of User-Generated Content (UGC) for every business and redefine the way they market themselves via Customer Content Marketing. They boost the chances of obtaining user-generated content from customers in a smart and automatic way using tools that make the experience simple.

100
Customer references from
happy Yotpo users

[VIEW ALL REFERENCES](#)



"With this powerful and user-friendly dashboard, we've managed to unlock the massive value of our customer feedback. Insights gives us clear and accessible data at the speed we need to keep up with our customers' demands and deliver even better consumer experiences."

Sandra Negrea
Customer Engagement Analyst, Adore Me



"Yotpo helps us piece together the puzzle. For each feature we use, it shows us how many visitors interact with reviews, photos and Q&A, and how it ultimately impacts sales."

Marit Weitnauer
Head of Marketing, Eyes on Walls



"By implementing Smart Filters, we solved a major customer pain point. Shoppers can now view fit, quality, and styling information before purchasing, without having to comb through numerous reviews on site, giving them confidence in our brand and products."

LauraLee Baird
Head of Marketing and Brand Specialist, Revelry



"Yotpo has been an excellent voice for our customers and an amazing tool for direct communication about our product experience. Since integrating Yotpo to our site, we have seen a significant lift in our conversion rate and engagement, resulting in a huge increase in review-recommended product sales."

Monique Anderson
Web Manager, Dakine



2020 RISING STARS

Grade^{us}



nicejob



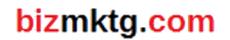
ReviewPush



rize



TRUSTED BY



ABOUT GRADE.US

Grade.us is simply the most powerful SaaS platform out there for complete online review management and marketing. Tens of thousands of businesses use Grade.us to harness the 'voice of the customer' to improve and market themselves from local businesses to large brands to the marketers and agencies who serve them.

9

Customer references from happy Grade.us users

[VIEW ALL REFERENCES](#)

"The Grade.us team is easy to work with and they recognize the features that are important to our business. Their software has proven to be very flexible and reliable, and we appreciate the results their platform has produced for our organization. It's truly a quality platform and a cost-effective business solution for online reputation management."

Kayli Smith

Chief Operating Officer, Grene Vision Group

"Grade.us is a great tool for automating the review generation process and making it as easy as possible to add this source of content and SEO to the mix."

John Jantsch

Duct Tape Marketing

"Grade.us is nicely put together. It's quick and simple to set up your page, and it makes it simple for customers to post reviews."

Phil Rozek

Local Visibility System

"We knew that making the process quick and easy for patients would increase our chances of getting reviews and feedback. In addition to the 'thumbs up or thumbs down' feature, one of our favorite features by Grade.us was that patients were automatically logged into their Google and Facebook accounts on their devices. We were concerned that..."

Amanda Ryan

Professional Services Representative, Grene Vision Group



nicejob

TRUSTED BY



ABOUT NICEJOB

NiceJob is the easiest way to get more reviews, referrals and sales online, while building a great reputation. They help companies get recognition for their work. NiceJob's mission has been and will always be to help drive transparency and articulate value in the world for those who deserve it. NiceJob spreads your customer stories to new potential customers through social media channels like Facebook. And they publish them to your website, building trust with your website visitors and improving your search engine rankings.

16

Customer references from happy NiceJob users

[VIEW ALL REFERENCES](#)

"Their customer service is top notch, response to questions and requests is immediate, and their understanding of the online marketing world is unbeatable."

Jesse Gambalie
Atlas Services

"It's so simple to add photos to the site that will instantly get shared to your social networking site. Getting reviews from customers can be a hassle, but it's now easy."

Alex Brunner
Expert Window Cleaning

"The ease of use and the efficacy of the software is great, and using it has helped place Master Pro Clean above our competitors by strengthening our brand and image for present and future customers."

Michael Parker
Master Pro Services

"We have had nothing but success in attracting a steady flow of new business. Also sharing our latest projects on social media is easy with NiceJob's features."

Shawn Planas
SnS Window Solutions



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ABOUT REVIEWPUSH

ReviewPush found its place within the customer experience management space in 2011, when Lee McNiell, Founder and CEO, was working a day-time job to pay the bills, but crafting and creating the ReviewPush platform after hours and on weekends. McNiell realized that most businesses didn't have a clue as to how they appeared online.

7

Customer references from happy ReviewPush users

[VIEW ALL REFERENCES](#)

"ReviewPush helped streamline our process to be more efficient because it allows us direct access to the data for immediate purposes and archived use later. This is an invaluable resource to have when managing a sizable amount of accounts at the corporate and franchise level."

Meredith Kirkland
Account Coordinator, Palm Beach Tan

"We vetted out many review solutions and ReviewPush was so enticing because they were able to personalize and customize the platform to fit our franchises needs and were responsive to our inquiries."

Ashley Gooding
Marketing Director, Cell Phone Repair

"ReviewPush offers a simple and effective solution for all-in-one online review management. What makes them unique is their impeccable customer service. True problem solvers, they are an awesome and caring partner and an extension of our team. Working with them makes our jobs easier."

Yulia Konovnitsyna
Founder, Straight Fwd Co.

"It's been an absolute pleasure partnering and working with ReviewPush to manage our on-line reviews. With so many avenues where customers can provide their opinion, ReviewPush brings it all together. They have been able to build a customized solution to meet our specific needs, allowing us to effectively manage our online reputation. With over 55..."

Robert De Luca
Director, Sales & Marketing, Public Storage Canada



TRUSTED BY



ABOUT RIZE REVIEWS

Rize Reviews know reputation matters! Rize is a done-for-you service to generate positive reviews and attract more customers. They're a full-service customer review, testimonials and reputation management agency. Today, Rize boasts a close-knit team with experts in all facets of review and reputation management. They believe their competitive advantage is the quality of their team. As they grow, they are committed to hiring and developing the very best people who strive for continuous innovation and extreme customer focus.

19

Customer references from happy Rize Reviews users

[VIEW ALL REFERENCES](#)

"We had another review system before, but Rize is a better option because people are more email-friendly and text-friendly nowadays. Reviews are really important in a service industry because there are so many bad service companies. In the pest control part, there are large corporations we compete with and they have lots and lots of..."

Christy Bennett
Owner, Abracadabra Lawn, Pest & Weed Control

"I've been very pleased with Rize Reviews. A lot of customers say they choose us for our reviews. Most people say that when they're looking online, they notice the reviews, so that's why they call. It's very important. That's a big factor for how people choose a service company. The more reviews you have the better."

Christy Bennett
Owner, Home Run Pest & Termite Control

"I couldn't be happier with choosing Rize. We use them in an ongoing way and also monthly to help encourage our customers to provide us feedback on public reviews. Rize created an easy way for my customers to provide feedback to my company and to the general public. We were consistently told in private surveys that our customers loved us, but..."

Eric M.
Vice President, Pogo Energy

"Once Rize started doing these weekly email blasts, which eventually became twice a week, it's been unbelievable how much it's helped my business. Because I do so much retail business and have a major online presence, it's really what sets us apart. We already had a really good reputation with our reviews, but asking just makes it better. It's huge. I think I..."

David Navon
Owner, Crown Limousine L.A.