INTELLIGENCE AND INSIGHTS FROM ONLINE REVIEWS

Understand and act on options and data from stakeholder ratings

Your audiences have a wide range of opinions on your products and services, and are increasingly sharing their thoughts online through review sites and forums. You are responsive, but how do you figure out which comments are larger themes vs. one-offs? How can all the information you collect benefit your bottom line?

Ketchum uses language processing and data visualization techniques to cultivate and harness information from online reviews to make informed decisions on how to develop messaging, devise content strategy, provide crisis support and improve your business and its reputation.

yelp SKYTRAX BBB Start With Trust tripadvisor Zocdoc Angie's list amazon.com ★★★★★ Google Reviews ★★★★★

Ketchum

....
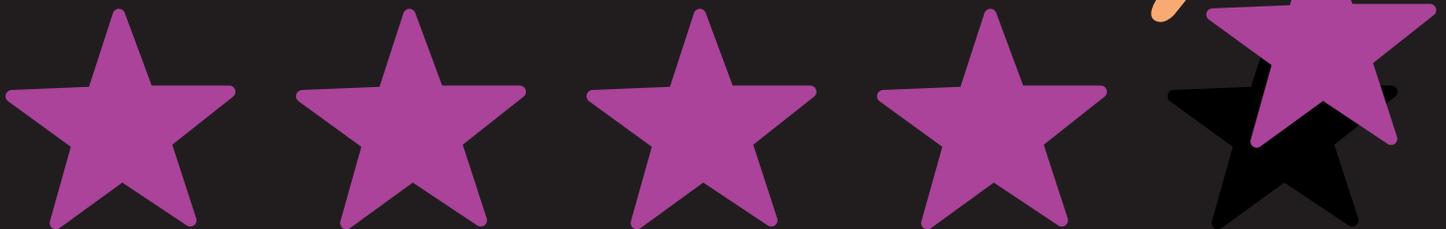
80%
of 18- to 34-year-olds have posted product / service reviews

....

91%
of 18- to 34-year-olds trust online reviews

....

KETCHUM HELPS YOU UNDERSTAND THE OPINIONS YOUR STAKEHOLDERS HAVE FREELY OFFERED YOU.

This approach uses sophisticated natural language processing and data analysis to decipher information from any review site and understand what products and services impact your brand's reputation.

Information from our analysis is used to identify negativity or opportunity around a brand, service or product, so we can determine the root cause. Ketchum helps you create a strategy on how to address issues and improve your brand reputation.

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GAIN INSIGHT INTO STAKEHOLDER REVIEWS AND TAKE ACTION!

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## *Intelligence gathering is an agile two-step process:*

1 UNDERSTAND

We define priorities on which brands, locations, products or services are of greatest interest. We aggregate the reviews, segmenting data by location, language/keywords, names, brands, products, services, competitors and more.

2 DELIVER

We analyze what audiences are saying and how they rank particular products or services, identifying what differentiates opinions per geographic region. We identify pain points to improve consumer satisfaction and provide insights on how to tackle the issues that matter most. We also offer competitor analysis to assess where your competitors win and lose.

IN-DEPTH LOOK AT ALL COMMENTS, SORTED BY TOPIC, AND RANKED BY A POSITIVE, NEUTRAL OR NEGATIVE EXPERIENCE (SAMPLE BELOW)

STAFF
SERVICES
PAYMENT/INSURANCE
WAITING ROOM
ATMOSPHERE
COMMUNICATION
SECOND OPINIONS
TREATMENT PLANS

STAR RATING
+
–
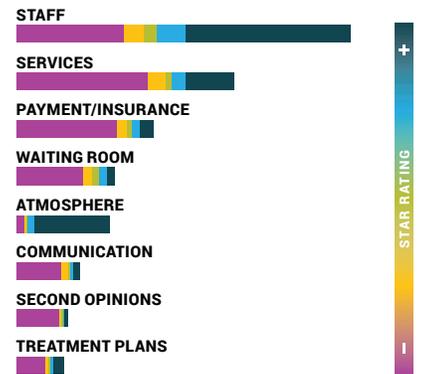
BREAKDOWN OF REVIEWS BY REGION
RESULTS CAN DIVE DEEPER INTO STATE AND/OR CITY (EXCERPT FROM SAMPLE BELOW)

NUMBER OF REVIEWS
3   589
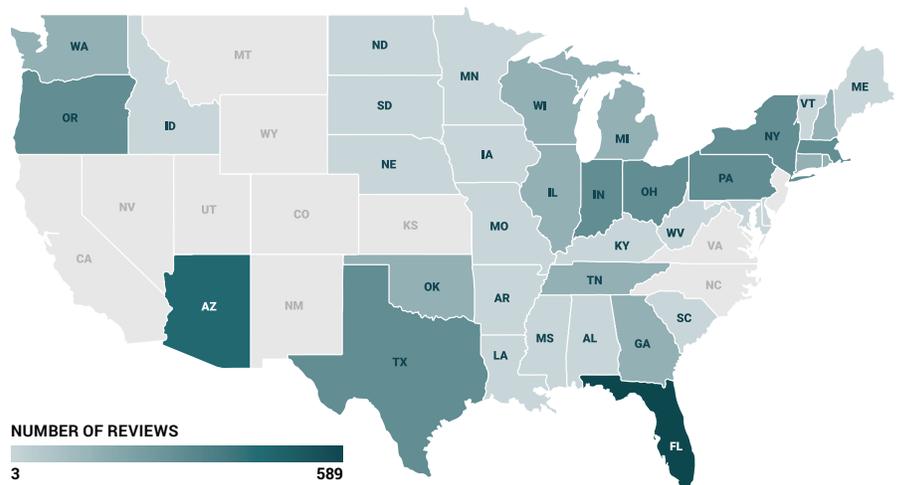
NORTHWEST
177 REVIEWS
2.5 AVG. RATING

MIDWEST
964 REVIEWS
2.4 AVG. RATING

SOUTHEAST
1,114 REVIEWS
2.6 AVG. RATING

SOUTHWEST
224 REVIEWS
3.3 AVG. RATING

MID-ATLANTIC
269 REVIEWS
2.4 AVG. RATING

NORTHEAST
993 REVIEWS
2.3 AVG. RATING

SOUTH CENTRAL
138 REVIEWS
2.8 AVG. RATING

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