

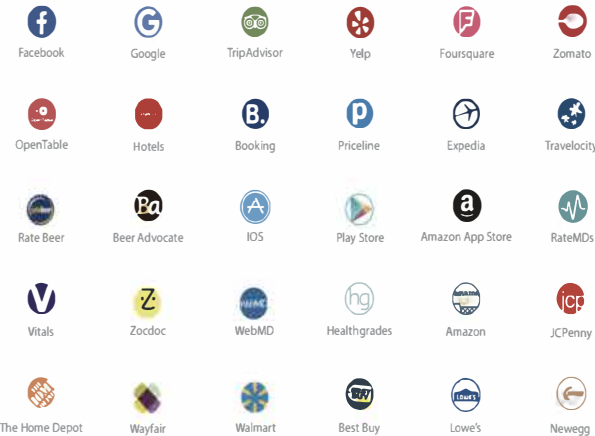
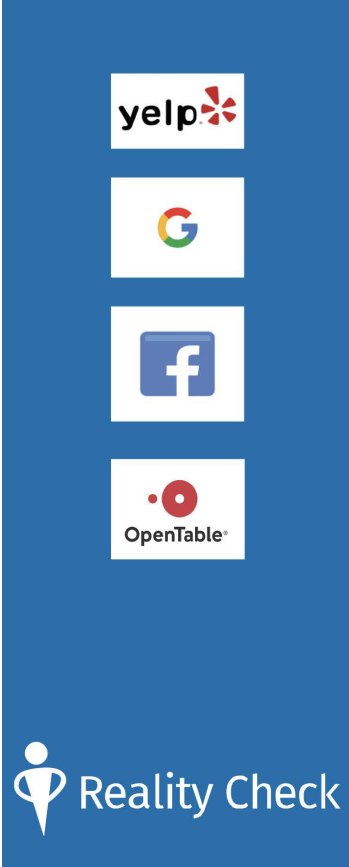


Social Media Monitoring

Customers post comments about your business every day. Some of these comments are valid, and some are not. It is vital to monitor these comments to protect your brand.

Reality Check provides a full monitoring service to enable you to manage Yelp, Facebook, Google, and many other sites.

Your business can't afford NOT to participate in social media!



A 1-Star increase in Yelp represents 5-9% increase in revenue.



88% of customers have read online reviews to determine the quality of a business.

2018-02-03 00:00:00	Boston St 256 Boston St	5.00 Google	I ordered and received in a fast and kind manner 🍷
2018-01-03 00:00:00	Boston: Boylsten st. 1 715 Boylsten St	5.00 Trip Advisor	when the weather was turning colder in fall, for a chai latte. A convenient location with good hours and a nice staff manning the fort. It is a chain, yes, but without the chilly chain atmosphere.
2018-01-01 00:00:00	Boston: Boylsten st. 2 Prudential Tower	5.00 Trip Advisor	Yep - love them. A must do every time I come to the US. Not the same back home in Blythly! Bagels and coffee are good too. Given Boston is so expensive compared to other places, Dunkin is a welcome stop for family travelers like us, not so much on a budget but looking for value for money.

- Tracks all social media posts from all major posting sites – per location.
- Provides manager with easy tool to post responses .
- Stay on top of reviews and handle both negative & positive posts.
- Reporting results track and compare to other customer service measurements.

Report Examples

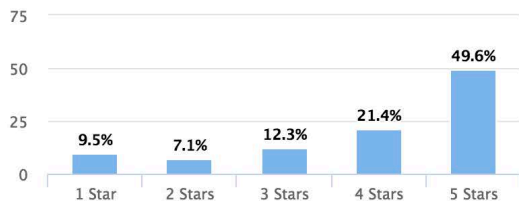


Question	Breakdown
Social Media Rating	
Average Rating	3.54
Number of Reviews	7.59
Number of Negative Reviews	1.48
Number of Positive Reviews	6.09
Number of Claimed Profiles	3.93
Social Media Best Practices	
Did your location respond to at least 25% of their positive reviews?	0.00% - Y 100.00% - N
Percentage of positive reviews responded to	0.00
Did your location respond to at least 80% of their negative reviews?	0.00% - Y 100.00% - N
Percentage of negative reviews responded to	0.00
Did your location receive at least 5 new reviews	43.18% - Y 56.82% - N
Did your location average a 4 star rating or above	68.18% - Y 31.82% - N

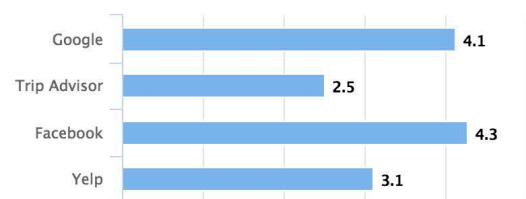
Reports show averages across all Social Media, as well as each site.

Tools enable managers to easily click on reviews to post responses.

Rating Distribution



Average Rating by Source



08/14/2018	Forest Hills Cafe, San Francisco, CA	★★★★★ 5.00	Google	Review My favorite casual dining place. The chain disappeared for a while and I'm thrilled it's back. Everything on the menu is excellent, though my favorite is the BBQ chicken pizza. I really hope this place sticks around this time.
08/14/2018	City Grill, Broadway New York, NY	★★★☆☆ 3.00	Google	Second time here, and both times they have messed up my order. Food is good, but I probably won't return.
08/13/2018	Duke's Grill, Western St. Chicago, IL	★★★☆☆ 3.00	Trip Advisor	We had to go back several times in order to get our correct items. We were the only ones in the restaurant, but the crew did not seem focused on our order.
08/12/2018	The Tap House Ventura Blv. Los Angeles, CA	★★★★☆ 4.00	Google	Best burger in town! Always enjoy our food here, although the service can be hit & miss.