



REPUTATION AEGIS

Customer Feedback Platform Reputation Aegis Hits Version 3.0

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Reputation Aegis, the online reputation division of MAXXCOM Internet, has announced the launch of version 3.0 of its customer feedback platform. More than just a customer feedback platform, it integrates reputation marketing features. Brands and businesses can not only measure the overall customer experience but also monitor their online reputation across the web on all major review sites and in multiple countries such as the USA, Canada, the United Kingdom, France, Italy or Spain? and promote customer reviews on websites and social networks.

July 11, 2015 ? Reputation Aegis has unveiled version 3.0 with new features for collecting, managing, and promoting customer feedback and marketing a company?s positive reputation. Businesses can send feedback requests to customers via email and/or SMS. The Feedback form is optimized for mobile and tablet devices and can be fully customized with survey questions, photos, and video testimonials posted automatically to YouTube. The platform now supports eight different languages: English, Spanish, French, German, Italian, Portuguese, Dutch, and Russian with more scheduled in the fall.

Launched December 15, 2012, Reputation Aegis initially allowed a review page to be embedded to a

Facebook page with an app. Businesses could collect reviews to build their reputation. A new version 2.0 was launched in January 2014. But version 3.0 adds many features for managing reviews and a business' online reputation management strategy. Brand colors can be matched on review forms and review pages to reinforce identity and recognition.

Benefits of 3.0

- ? Improves Brand Awareness: The excellent reputation of a client's brand, product, or service is promoted, influencing customers' purchasing habits.
- ? Increases Conversions and Sales: Ratings and reviews by real customers are high-value social content.
- ? Helps Understand Purchasing Decisions: By assessing reviews, it's possible to gauge repurchase intentions and manage customers' experiences so they come back and/or make referrals.
- ? Identifies Areas for Improvement: The platform helps identify these areas so businesses can decide how to improve products and services.
- ? Increases Web Traffic: Information posted on websites and social network pages are seen by search engines, where buyers are looking.

Once feedback and reviews are collected, Reputation Aegis promotes online reputation in several ways. The review page can be embedded onto a corporate website or a Facebook page using an App. Positive reviews can be auto-posted on Facebook, Twitter, Google+, Pinterest, and LinkedIn. Reviews can also be used in offline marketing materials and sales tools as part of a reputation marketing strategy.

Social, Viral Review Pages

The platform's review pages are completely Web 2.0. Reviews collected from 3rd-party review sites like Google +, Yelp are displayed in a single location along with starred ratings, external site logos, and a link to the company's page.

The review page also features:

- ? Detailed information on the company, brand, and its location, operating hours, and overall reputation. A 'Who Are We?' section is featured on the page as well.
- ? Photos and videos, attached by reviewers, are featured below the review text.
- ? Like, Useful, Funny, or Cool buttons enable users to share activity on social platforms. A link to the review page is included on a post a user generates. This way, reviews can quickly go viral.
- ? A comment section is featured below each review so users can engage with the reviewer, the brand and other users.

? Each Review Page is SEO optimized, so it appears high in Google search results.

The Review Form

The innovative Review Form allows management of a Brand Reputation not only on a per-location basis but at an employee level. Employee review ratings help generate statistics and help companies motivate teams, reward best workers, and organize internal contests. Review forms can be customized with survey questions. The answers are intended for internal use and don't appear on reviews. In addition, photos and videos can be attached to reviews.

Customizable Thank You Page

Also, the Reputation Aegis platform has a customizable thank you page.

It offers businesses abilities such as:

- ? Intelligent Routing: Reviewers are redirected to different thank you pages based on the positive or negative nature of their review, with different videos and in the user's language.
- ? Social Sharing: Reviewers are asked if they want to share their positive reviews, and can do so in one click.
- ? Custom Redirect: Companies can choose to redirect reviewer to a website, coupon page, or, if the review was negative, to another page such as customer support.
- ? Thank You Email: Emails can be personalized based on positive or negative sentiment.

Reputation Aegis is enabling a growing number of businesses to reshape their brand and reputation management practices. Over 200 review sites are currently monitored. A 14-day free trial with no obligation is now available and 4 free ebooks can be downloaded. For more information on Reputation Aegis 3.0, the customer feedback platform, go to <https://reputationaegis.com/>

About Reputation Aegis

Reputation Aegis helps companies develop a positive reputation and market it across online and offline channels. It is the reputation division of MAXXCOM Internet, founded in 2007. The company is run by Jean-Marie Chauvel who has over 20 years of sales, marketing, and online reputation management experience. Reputation Aegis serves customers in the USA, Canada, Europe, and across the world. The team speaks English, French, Spanish & Hungarian.

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