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ReadySetBOOM.com Announces New Service To Help Businesses Combat Negative Online Reviews

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ReadySetBOOM.com (RSB), a leading national online reputation company based in Stamford, CT, announced a new reputation marketing service today that helps businesses and professional practices overcome their negative reviews, and turn them into a positive. It is hoped that this will encourage more companies to focus more on their reputation management. The service is already in use by prominent RSB clients in the legal, health, and business services industries.

"Even the best business or medical practice can get a negative review," says Richard Roll, CEO and founder of ReadySetBOOM.com and Executive Producer of SpotlightLocal.tv. "The only question is, are you aware when you receive bad reviews so that you can protect your business reputation? What steps are you taking to cushion and turn around these negative reviews?"

ReadySetBOOM.com cited a client case study involving a large medical/surgical practice client in Florida. The RSB 24/7 online monitoring service picked up a new review posted on Yelp! and automatically notified the practice manager. The review claimed that the doctor had crossed ethical lines, making jokes using sexually inappropriate language and jokes about domestic violence. Upon leaving a complaint at the offices,

the patient was told that the issue would be researched, but was told that she had most likely misheard or misunderstood. Additionally, the woman taking the complaint suggested that many of the practice's patients were "old ladies." To make the problem worse, the patient was given conflicting aftercare information and felt dismissed and unheard after querying on this. The review then went on to state that there had been errors in billing that were all but impossible to resolve.

But thanks to the ReadySetBOOM.com alert service and coaching, the practice manager was alerted immediately and able to contact the patient, listen to her complaints, and take corrective action. As a result, the patient left a revised four-star review on Yelp!, highlighting how happy she now is because all her prior issues are now resolved.

The core of ReadySetBOOM.com's business is focused on growing client businesses through video, Reputation Marketing and other online strategies. RSB provides clients with an easy to use proprietary platform to obtain customer reviews, with goals and monthly reports, as well as live instant review notifications and streaming of reviews to Facebook, Twitter, Pinterest, YouTube, and other major social media sites. RSB's tools also help customers with strategies to handle negative reviews, thereby ensuring they are constructively managed and do not have a negative impact on the business growth as a whole.

A number of recent statistics highlight the importance of online reviews in today's local marketplace online.

Firstly, 90% of people read online reviews before deciding to spend at a business. Additionally, people who submit reviews are more likely to leave a positive review (90%) than a negative one (10%). It was also found that 79.6% of those leaving a negative review would consider changing their review if a manager in the company contacted them to try and resolve the problem, (36.9%), if a staff member contacted them (23.7%), or if the issue would be corrected via email or telephone (19.1%). 63.2% of people leave online reviews within two days of purchase, and 22.4% leave it the same day. This shows the importance of instant alerts.

"These statistics show how important reviews are to the success and growth of a business today" adds Richard Roll. "What we do helps our client make sure that these statistics are working in their favor, building their local or regional business through a great online reputation."

For a free White Paper, "How Google Took Over Your Website and You Didn't Even Know It," and further information on managing negative review and the services of ReadySetBOOM.com, send your request by email to RSB today at info@ReadySetBOOM.com or call 800-260-9688.

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