

# REPUTATION MANAGEMENT SOFTWARE

## YOUR DECISION CHECKLIST

Choosing the best Reputation Management Software for your business allows you to benefit from a buyer's market that is heavily reliant on online reviews and ratings. Cross check any reputation software you are considering against the following checklist to ensure you are getting everything you need for your business:

- Price** | Cost, fees, subscription platform or contract, both single and multiple locations?
- Ease of use** | Simple set up, clean UX, clear next step prompts?
- How many and which review sites monitored** | Major review sites, complaint sites, relevant niche/industry review sites?
- Business listings and citations managed** | Build and monitor online listings, ensure citations are accurate and complete?
- Process for gathering and managing reviews** | Review requests and workflows for negative reviews?
- Dashboard with ratings and reports** | Dashboard view of reviews, real-time reporting, automated scheduled reports, exporting?
- Social Media promotion** | Automated social media sharing of best reviews
- Customer support that is responsive and helpful** | Email, chat, and phone support with extensive knowledge center?