

Review & Reputation Management Software Category



Review & Reputation Management Software Category

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

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

MARKET PRESENCE SCORE

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

COMPANY SCORE

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

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.



2021 Customer Success Awards

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



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order





148

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT BIRDEYE



Birdeye is an all-in-one Experience Marketing platform for multi-location businesses. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings, reviews, and referrals; be connected with leads and customers on the channels of their choice, and deliver the best customer experience with surveys, ticketing, and insights tools. Founded in 2012, Birdeye is headquartered in Palo Alto, and led by alumni from Google, Amazon, Salesforce and Yahoo. Birdeye is backed by Salesforce founder Marc Benioff, Yahoo co-founder Jerry Yang, Trinity Ventures and World Innovation Lab. The company has been the highest-rated Experience Marketing platform over the last 5 years on G2.

Featured Testimonials

“Being able to send email and text review requests have allowed us to reach more people. We also have a better eye on all of the reviews that are coming in. This allows us to be more proactive in our responses, especially for those negative reviews. The faster we can reach out to our clients about any concerns, the better.”



RENÉ FIELDER
CHIEF MARKETING OFFICER, SONA DERMATOLOGY & MEDSPA

“We’ve had a great experience with Birdeye. It actually delivered what it promised. Within just 6 months of using this platform, our review volume has gone up rapidly. Before joining Birdeye, it took us nearly 6 ½ years to collect 1500 reviews for all our dealerships but Birdeye got us 915 reviews in just 6 months. That’s really impressive. The platform really works.”



TRAVIS WILLIAMS
INTERNET SALES MANAGER, GERRY WOOD AUTO GROUP

“Birdeye provides an easy, user-friendly review process. I’m certain the only reason I have all these Google reviews is because we’ve provided the Birdeye app to our clients. It certainly has driven more leads and phone calls to our agency.”



RANI ALFERS
OWNER, RANI ALFERS INSURANCE AGENCY

“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

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DAVID'S BRIDAL





196

Total Customer References

[VIEW ALL REFERENCES](#)

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.

Featured Testimonials

“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

“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

“I really like Podium's platform over others in the market because it makes the review process really easy and fast for our patients. This results in more reviews for each of our practices and it ends up being convenient for both our staff and patients alike.”



WYATT
SOUTH TAMPA DENTISTRY

“Since implementing Podium our reviews and ratings have skyrocketed. What I realized was that when you don't ask for reviews, you probably aren't going to get them. And when you do get them they're from disgruntled patients. We've been really pleased with the results and how quickly Podium has helped us improve our online reputation.”



SANDRA JONES
DIRECTOR OF MARKETING, GRANGER MEDICAL CLINIC

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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.



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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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 they're mentioning in that review. It's pretty impressive.”



HARRY PENNINGTON
HEAD OF MARKETING, ROBINS & DAY

“[Reputation] enables you to manage and optimize the most critical marketing tool in your toolbox—word-of-mouth—and provides insight into your fleet's performance and how well your frontline associates are optimizing your brand experience.”



DOUG ZARKIN
CHIEF MARKETING OFFICER, PEARLE VISION

“With Reputation.com, we've doubled our review response rate as well as the number of reviews we receive. Just by increasing engagement and being aware of guest feedback has helped us make improvements in the way service is delivered across our locations, resulting in higher ratings which help our search rankings and improve our overall reputation score.”



CHRISTELLE CHRISTIE
DIRECTOR OF GUEST EXPERIENCE, EUROPEAN WAX CENTER

“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.

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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.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“Thryv puts together my social media, text campaigns, and email campaigns all on one dashboard. With Thryv, everything is now consolidated and works fantastic.”



RICK PARKS
OWNER, SEYMOUR OIL & LUBE

“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
OWNER, FIT180

“Thryv is a must for my business, and it will change the way you do business, and since joining Thryv, we have seen a 20% increase in our business!”



GIO CARILLO
GIO'S PIZZERIA

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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.



257

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The steady stream of feedback our Trustpilot reviews provide have enabled us to clearly see areas of our business that need attention while also highlighting what we're doing well, which is an awesome motivator. There's no better way to analyze our sites' user experience than by hearing it directly from the consumers themselves.”



JEANETTE DEHAY
PRODUCT MANAGER, SPAREFOOT

“Trustpilot is super easy to use and is the most robust review platform that I have come across. There are great software review sites out there, but most of them are still playing catch up with Trustpilot.”



SARAH MCCOY
COMMUNITY MANAGER, REVEL SYSTEMS

“Using Trustpilot is super intuitive. One of the biggest advantages is that we can connect Trustpilot to different platforms like Zendesk and Slack. It also helps that Trustpilot is known on the international level.”



IRIS DINGS
CONTENT MARKETING MANAGER, SENDCLOUD

“Trustpilot users have given us feedback on everything: From our packaging, instructions and delivery, to our website usability, customer service and nursing support. The feedback we receive on a daily basis is incredibly valuable to us, as it helps us understand what works, and what needs to change. Without Trustpilot, we would not be providing as good a service to our customers.”



PETER FOLEY
CEO AND FOUNDER, LETSGETCHECKED

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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

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our experience with Yotpo has been brilliant. We've had a massive increase in reviews and our conversion rate has doubled since we installed it.”



MARCUS FOUNTAINE
CO-FOUNDER, FAIRFAX & FAVOR

“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 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

“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

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facebook

esurance™

MVMT



GoPro
Be a HERO.





ABOUT BROADLY



Broadly helps you get more reviews, attract more leads, and foster loyal customer relationships — because you're not just building your business, you're creating a legacy.

*** 79

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Broadly posts our reviews directly onto our website which gives my reviews more credibility. This automatically boosts our SEO. We've seen a huge improvement in the reviews and business.”



CHICAGO BEAUTIFUL SMILES

“We get up to half of our new weekly business from reviews. I've added another source of income to my business because of Broadly. We did a good job but Broadly puts reviews out there to bring new customers in.”



AGGIELAND CARPET CLEANING

“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.”



R&C AUTO SERVICE

“Soon after signing up with Broadly, we started to get new leads from our website. We've gotten over 300 reviews, mainly because of how easy the app is to use. They have helped us stay at the top of our category on Google - for a fraction of the cost! I would recommend highly Broadly for any kind of business looking to grow.”



JOHN FLORES
VALLEY DUCT & TESTING

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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.

72

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Having a one-stop-shop is key. With MomentFeed we can log in, gather insights, make adjustments, respond to reviews, all from one platform.”



ALEC MCAFEE
ASSISTANT DIGITAL MARKETING MANAGER, TEXAS ROADHOUSE

“Our online reputation and digital presence is more important than ever with more buyers starting their research online. MomentFeed ensures we not only appear when people search, but that we show up first.”



MATT HOLLAND
MARKETING COORDINATOR, JAMES RIVER EQUIPMENT

“MomentFeed has been a game changer for Snip-its in allowing us to reward and recognize stylists based on their online reviews and reputation of each location.”



MARKETING MANAGER
SNIP-ITS

“MomentFeed helps us to serve a localized message around each restaurant, with a location-specific call-to-action. And we see results in Facebook's foot traffic signals, across every territory.”



EAST COAST WINGS & GRILL

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ABOUT REVIEWTRACKERS

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.

92

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“ReviewTrackers is one of our most valued partners. Our world-class social media management platform combined with their category leading reputation management suite helps businesses build a better brand, acquire new customers, and craft unforgettable customer experiences.”



JAMIE HUNTER
DIRECTOR, HOOTSUITE

“We use ReviewTrackers for our three restaurants and find it one of the most valuable tools ever! It allows us to see all reviews immediately so we can quickly read and click to respond. We also find the collective metrics that can be pulled for any time period across all review extremely helpful. We create bonuses based on the store with the highest overall ReviewTrackers score. We are big fans and would highly recommend for any business operator!”



MISTIE COHEN
PRESIDENT, EYESPY

“A great time-saver and online reputation management tool! ReviewTrackers has proven invaluable for ease of use, alert notifications of new reviews, and the customer support I've received when I've had questions.”



LYNNE PRATT
MARKETING DIRECTOR, ROCKFORD ORTHOPEDIC ASSOCIATES

“I love a lot of things about ReviewTrackers. First, the ease of having your reviews compiled for you is phenomenal. Second, the notifications allow you to have as much exposure or as little to the reviews as you want. Finally, it is easy to use as a team or team manager. ReviewTrackers makes my job easy.”



MARK STRONG
VP DIGITAL AND SOCIAL MARKETING, CLEAR MARKETING

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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.

48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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

“We're definitely seeing a correlation between improved online reputation and feedback management and increased sales.”



TYLER KAUNE
MANAGER, LM RESTAURANTS

“Attracting and retaining customers is a constant struggle, but we've seen strong results by using Womply to get more targeted in our approach. The software makes it simple and easy to get actionable data, which is key for us because we're busy and don't have a ton of time.”



THOMAS CARACCILO
MANAGER, GROVE'S WINCHESTER HARLEY-DAVIDSON

“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 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.



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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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 requiring people to log into an account would discourage our patients from leaving reviews.”



AMANDA RYAN
PROFESSIONAL SERVICES REPRESENTATIVE, GRENE VISION GROUP

“Grade.us gives a simple way to generate reviews on the sites where businesses need them. By providing a product that agencies can use to offer this service, it adds an easy way to increase revenues as well.”



ZACH HAMMER
FOUNDER, REAL ESTATE GROWTH HACKERS

“Grade.us has a great team, a high-quality product, and is very easy to implement. They are continually rolling out new features and products. I highly recommend them.”



NIK SEVERIDT
PRESIDENT, NJS 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

TRUSTED BY

bizmktg.com





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.

47

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“NiceJob has been a great addition to our review generation processes. It's simple to use and definitely worth the investment. Much of the process is automated so our team can focus on other matters.”



TIESON LODAHL
EPIC ELECTRICAL

“At Revive Washing, we have been very pleased with NiceJob since we got on the initial call with them. Their team is comprised of friendly people and their software works! The amount of reviews since getting on NiceJob has skyrocketed for us. Thank you to everyone at NiceJob and we look forward to a busy season full of reviews.”



DAVE MOERMAN
REVIVE WASHING

“NiceJob has helped us get so many more reviews with their campaigns and they offer a lot more to help keep your customers happy and you get notified of any unhappy customers so you can respond to them and take care of their concern.”



ANGELO PAGNOTTI
ANGELO'S CARPET CLEANING

“Really liked the ease of asking our customers to leave a review, and it works across multiple platforms. We got way more reviews in a shorter period of time.”



SPRAY AWAY

TRUSTED BY





ABOUT REVIEWPUSH



ReviewPush found its place within the customer experience management space in 2011, when Lee McNiel, 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. McNiel realized that most businesses didn't have a clue as to how they appeared online.



Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“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 locations and growing, ReviewPush will be an integral business partner moving forward and a great asset to our team!”



ROBERT DE LUCA
DIRECTOR, SALES & MARKETING, PUBLIC STORAGE CANADA

“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.

“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 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

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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.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

"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 we didn't have a good/easy way for them to transfer their strong, positive opinions to Google and Facebook. Rize Reviews helped us achieve over 1,000 reviews in a few short months!"



ERIC M.
VICE PRESIDENT, POGO ENERGY

"Rize is the best solution we have tried to help increase positive reviews and manage our online reputation. The platform is easy to use and deploy, and their account management is top-notch. Since implementing, we have seen our star-rating drastically improve across all locations. We highly recommend their services."



KATHERINE KORALEWSKI
DIRECTOR OF MARKETING, DARYL FLOOD RELOCATION & LOGISTICS

"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

"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 have the most Google reviews online for my industry, and it's all because of what we've done together. I could not be happier."



DAVID NAVON
OWNER, CROWN LIMOUSINE L.A.

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