

# "What are your customers saying about you?"

## Customer Voice



OUTSTANDING. The staff is extremely friendly and take the time to explain the ingredients....

Needless to say, neither my wife and I nor our friends will be going back. What a huge disappointment..

I had the tacos and it was just average; not worth \$13 that's for sure. I should get some courage and complain in person but I'd rather post my feedback online.

Food prices were not high, but that didn't create a value for me- would rather have well-prepared, higher quality food with portions much smaller.

### YOUR ONLINE REPUTATION



**Four out of five** consumers, reverse their purchase decisions based on negative online reviews



A simple half-star improvement on Yelp's 5-star rating makes it **30-49% more likely** that a restaurant will sell out its evening seats



5-9 % increase in revenue due to a **1 star** increase on Yelp.



As of July 2011, Yelp.com was the 34th most trafficked website in the US

### WE CAN HELP

#### How do you get your customer feedback before it goes viral?



Ask for feedback with Customer Voice and get your answers! **6 out of 10** customers are responding and you have the chance to stop negative feedback from being posted online while allowing your promoters to share the good news through social media with Customer Voice.