



CASE STUDY

# Managing your online reputation with Thanx

Competition is fierce and having your business stand out from the competition is crucial when consumers are searching for options online.

It's an everyday occurrence for consumers to consult online reviews before visiting a business, making a purchase or using a service.



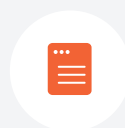
## Why Google Reviews?

Most consumers start any type of online search with the largest and most popular search engine: Google. In fact, Google is so popular that it processes a mind-blowing 3.5 billion searches per day! Because of this popularity, it makes sense to have your reviews on Google vs. a [third-party review site like Yelp](#) which has lower credibility and substantially fewer users than Google.

According to a recent [survey](#)



**91%** of consumers regularly or occasionally read online reviews



**84%** of people trust online reviews as much as a personal recommendation



**74%** of consumers say that positive reviews make them trust a local business more

Online reviews help your business build trust and credibility, which are critical factors in the customer decision-making process. Online reviews also help drive new visits and we all know that traffic is a lifeline for every prospering business.

## How Google Reviews Help Your Online Reputation

Third-party reviews show up in Google's search results page when someone searches the name of your business which turns into an opportunity for consumers to see how awesome your business is.

In addition, Google reviews can help your business rank higher in local search results. It's a no-brainer that gaining new reviews can help boost your reputation, drive incremental new visits, and increase your ROI.

## How the Reputation Management Feature Works



You receive a positive review through Thanx



Customer receives email prompting them to share positive review online



Your online reputation increases

## How Thanx Helps You Get Google Reviews and Manage Your Online Reputation

As we've explained, getting Google reviews is a simple and effective method to build brand trust and rank higher in Google's Search Engine Results Pages (SERPs). But how do you get those reviews? You tap into your happy customer base.

**Fact:** In general, people are willing to leave online reviews with 7 out of 10 doing so if they have been asked to.

All you need to do is simply ask.

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**This is where Thanx comes in.**

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## THANX WILL:



Turn positive feedback into stars



Link happy customers to your Google business pages.



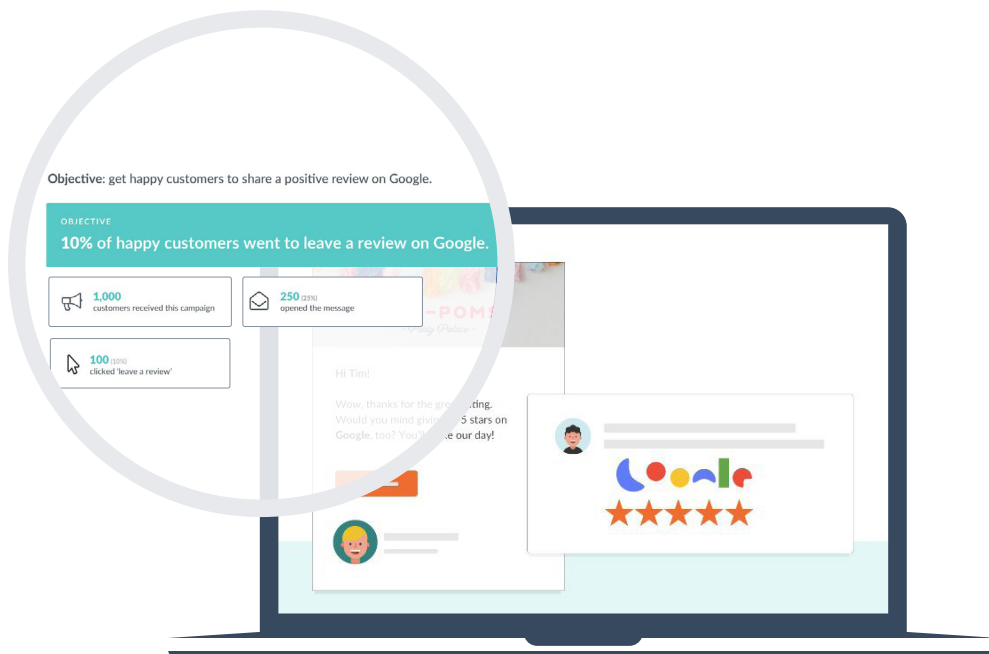
### Customers already give you positive feedback

- Thanx gathers positive feedback after customers make purchases every day.

### Invite those customers to rate you online



Automatically send customers an invitation to share their opinion online (Google) – we only ask once a year per customer.



### Measure how many customers click-through to leave a review

- Every rating counts when your online reputation is at stake. You'll see how many customers click to rate your business page for the location where they made their purchase.



# How La Quinta Uses Thanx to Increase Online Reviews

[La Quinta Brewing Co.](#) is a three-location microbrewery & tasting room located in Palm Desert, CA. La Quinta has been using Thanx to engage their customers to drive increases in visit frequency and revenue. Recently, when the time came to open their third location in downtown Palm Springs, La Quinta knew they had the opportunity to get the word out and also generate some positive online reviews which help drive traffic to their locations.

What would have been a challenging marketing obstacle in the past, was as easy as a few clicks in [Thanx](#). La Quinta simply activated the automated Reputation Management campaign in their Thanx Dashboard and created a few messages — the whole process took less than 15 minutes! And the results were exactly what La Quinta hoped for.

When a customer visited their new location and made a purchase, they automatically received a customer satisfaction survey (NPS) asking how likely they were to recommend La Quinta to their friends and family on a scale of 1-10.

Customers that gave scores of 9-10 (Promoters) were then given a prompt to ask if they'd like to leave a Google review for La Quinta.

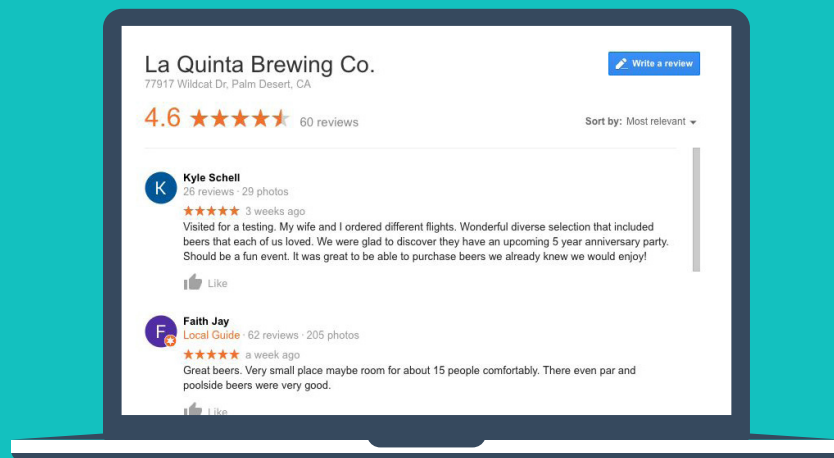
Now, La Quinta has a Google review page full of over 50 glowing customer reviews that help drive new visits to their location and solidifies their online reputation.



Of the

# 44%

of customers that received the prompt, 24% clicked through to leave a review.



Thanx is an automated customer engagement platform for offline, multi-location businesses. Learn how we can help you engage your customers and generate revenue and positive ROI.

[Request a demo](#)