



# ABELDent RMS

## Reputation Management Service

Attract new patients with positive reviews  
that will help your practice grow!



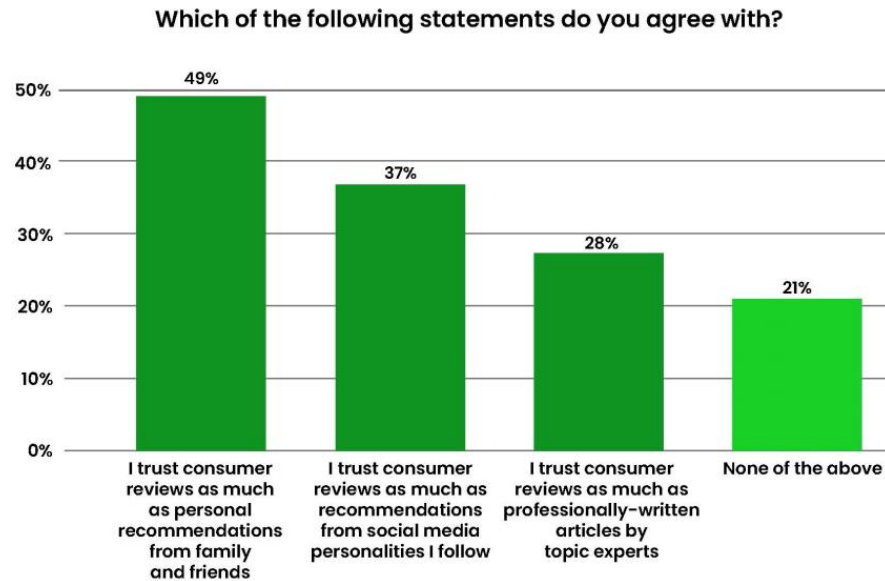
# Almost Everyone Reads Reviews



**96%** of U.S. consumers read reviews



# Reviews Are Trusted



Local Consumer Review Survey 2022

**79%** of consumers trust online reviews as much as recommendations from friends and family, social media personalities OR articles by topic experts

Source: BrightLocal's "Local Consumer Review Survey." 2022; Available from: <https://www.brightlocal.com/research/local-consumer-review-survey/>



# Consumers Seek Negative Reviews



Nearly **1 in 4** consumers filter reviews by negative reviews first.



# Responding is Vital



**64%**

**expect a response  
to negative reviews**

**62%** of consumers are willing to give a business a second chance if an owner's response solved a problem



# Good Reviews Are Waiting to Happen



For every 0.1 star increase in average rating, a Google profile converts **4.4% better** than before



# Top Reasons Your Patients Don't Write Reviews



Are any of these a roadblock to you writing more reviews than you do? (Select all that apply)



# How to Convert More Patients Into Reviewers

- Ask and remind them to write a review
- Make the process easier
- Provide different ways to leave a review
- Avail them of it during their downtime

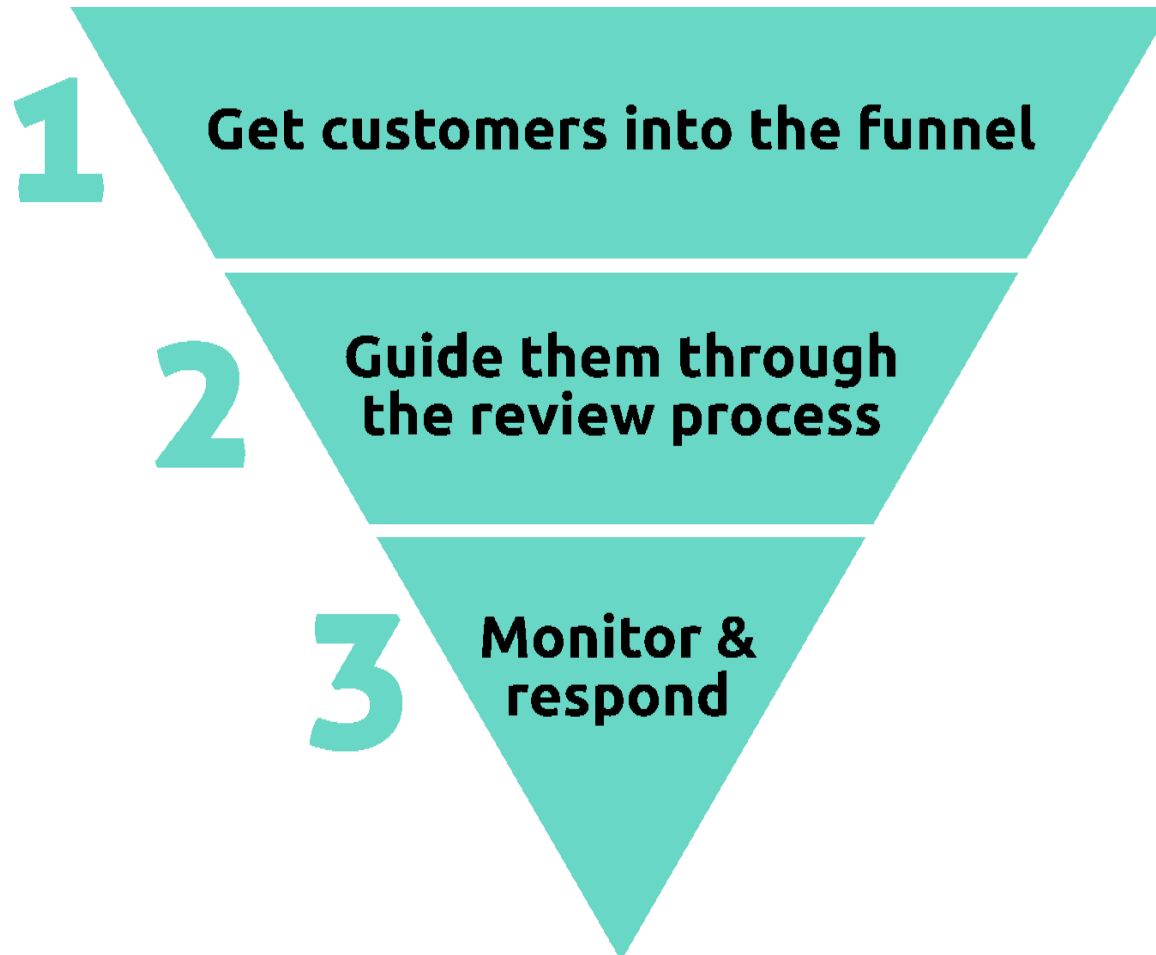
**73%** of consumers write reviews to let others know of their experience

**63%** of consumers write reviews to show appreciation to the business





# Solution: A “Review Funnel”



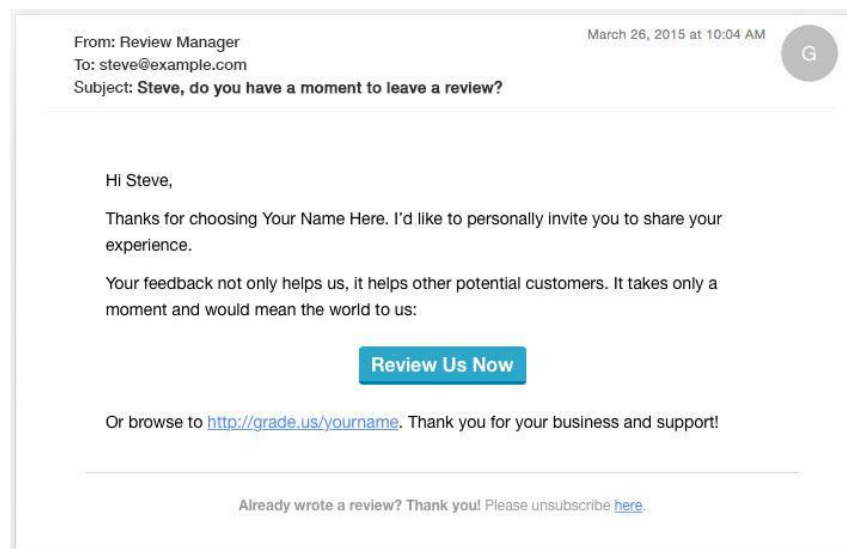
# How a Review Funnel Works

- Ask and remind patients to share their experience online
- Drive patients to a destination designed to convert them into reviewers
- Guide each reviewer through selecting the best review site and completing a review



# Use multiple channels to drive patients into the funnel

- Email drip campaigns
- SMS messages
- Printed “invites” and takeaways
- Signage
- QR codes



# Example email drip campaign

From: Review Manager  
To: steve@example.com  
Subject: Steve, do you have a moment to leave a review?

March 26, 2015 at 10:04 AM

Hi Steve,

Thanks for choosing Your Name Here. I'd like to personally invite you to share your experience.

Your feedback moment and w

Or browse to [h](#)

From: Review Manager  
To: steve@example.com  
Subject: Steve, just a reminder

March 26, 2015 at 10:04 AM

Hi Steve,

I'm just writing to follow up and see if you had a chance to complete a review of Your Name Here.

Your feedback n customers learn your time:

Or browse to [htt](#)

From: Review Manager  
To: steve@example.com  
Subject: Steve, one final reminder

March 26, 2015 at 10:04 AM

Hi Steve,

I hope you'll still find a moment to share your experience of Your Name Here. Your feedback not only helps us improve our business, it helps potential customers.

We've made the process quick and easy to save you valuable time:

[Review Us Now](#)

Or browse to <http://grade.us/yourname>. Thank you for your support!

Already wrote a review? Thank you! Please unsubscribe [here](#).

Increasing urgency



**Thank you for  
choosing us!**

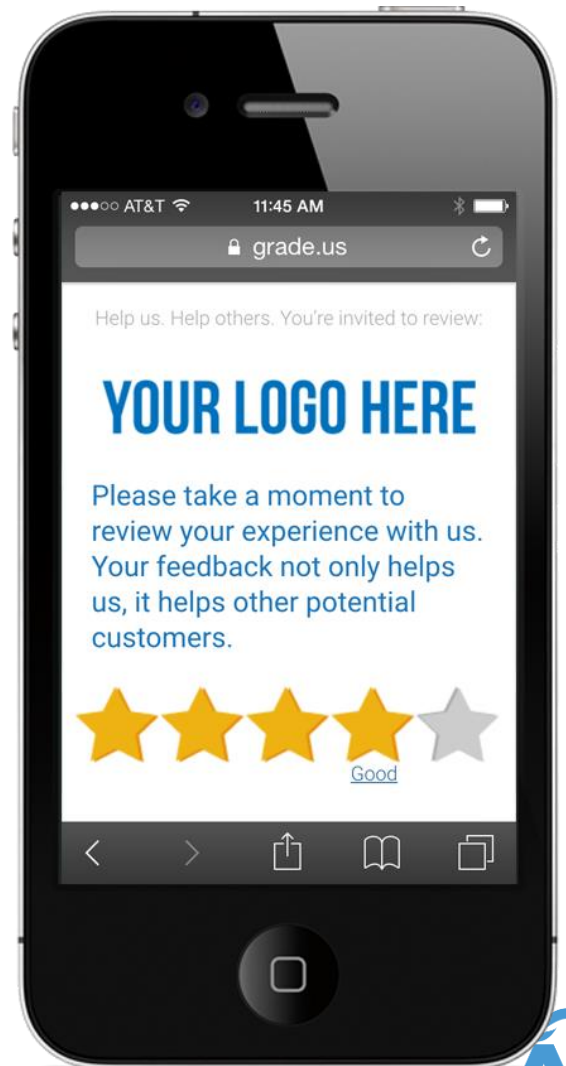


*Please take a moment to review your experience  
with us. Your feedback not only helps us, it helps  
other potential customers.*

*[grade.us/yourname](https://grade.us/yourname)*

# Convert patients into reviewers

- Ask every patient
- Set the patients' expectations and guide them
- Provide a clear, distraction-free landing page
- Include appropriate review sites for your industry
- Respond to thank customers for leaving a review, positive or negative



## Bryn Mawr Pizza & Deli



**Steve Hartman**

Posting publicly



Share details of your own experience at this place

 Add photos

Did you dine in, take out, or get delivery? (Beta)

Dine in

Take out

Delivery

What did you get? (Beta)

Breakfast

Brunch

Lunch

Dinner

Other

How much did you spend per person? (Beta)

\$1-10

\$10-20

\$20-30

\$30-50

\$50-100

\$100+

Can you say more about any of these topics?

(Select all that apply) (Beta)

Vegetarian options

Kid-friendliness

Parking

Wheelchair accessibility

Dietary restrictions

Cancel

Post



# Segmented experience by positive and negative ratings

## Positive rating



### Bryn Mawr Pizza & Deli

Thank you for visiting us. We would appreciate your feedback by leaving a review on one of the sites below.



Google



Facebook



OpenTable

If you have concerns you wish to address in private, please reach out to us directly.

[Leave Feedback](#)

## Negative Rating



### Bryn Mawr Pizza & Deli

If you have concerns you wish to address in private, please get in touch.

[Share your feedback with us →](#)

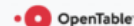
Otherwise, click a link below to add a public review



Google



Facebook

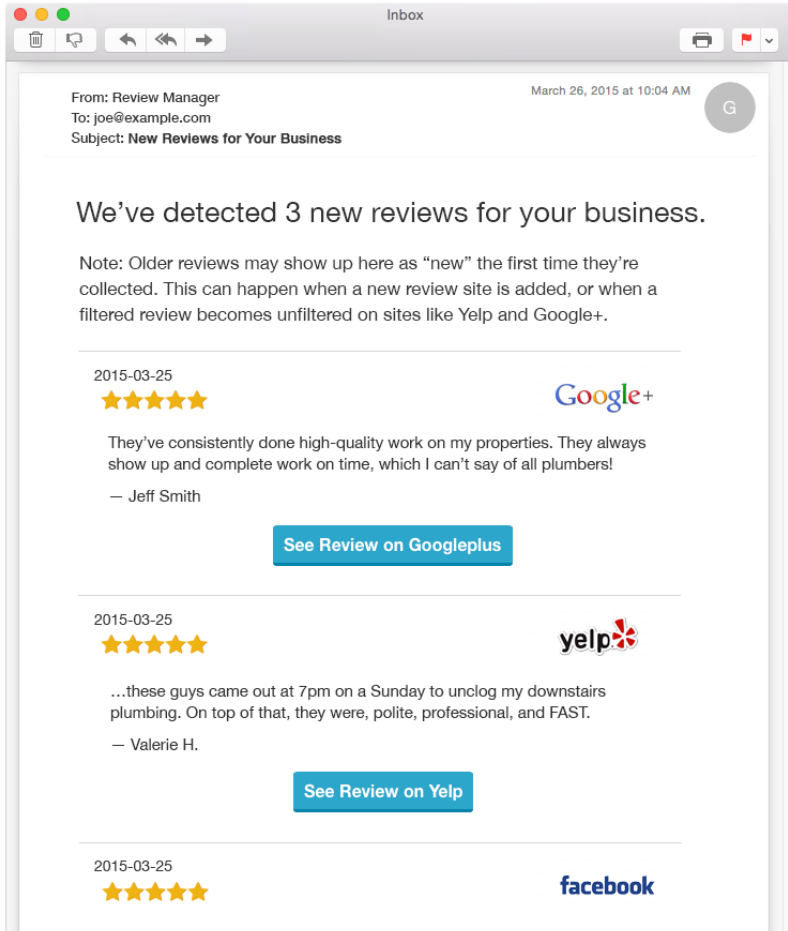


OpenTable





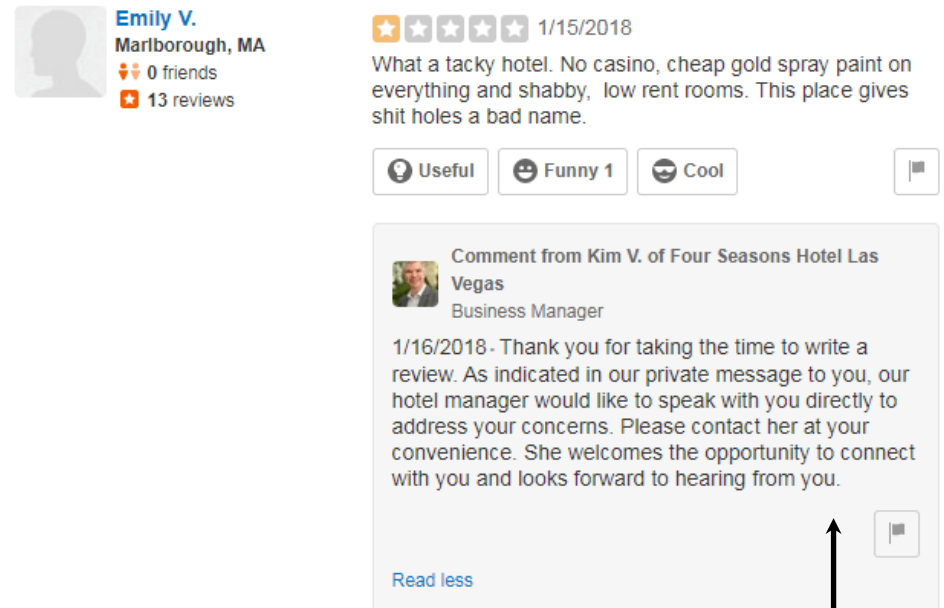
# Monitor and respond quickly



Review alerts by email



Respond from platform (if authorized) or links to review



Review response on Yelp

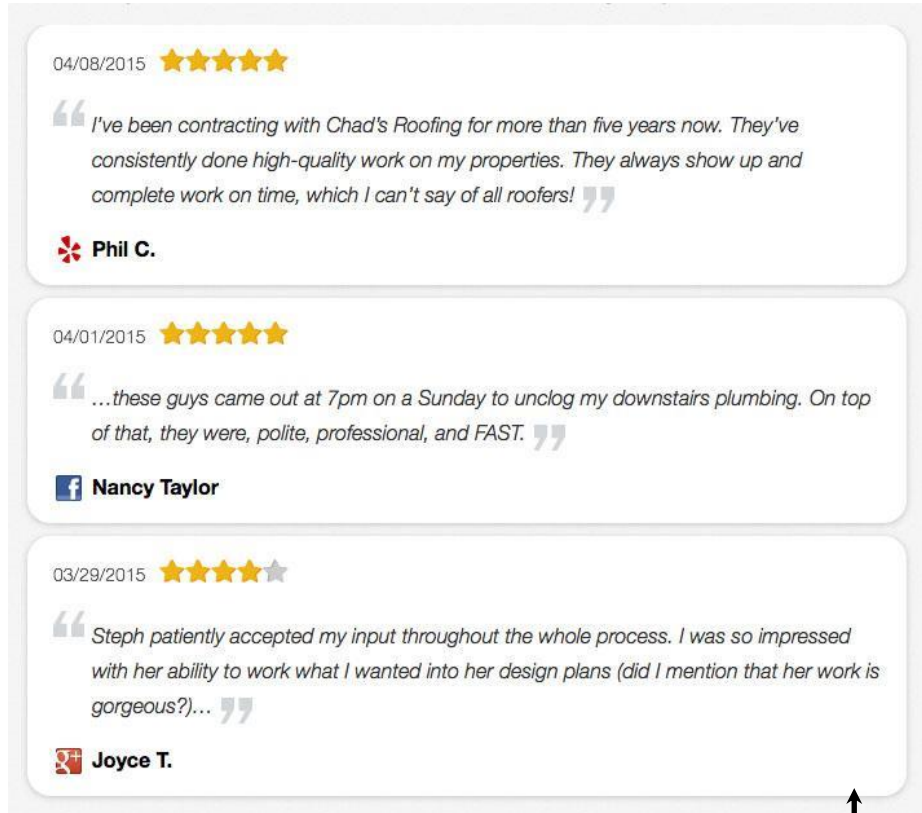


# Market your latest and greatest!



A screenshot of a social media post for 'Grade.us'. The post includes a profile picture of a blue star, the name 'Grade.us', and the text: "I called several different companies before finding Grade Us. All of the others wanted to sell add ons and had plans that started out above \$400/month. Grade Us offers exactly what we want at very reasonable cost. Also, Jackie was extremely helpful. I called without notice on Friday and she essentially went thru what probably amounts to their onboarding process. Highly recommend Grade Us and Jackie." Below the text, it says 'Google Review 9/30/2021 J. Chris Lowe'. At the bottom, there are icons for 'Like', 'Comment', and 'Share'.

↑  
Social Share



A screenshot of a review stream on a website. It shows three reviews with dates, star ratings, and text. The first review is from 04/08/2015 with a 5-star rating and text: "I've been contracting with Chad's Roofing for more than five years now. They've consistently done high-quality work on my properties. They always show up and complete work on time, which I can't say of all roofers!". The reviewer is Phil C. The second review is from 04/01/2015 with a 5-star rating and text: "...these guys came out at 7pm on a Sunday to unclog my downstairs plumbing. On top of that, they were, polite, professional, and FAST.". The reviewer is Nancy Taylor. The third review is from 03/29/2015 with a 4.5-star rating and text: "Steph patiently accepted my input throughout the whole process. I was so impressed with her ability to work what I wanted into her design plans (did I mention that her work is gorgeous?)...". The reviewer is Joyce T.

Review "stream" on website

