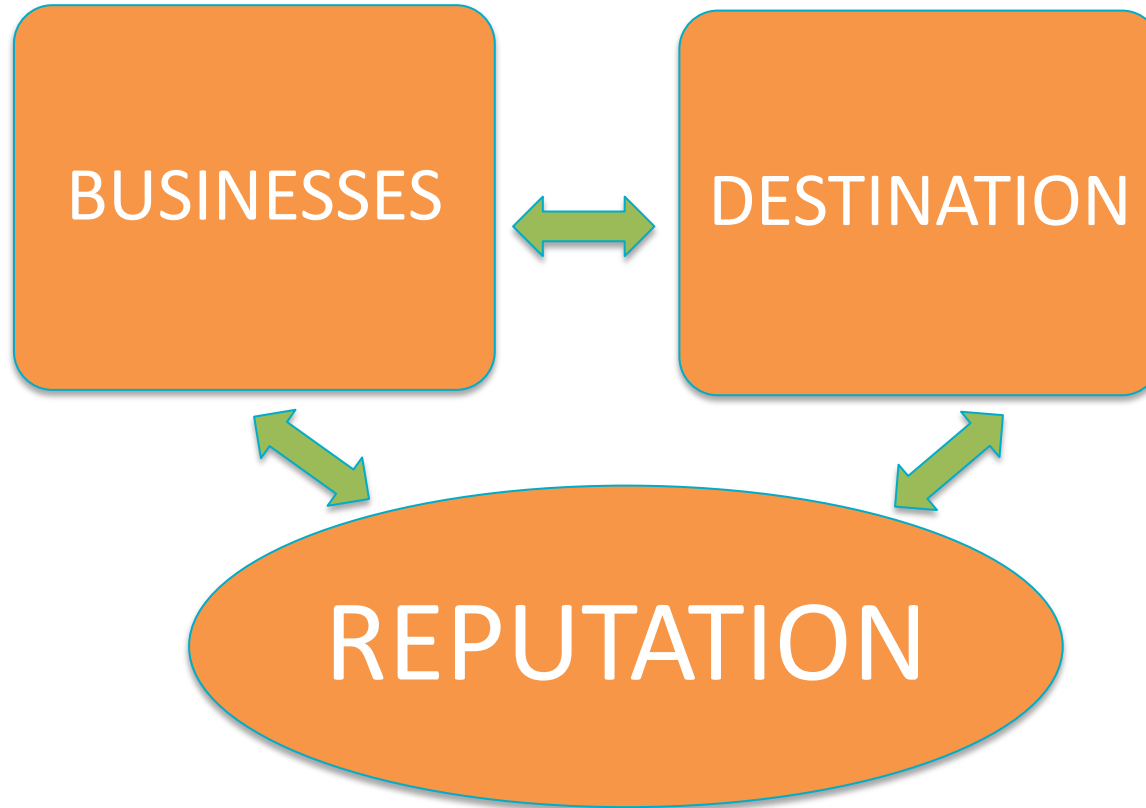


Online Reputation Management

Daniel Edward Craig
Reknown

Reputation Interdependence

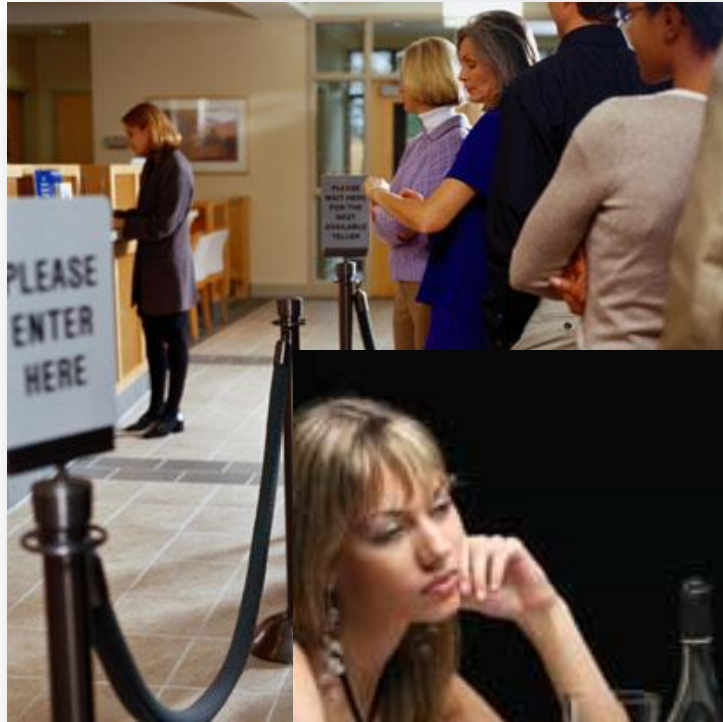
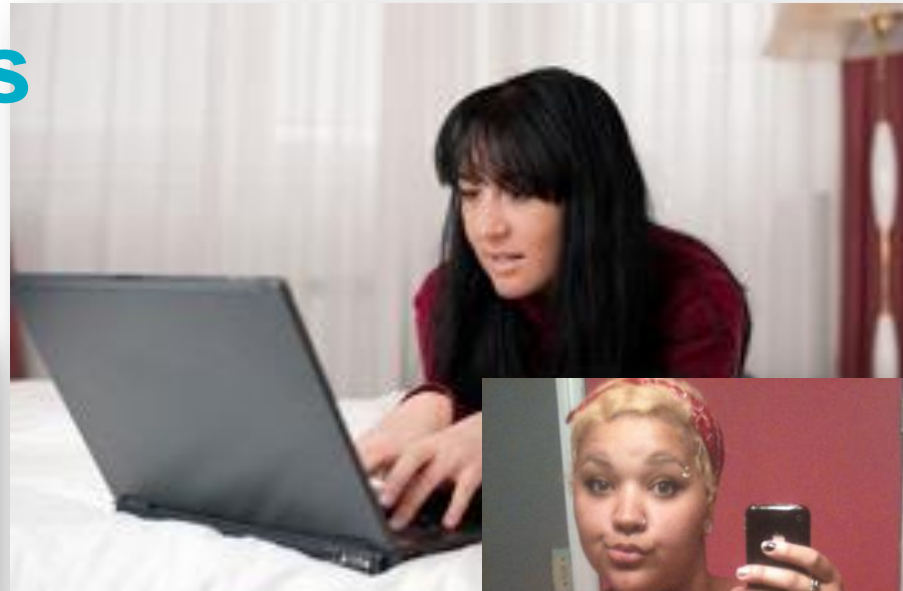


Social media has changed how consumers:

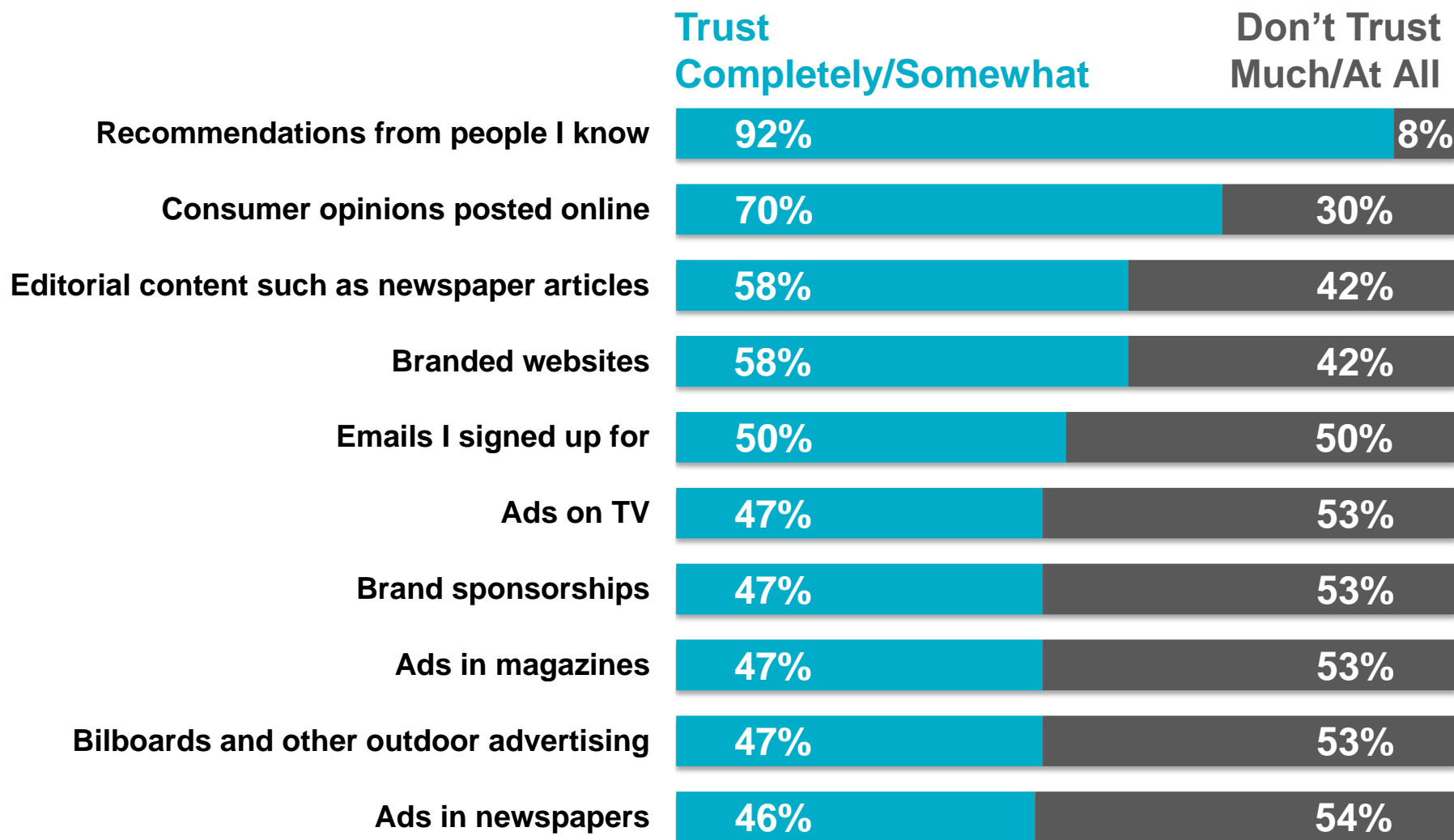
1. Research purchases
2. Communicate with businesses
3. Share experiences



Social media is everywhere



Who do you trust?



Source: Nielsen Global Trust in Advertising Survey 2012

%

Online Reputation Management



Monitoring and engaging on the social web to drive higher awareness, guest satisfaction and revenue.

It's About Expectations

EXPECTATIONS	IMPRESSION	TYPE OF CUSTOMER
FAIL TO MEET	DISSATISFIED	DETRACTOR - won't come back - may warn others to stay away
MEET	SATISFIED	PASSIVE - might come back - might recommend
EXCEED	VERY SATISFIED	ADVOCATE - will come back - will recommend

Act on Feedback

1. Welcome feedback
2. Share with staff
3. Show leadership
4. Fix the problem
5. Train and empower staff to avoid escalation



Generating Positive Reviews

- **Proactive:** ask
- **Organic:** exceed expectations
 - People remember negative experiences, surprises and emotions most
 - Train, empower and recognize staff to **be remarkable:** “worth remarking about”

“You'll Never Believe What They did for me!”



