

Review Builders Announces New Online Review Management Service

May 07, 2015

May 07, 2015 - PRESSADVANTAGE -

Review Builders, an online company based in San Diego, CA, has announced a review management service. The service helps business owners to build and manage their online reviews on various websites, including Yelp, Google+, Trip Advisor, Facebook, Yellow Pages and more. Company representatives hope that this service will enable more businesses to build a positive online reputation and thereby increase their customer base.

"It is a known fact that consumers now make decisions based on reviews by others," says Mark Hoffman from Review Builders. "For instance, increasing your rating on Yelp by just one star can increase revenue by between 5% and 9%. This is tremendous! We want to help businesses reach that increase by providing them the tools they need to leverage their online reviews."

Review Builders checks for new customer reviews on all major review sites on a daily basis. This can be done for a business of any size, whether they have 2 or 200 locations. These customer reviews are then organized and displayed in the client dashboard, allowing business owners to see and analyze exactly how their online reputation is doing.

Those who sign up for the online review management service are also provided with a feedback page. This is an easy to use web page that allows customers to instantly leave feedback about a business. If the feedback is positive, the customer is asked to share it on sites such as Yelp, but if it is negative, they are not asked to share it. This helps business owners build more positive reviews while giving them a way to privately address customers who had a negative experience.

"Negative reviews are incredibly important as they help a business grow and improve their service," adds Mark Hoffman. "However, other consumers should not see these, as it creates a negative image of the business, since the review does not show how the issue was resolved. Through our service, businesses can get the best of both worlds: a positive customer image, and the opportunity to resolve any problems."

The review management tool also includes an email service. When a business collects their customers email address, they can then send an email asking them to leave a review. The email will allow customers to choose where to leave their review, including Google+ and Yelp, for instance.

It cannot be denied that online reviews are important. Research has shown that 79% of consumers trust online reviews as much as they would trust a personal recommendation from someone they know. Additionally, 73% of consumers have said that reading online reviews increases their trust in a business. This truly demonstrates how vital it is to receive good reviews. While Review Builders cannot guarantee positive reviews, it can work on making sure only the positive reviews are being shown and that customers are more inclined to leave reviews in the first place.

For further information on the online review management service or Review Builders, please use the contact details below.

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