emojot
CREATE VISUALIZE ENGAGE

Empowering Businesses with Customer Centricity

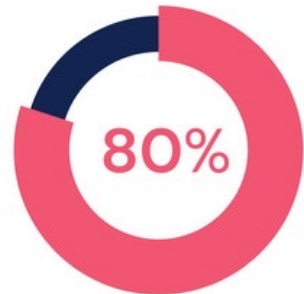## Online Reputation Management Platform

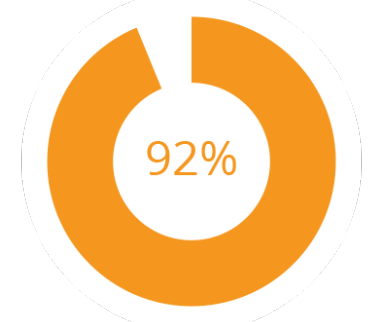"**78% of buyers check reviews before making a purchase** *- Gartner*"

67%

67% of consumers **will not buy** from a business that has 1-3 bad reviews!

80%

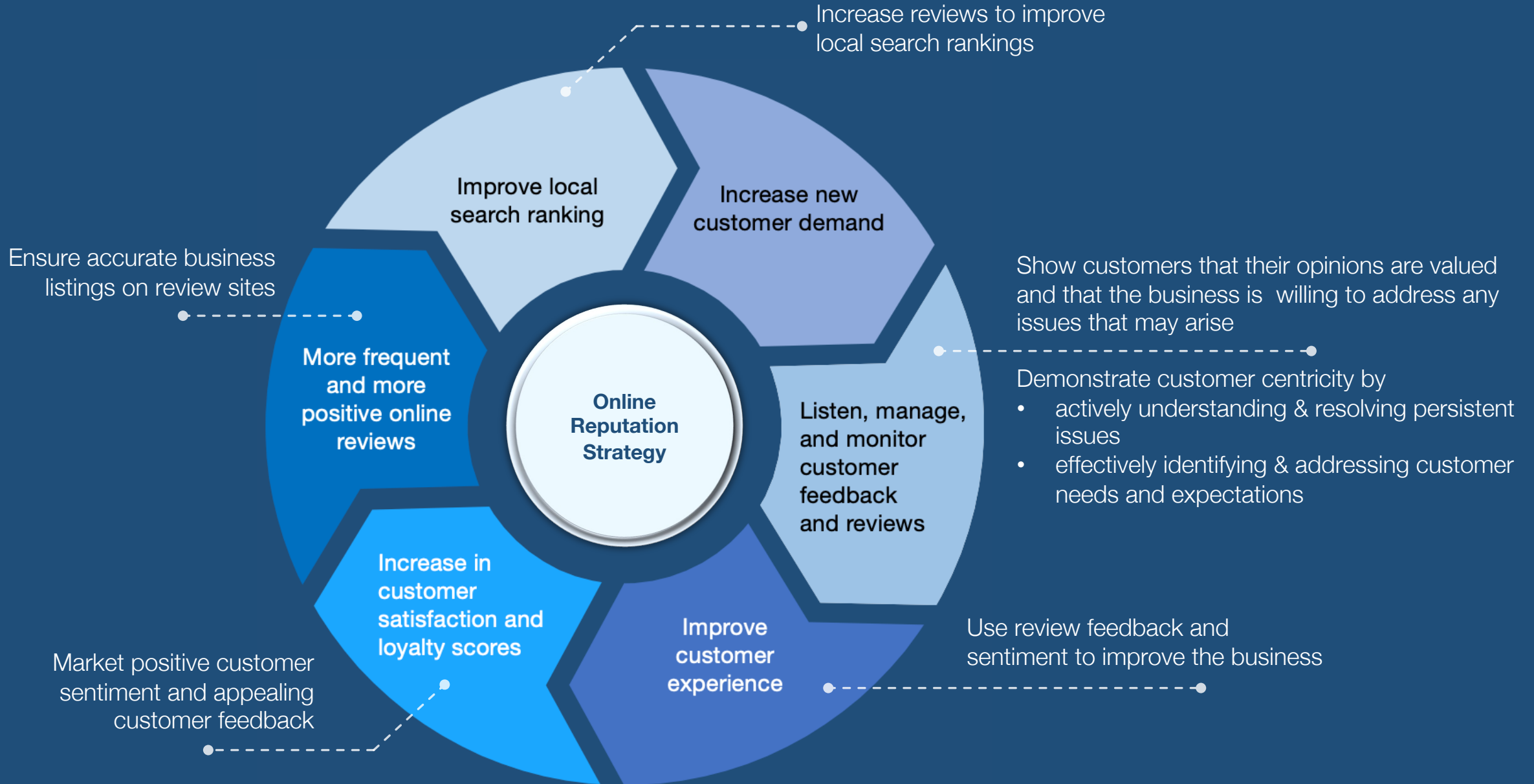80% of consumers **change their mind** because of online reviews

75%

75% of consumers **trust a company more** if it has positive reviews

92%

92% of consumers read online reviews to **learn about a business**

Online Reputation Management (ORM) is the process of managing and maintaining the public perception of a brand or business online by responding to negative comments, gaining positive reviews, and monitoring brand mentions.

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ORM strategies

Increase reviews to improve local search rankings

Improve local search ranking

Increase new customer demand

Ensure accurate business listings on review sites

More frequent and more positive online reviews

Online Reputation Strategy

Listen, manage, and monitor customer feedback and reviews

Show customers that their opinions are valued and that the business is willing to address any issues that may arise

Demonstrate customer centricity by
- actively understanding & resolving persistent issues
- effectively identifying & addressing customer needs and expectations

Increase in customer satisfaction and loyalty scores

Improve customer experience

Market positive customer sentiment and appealing customer feedback

Use review feedback and sentiment to improve the business

Realizing ORM strategies with Emojot

REQUEST METHODOLOGIES

- Request satisfied customers to leave reviews via CSAT sensor
- Regular email/SMS campaigns requesting reviews

MANAGE CAPABILITIES

- Multi-site review listings monitoring with sentiment analysis indicators
- AI-based review response suggestions to professionally respond to 'difficult' reviews
- Customizable response templates for positive & negative reviews
- Ticket creation with escalations to ensure issue resolution

REQUEST

MANAGE

ANALYZE

01 Encourage customers to leave reviews on popular online review sites

02 Respond to reviews promptly and take immediate action to resolve any issues

03 Analyze overall review trends and review sentiment analysis to improve the business
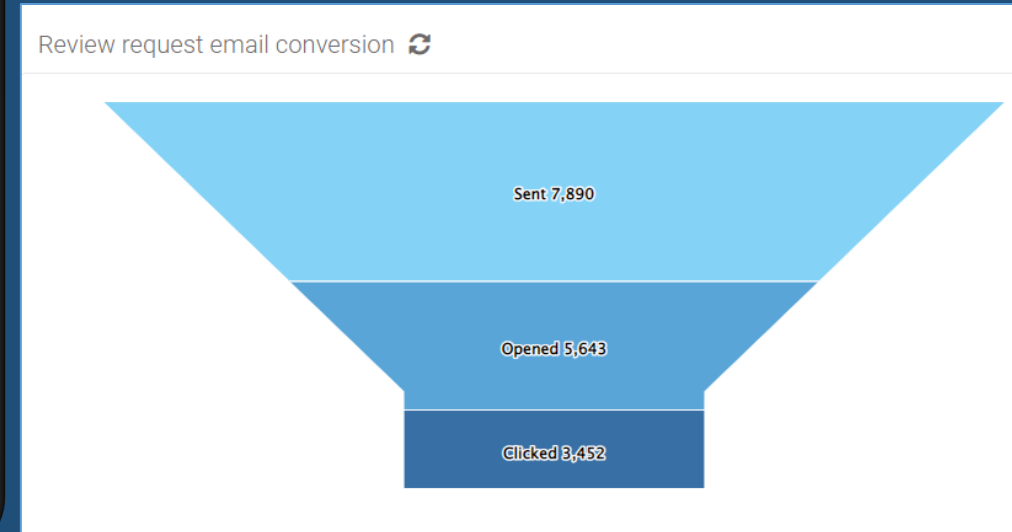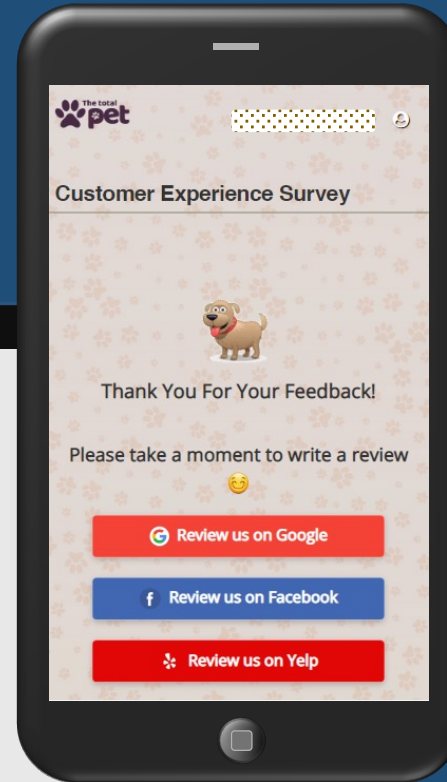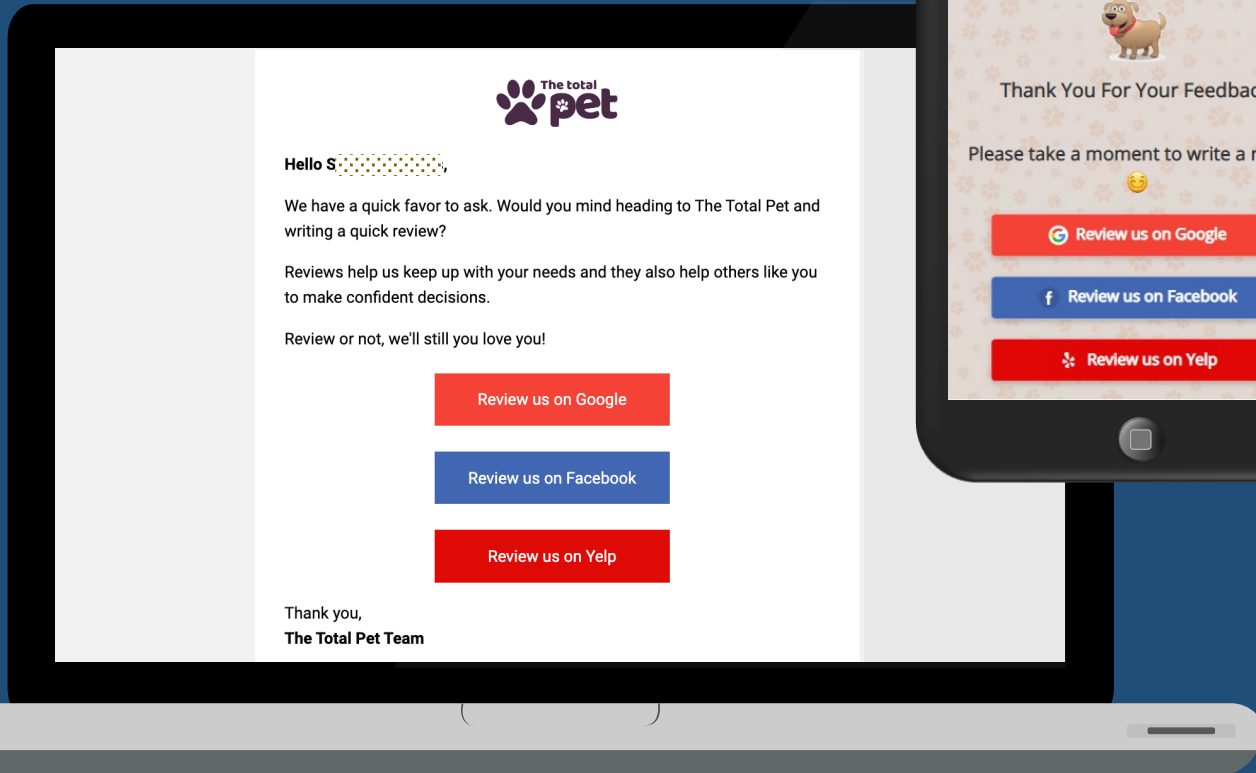
ANALYZE ENABLERS

- Roll-up analytics for review scores and trends
- Drill-down analysis based on enterprise hierarchy or customer segmentations
- Machine-learning driven review text categorizations with sentiment analysis

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Requesting reviews

Linking review sites & monitoring reviews

ORM: Review Listing and Monitoring

nvainc | Sign out

Review Summary | Channel: All | Rating: All | Location: All | Sentiment: All

4.42 Overall Rating
136 Total Reviews
50 Responded Reviews
2 Tickets

Bulk Respond

Sort: Default | Search review...

D

Service was quick, front office was courteous, staff were very polite, environment was extremely clean, Dr. explained everything clearly that needed to be done at Vet's office. Overall experience was wonderful and I would highly recommend this facility to anyone that is in need of emergency care for their ailing pet. Dulce. (11years old)

01-23-2023 04:00 pm for Sag███████

G | 5★ | ☺

Ticketed | Reply

Ticket Status: Open | Assignee: reviewmanager@emojot.com

Link channel

Location: Sage Redwood

☑ Add a new location

State: California | City: Redwood City

Channel: Google

Linking preference: Non admin connect

* Give access only to review monitoring

Channel id | * Enter your location in the map

Map | Satellite

SAGE Veterinary Centers, Charter Street, Redwood

SAGE Veterinary Centers
Place ID: ChIJ1SbWQ9edj4ARQ6iiRwqHXw0
934 Charter St, Redwood City, CA 94063, USA

Denny's
CVS
Broadway
Bay Rd
Bay Rd
SAGE Veterinary Centers

Cancel | Link

Filters: | Channel: Facebook | Rating: All | Location: All | Sentiment: All

J

Today, 10 years ago I walked in, a bit intimidated to start my Job at TVAEC (Tri valley Animal Emergency Center), the new addition to VMS and VSA. We were setting up, opening Cindy Carvalho and Noel Salazar. Kim Q was our first CCU tech, Drs Lukas, LeBlanc and Nohava were are first ER Docs. Dr Rankin our first Oncologist, Dr B and Clooten our firs Today I walk in very happy to hit this milestone, working as a Cardiology technician with Dr. Waxman and Amanda Fok as part of a great team, and doing what I like the most, a support staff, in what I call my second home. Thank you SAGE for having me.❤❤

08-12-2018 05:00 pm for S███████

Review filter

Rating
Channel: Select channel / Google / Yelp / ✓ Facebook
Location: Select location
Sentiment: Select sentiment

☐ Responded ☐ Ticket Created

Date / Time

Segmentation

Refresh | Link a Channel

f | 5★

Had to bring my cat in for an urgent issue last night. Everyone from the folks at the front desk to the techs to the doctor were all really friendly, calm and professional, the facility was clean and modern... We only had about a 10 minute wait to be seen. All treatment recommendations and home care was explained in a way that was clear and easy to understand. I even got a call from the office today to check in and see how my boy was doing! Such a surprise, and above & beyond customer service! Hopefully I won't have any pet emergencies any time soon, but if I do, you can bet I'll be coming back to SAGE! Thanks for taking care of my fur-baby! ❤

06-14-2018 05:00 pm for S███████

f | 5★ | ☺

Ticket | Reply

ORM: Review Listing and Monitoring

nvainc | Sign out

Filters: | Channel: All | Rating: All | Location: All | Sentiment: All

R

A good place but the receptionist is so COOL! She does not greeting you and sounded no patience at all.

08-31-2022 05:00 pm for S███████

G | 1★

Ticket | Reply

Great people work here, listen and great care for your loved one. Glad we found this place informative and helpful. Only hard to get on phone is only downside.

01-23-2023 04:00 pm for S███████

★ | 5★ | ☺

Ticket | Reply

Angie A.

I'm going to speak on how unhelpful this place was and a lot of the 24 hour vets in Hayward and San Leandro and San Ramon when it comes to coming across a lost pet. At one point the non emergency number was called and the officer said to let it free on the street. I found a dog, I am not capable of keeping it. I don't have the space or the tools. Now the dog I found is chewing everything. I do mind keeping it for a night because it needs something to be calmed down or a place it can be awake like with VETs. All the 24 hour vets name drop another place and say they take lost pets but don't. You can hold them for a night and then call animal control. I couldn't call animal control because it was closed. Shelters were closed too.

01-15-2023 04:00 pm for S███████

★ | 1★ | ☹

Ticketed | Reply

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Responding to reviews

Bulk response with rules and templates

AI-generated suggestions

Response template management

Bulk Respond ✕

Select the Channel   Google ▾

Reply condition

Rating ▾	Greater Than ▾	4 ▾	🗑
AND ▾			
Sentiment ▾	Equal ▾	Positive ▾	🗑

Add Condition Block ➕

Select a Template

| ✓ Select template |
| **Positive** |
| Negative |

Angie A.

I'm going to speak on how unhelpful this place was and a lot of the 24 hour vets in Hayward and San Leandro and San Ramon when it comes to coming across a lost pet. At one point the non emergency number was called and the officer said to let it free on the street. I found a dog. I am not capable of keeping it. I don't have the space or the tools. Now the dog I found is chewing everything. I do mind keeping it for a night because it needs something to be calmed down or a place it can be awake like with VETs. All the 24 hour vets name drop another place and say they take lost pets but don't. You can hold them for a night and then call animal control. I couldn't call animal control because it was closed. Shelters were closed too.

01-15-2023 04:00 pm for Sage Dublin

Reply suggestions   Select template ▾   📄 Manage templates   💬 Suggest reply

✕

We apologize for the inconvenience you experienced and the unhelpful response you received from other 24 hour vets. We understand how difficult it can be to find a place to take in a lost pet. We are so glad that you were able to find a safe place for the dog you found and we are sorry that you had to go through this difficult experience.

Cancel   ↩ Post

Manage reply templates ✕

Templates   Positive ▾   Placeholders   Select a placehold ▾

Hi $$reviewerName$$,

We are glad you had a great experience!

$$reviewLocation$$

🗑 Delete   Save as new   Update

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Hospitality industry listing site current permissions

Site	Response Posting Method
Google	Direct from Emojot ORM
Facebook	Direct from Emojot ORM
TripAdvisor	Respond to the review via popup
Booking.com	Respond via popup after searching for the review
Expedia	Respond via popup after searching for the review
Agoda	Respond via popup after searching for the review
Hotels.com	Respond via popup after searching for the review

Flagging reviews for follow-up actions

Follow-up ticket flow

Resolution analytics
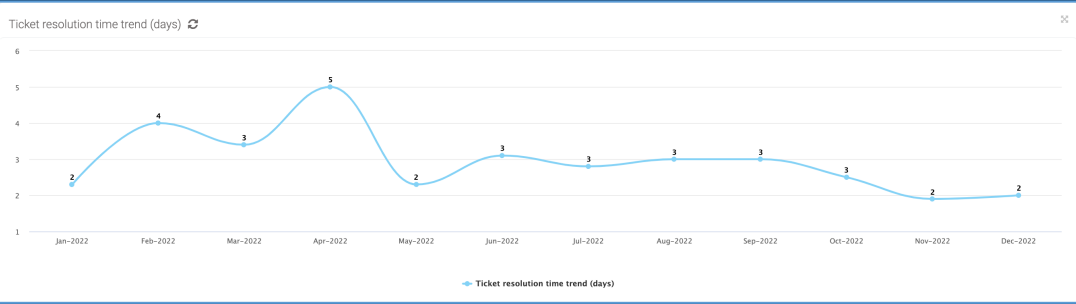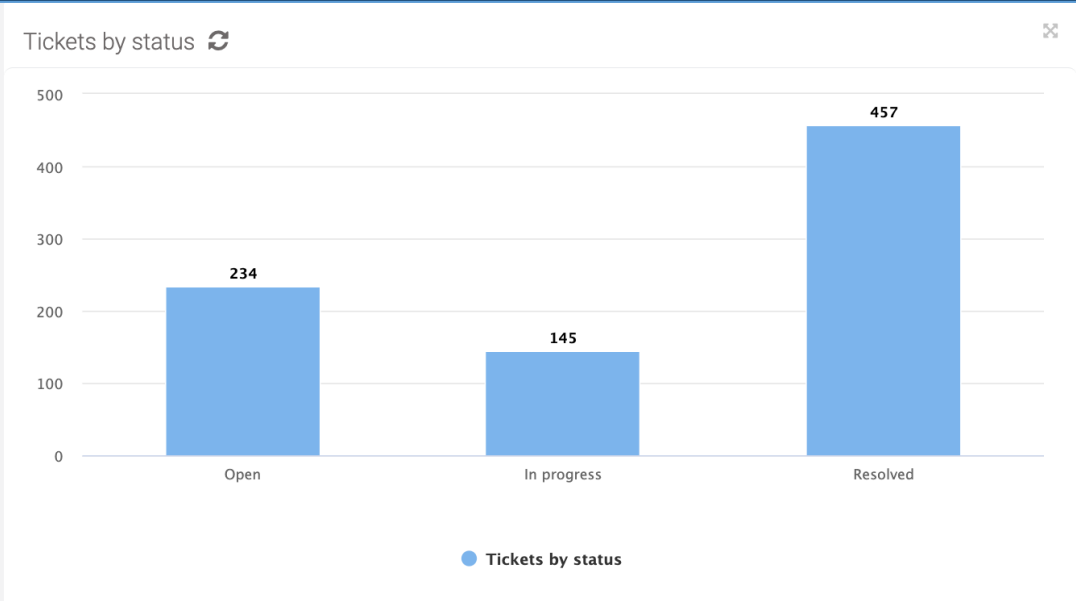
be more caring and work with owners who may not have the money at the moment of the emergency.

02-29-2020 04:00 pm for

Hello, We're very sorry that you were disappointed with your experience. We appreciate your feedback and would like to speak with you directly and have the opportunity to further discuss. Please call us at and ask to speak with Kim, our Hospital Manager. Thank you

1 ★

📄 Ticketed   ↩ Reply   🗑 Delete reply

Ticket Status: Open   Assignee: reviewmanager@emojot.com

ORM: Ticket Handling

nvainc ▾   ➔ Sign out

Current queues Default ▾   Report : Default

3	66.67% (2)	0.00% (0)	33.33% (1)
Total	Open	In Progress	Closed

Download ⬇

Columns 👁   Search:

Id	Title	Assignee	Priority	Status	Channel	Location	Rating	Review id
7	User Review From: Yelp	reviewmanager@emojot.com	Medium	Open	Yelp		1	63da51c7a0a3ee00106785 2
6	User Review From: Yelp	reviewmanager@emojot.com	Medium	Open	Yelp		1	63da51c7a0a3ee00106785 5
5	User Review From: Yelp	sachintha@emojot.com	Medium	Closed	Yelp		1	63da51c7a0a3ee00106785 3

Showing 1 to 3 of 3 entries   Show 25 entries   Previous 1 Next

Tickets by status 🔄

Tickets by status

Ticket resolution time trend (days) 🔄

Ticket resolution time trend (days)

Review Monitor - 7

User Review From: Yelp

Last Updated - 01-Feb-2023 | 10:38 AM

I'm going to speak on how unhelpful this place was and a lot of the 24 hour vets in Hayward and San Leandro and San Ramon when it comes to coming across a lost pet. At one point the non emergency number was called and the officer said to let it free on the street. I found a dog. I am not capable of keeping it. I don't have the space or the tools. Now the dog I found is chewing everything. I do mind keeping it for a night because it needs something to be calmed down or a place it can be awake like with VETs. All the 24 hour vets name drop another place and say they take lost pets but don't. You can hold them for a night and then call animal control. I couldn't call animal control because it was closed. Shelters were closed too.

Open
In Progress
Closed

Assign To
reviewmanager@emojot.com

Priority
Medium

Channel
Yelp

Additional Fields

Comments   Review Monitor Journey

Add

nvainc_shahani@emojot.com   Today 10:38 am
Review lost pet policy with emergency number operators.

Open

Review analytics
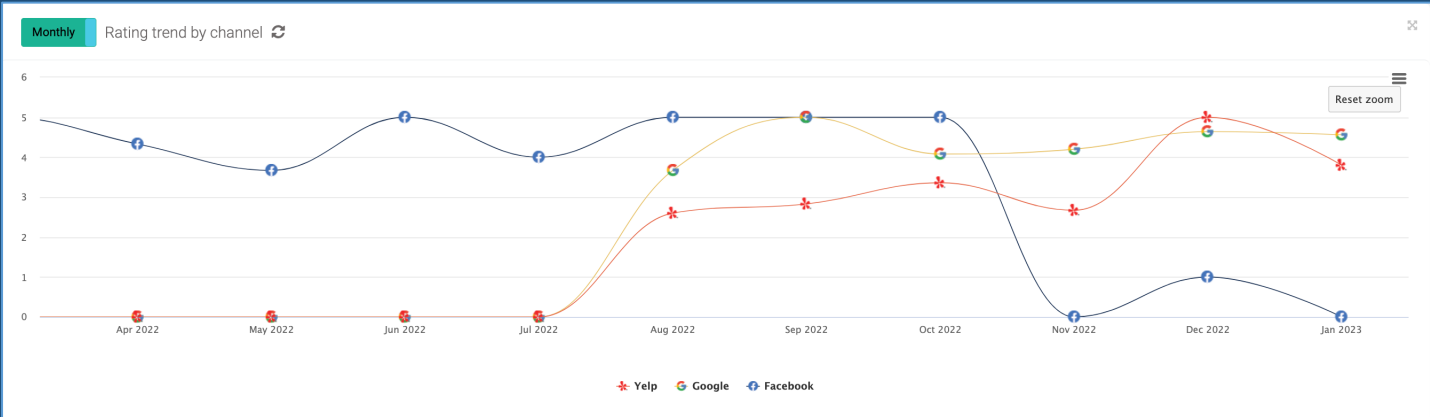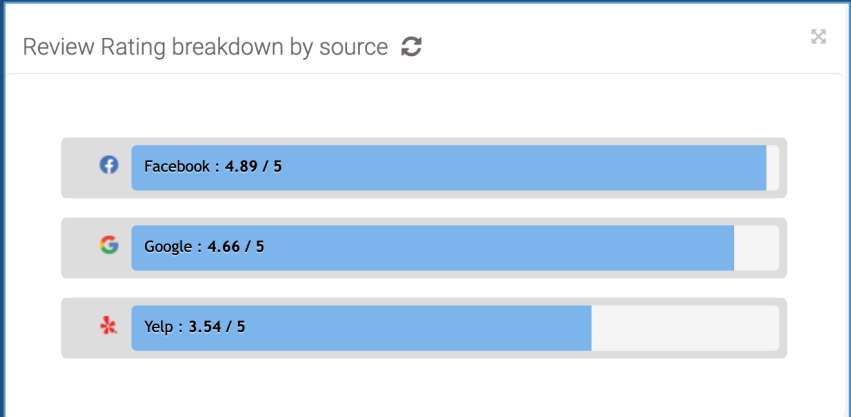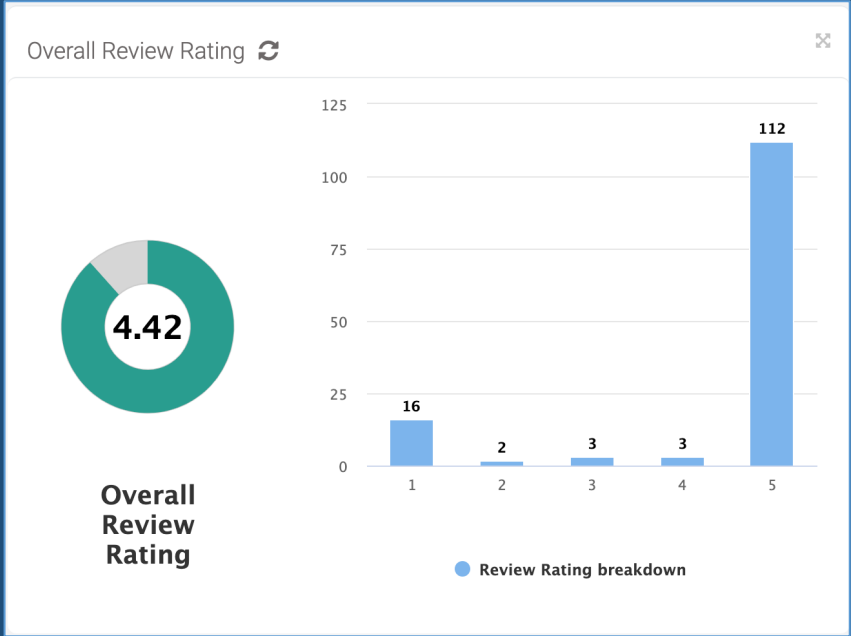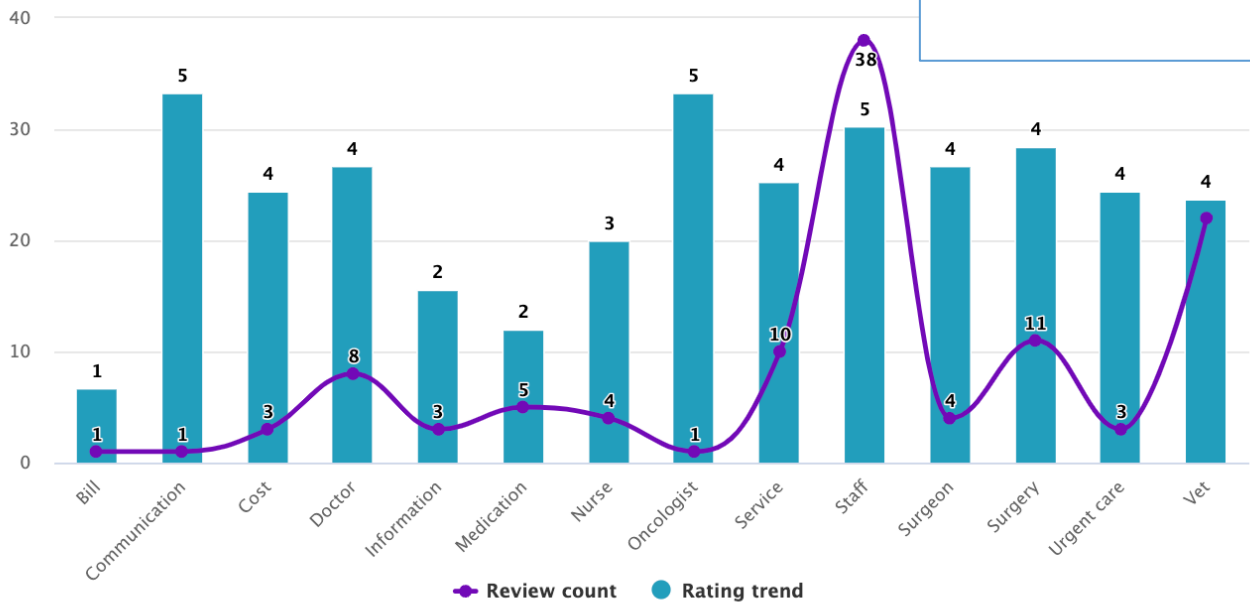
Overall Review Rating

4.42

Overall Review Rating

Review Rating breakdown

- 1: 16
- 2: 2
- 3: 3
- 4: 3
- 5: 112

Monthly — Rating trend

Reset zoom

Month	Review count	Rating trend
Apr 2022	6	4
May 2022	3	4
Jun 2022	2	5
Jul 2022	4	4
Aug 2022	13	3
Sep 2022	10	4
Oct 2022	26	4
Nov 2022	13	4
Dec 2022	18	4
Jan 2023	—	4

- Review count
- Rating trend

Review Rating breakdown by source

- Facebook : 4.89 / 5
- Google : 4.66 / 5
- Yelp : 3.54 / 5

Monthly — Rating trend by channel

Reset zoom

- Yelp
- Google
- Facebook
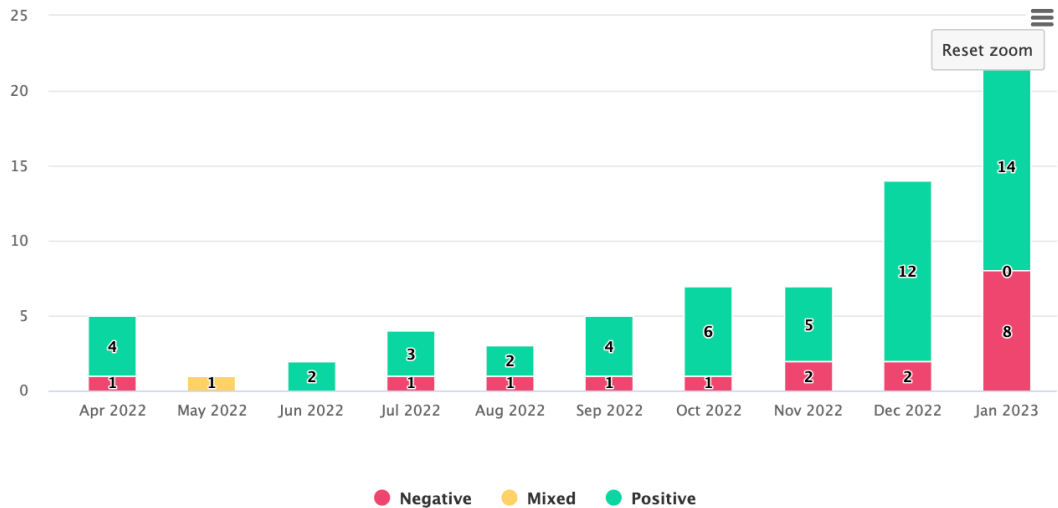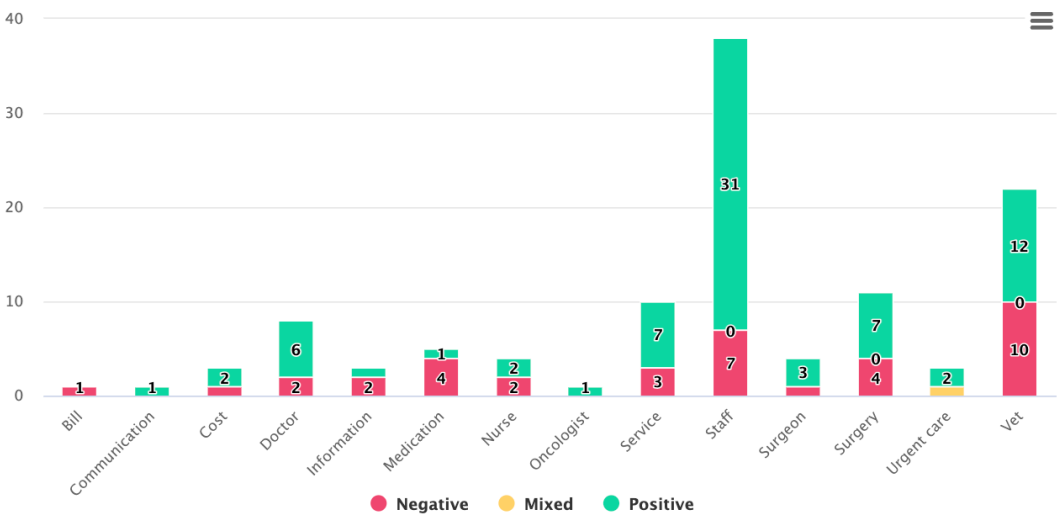
Emojot enables customer centricity across the customer lifecycle
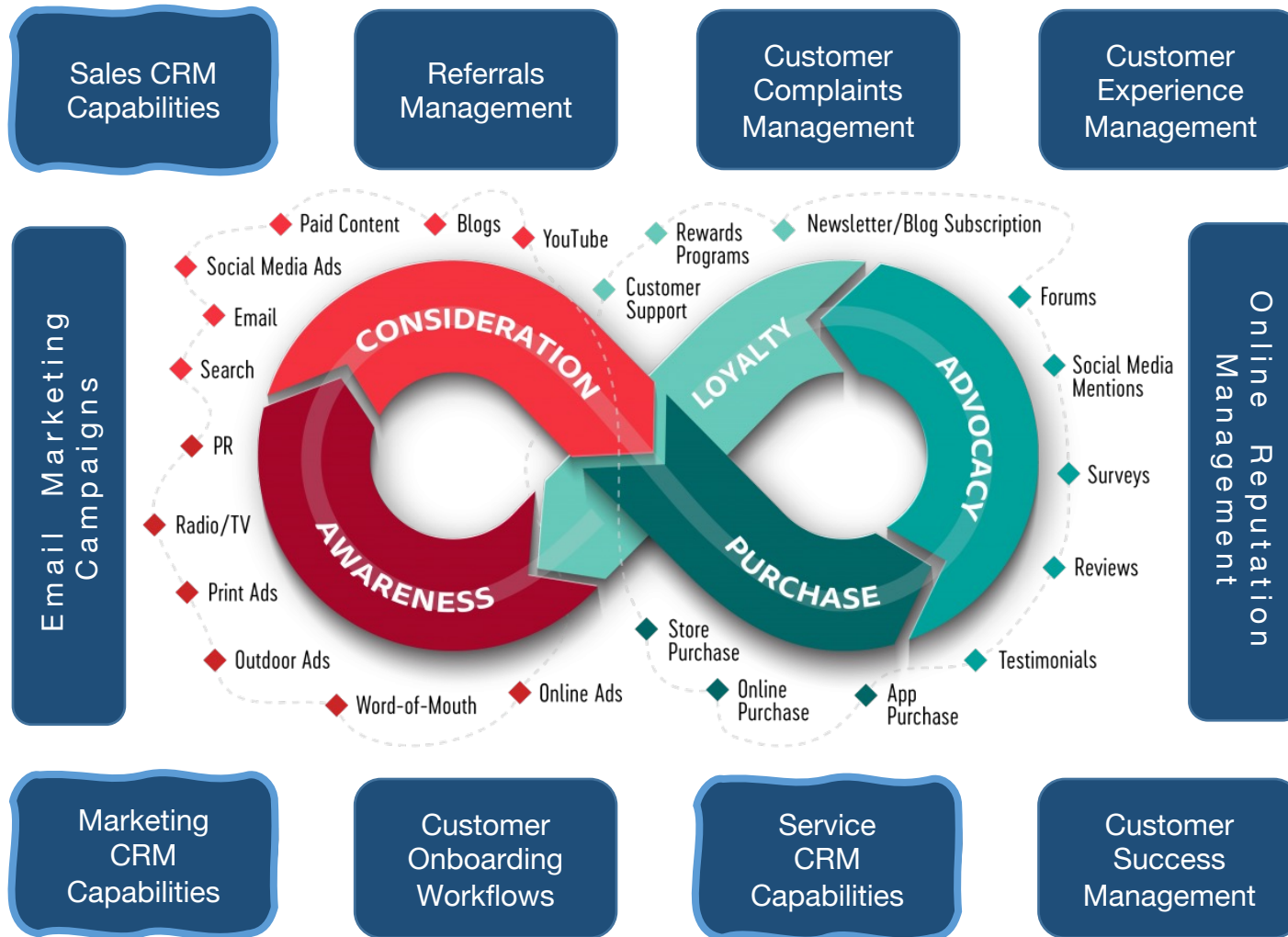
Customer lifecycle infinity loop:

1. Awareness – recognition of a need or problem
2. Consideration – research solutions to solve a need or problem
3. Purchase – decide on a product or service to solve a need or problem
4. Advocacy – spread the word about the greatness of a product or service
5. Loyalty – repurchase product or service because of initial satisfaction

Emojot platform philosophy:

Provide capabilities to place the customer at the center of the business throughout the customer journey.

Selection of Emojot's global clients & partners

About Emojot

Manufacturing
- DUPONT
- brandix
- HIRDARAMANI GROUP
- teejay
- hela
- PHOENIX

Healthcare
- ASIRI HEALTH LIVE MORE — A Softlogic Group Company
- HEMAS HOSPITALS By your side
- SAGE VETERINARY CENTERS
- DELTA DENTAL

Automotive
- FCA FIAT CHRYSLER AUTOMOBILES
- CARZATO
- DRIVE ONE SELECT APPROVED PRE-OWNED CARS

Tech, Telco & BFSI
- AIA
- ABBOT DOWNING
- Dialog
- WSO2
- NDB bank The future is banking on us
- UB UNION BANK
- FORTUDE

Retail
- Ooma
- Keells

Travel & Logistics
- SriLankan Airlines
- dart GLOBAL LOGISTICS
- HAYLEYS ADVANTIS GOING BEYOND
- Morison

Education
- SLIIT Discover Your Future
- CIMA

Other
- The ALLIANCE OF CHIEF EXECUTIVES, LLC
- 1990
- A
- Sri Lanka Tourism Development Authority
- UNDP
- CASA CEYLON ASSOCIATION OF SHIPPING AGENTS
- Dipra Engineers (Pvt) Ltd
- SLASSCOM THE KNOWLEDGE AND INNOVATION CHAMBER
- Town of BOXBOROUGH Massachusetts

Partners
- KPMG
- EY

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Emojot leadership

Frank Harbist
President, CEO
& Board Member

- Formerly held leadership positions at Hewlett Packard, ProStor Systems, ActiveScaler, Lavante, and FutureDial.
- B-EE with highest honors - Georgia Institute of Technology; MBA with distinction - Carnegie Mellon University

Shahani Markus
Founder, CTO
& Chairperson

- Formerly at IBM TJ Watson, Prescient Markets, Virtusa, ICT Agency of Sri Lanka, and University of Moratuwa
- BS (Computer Science & Mathematics); MS (Mathematics); MS (Computer Science); PhD (Computer Science), Purdue University USA

9 US patent applications - 3 granted & 6 pending

Headquartered in Silicon Valley, USA

Subsidiary in Colombo, Sri Lanka
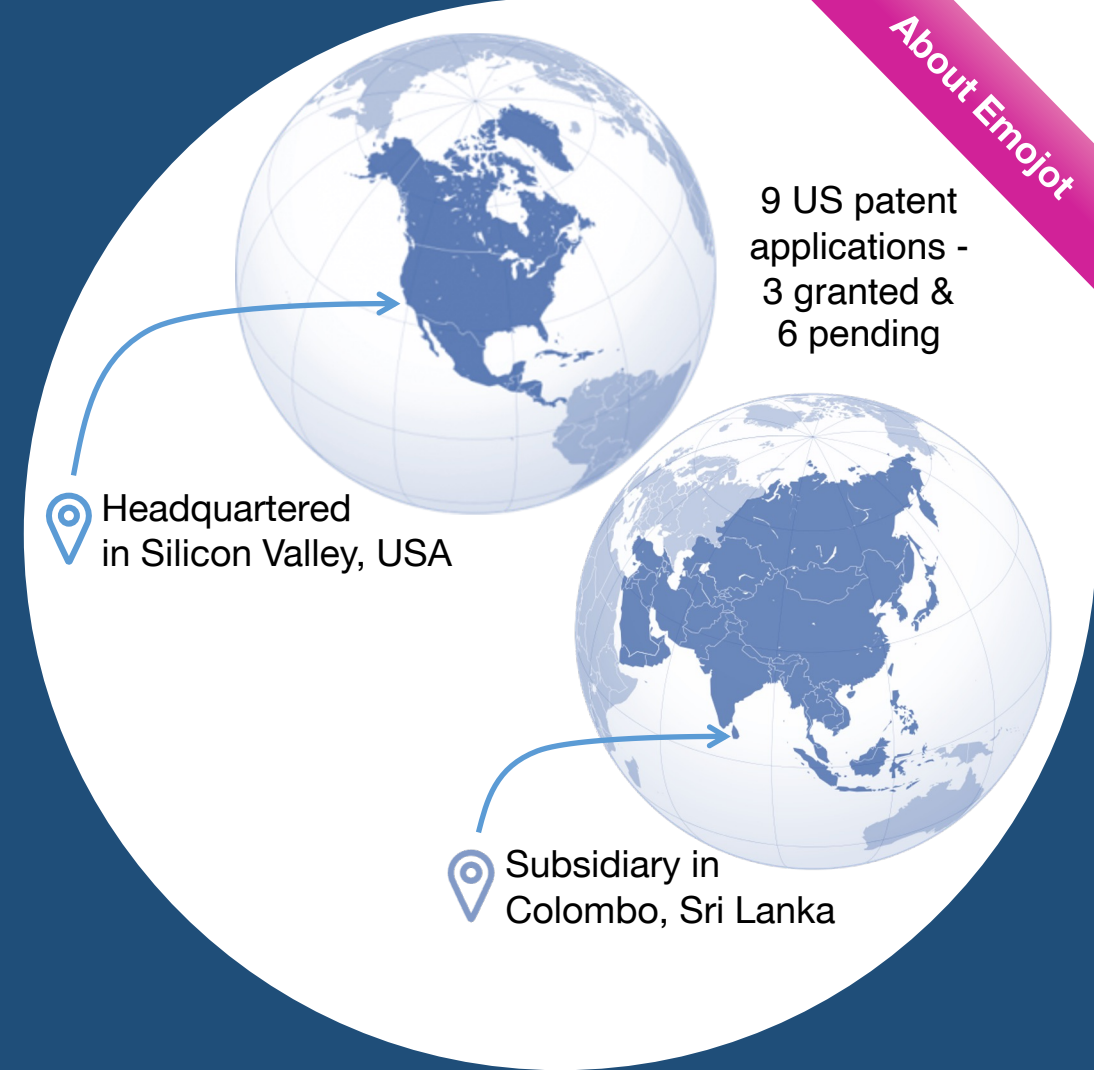
Emojot co-founders

Andun Gunawardene
Director, Engineering
BSEE First Class Honors
(University of Moratuwa)

Sach Ponnamperuma
Director, R&D
BSEE First Class Honors
(University of Moratuwa)

Manjula Dissanayake
Board Member
Ph.D. in Entrepreneurship
(University of Adelaide)

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CREATE VISUALIZE ENGAGE

Contact us for your customer centric transformation

info@emojot.com

www.emojot.com

Customer Experience Management

Operations Dashboards for Process Monitoring & Control

Email Marketing Campaigns

CRM Capabilities

Voice of Employee

Call Center Agent Navigation & Information Capture

Online Examinations

Live Audience Engagement

360-Degree Feedback Management

Facilities Management

Market Research

Online Voting

Customer Journey Discovery

Complaints Management

Customer Success Management

Referrals Management

Online Store Feedback Management

Online Reputation Management

Flash Auctions

Customer Journey Orchestration

Etc.