



Trust the Reviews:

Honesty is the Best Policy

A JudgeService Industry Paper for Estate Agents

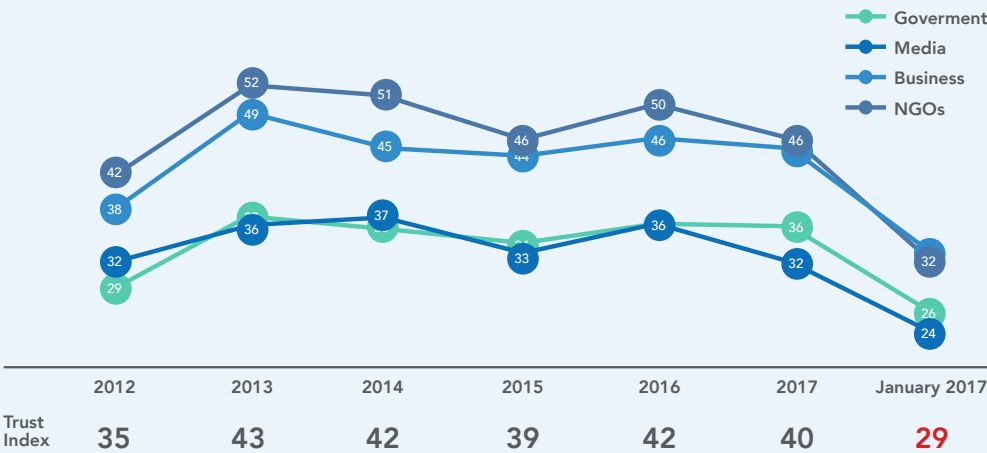
JudgeService®

Trust the Reviews:

We are in an era where trust is at a premium.

Evaporation of Trust in the Past Year in the UK

Trust in institutions, 2012-2017, shown in percent
2017 Edelman Trust Barometer



There are some unscrupulous people, and businesses, in the world who try to 'circumvent the rules' and create fictitious positive reviews with the intent of impressing the masses.

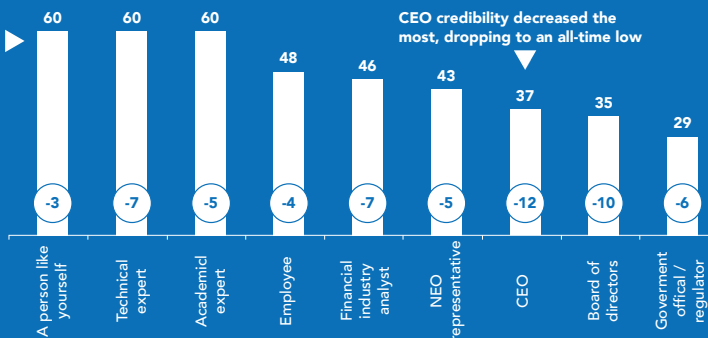
In reality, reviews should be independent and genuine to help customers make more informed purchasing decisions. Authenticated and validated reviews help ensure that customers know to trust the feedback available.

When buying, selling, or renting a house, this is no different. The reduced trust in businesses means that transparency and accuracy are imperative. And this is where online reviews can help.

The availability of unbiased reviews about local companies, to help customers make the right choice, has never been more important. Verified ratings and reviews can drive conversion and quicken the purchase journey. Customer interactions can actually convince prospects at that critical point of purchase.

When making a purchase, 91% of consumers consider an online review more important than input from a salesperson. Influence Central

A person like yourself now tied for the credible spokesperson



Peers Now as Credible as Experts

This image shows the importance of Peer Reviews. It highlights the percentage who rate each spokesperson as extremely / very credible, and change from 2016 to 2017. Peers are the most important spokesperson for your company.

The Power of Negating a Negative

Traditional British reluctance to complain about poor service is being swept away as multiple internet buying channels enable consumers to become more 'opinionated'. It's not realistic to expect everyone to be happy and bad reviews lend credibility. And dealers should learn to see the value in negative comments.

Negating a negative is a genuine thing and, of course, two negatives make a positive! At JudgeService, if you choose to publish your testimonials, we publish all of them (unlike some other review providers that cherry pick and only show the good ones to fudge the results).

“At JudgeService we are proud that we publish all appropriate reviews”

JudgeService Research Ltd.

But these negative reviews actually help aid conversions too. At least, they do if they are handled correctly. 30% of consumers assume online reviews are fake if there are no negative reviews!**

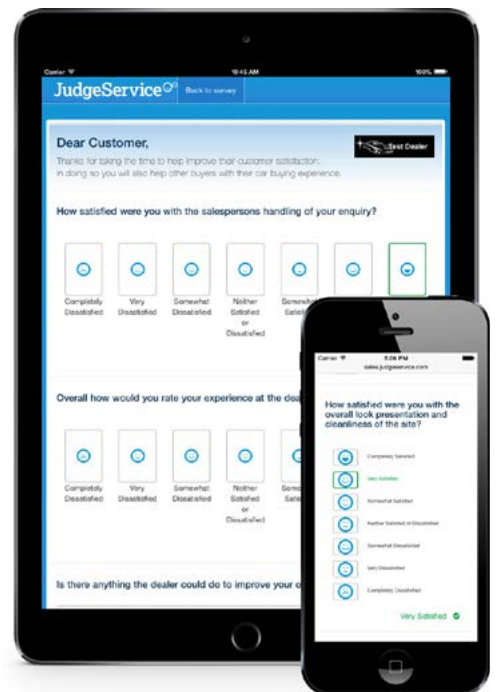
By replying to negative comments to address the issue and take the conversation offline, you can manage your reputation and integrity.

“Praise/criticism tends to focus on an individual within the company, rather than the company itself and those viewing the ratings are interested in that because it’s a people business.

“Typically, if there is criticism, it’s because someone is not conforming to standards – not returning the promised call, failing to follow up an enquiry or showing up late for an appointment, to give some examples.”

JudgeService Research Ltd.

With this in mind, professional, trustworthy review sites should include a function that allows you to reply to negative comments / feedback. Invespro.com states that responding promptly to negative reviews is the number one way of dealing with negative reviews. JudgeService solutions include this and, in addition, our system sends an alert to a nominated person, immediately notifying your business so you can address it in a timely manner.



Our 'Right-to-Reply' facility enables you to display responses to negative reviews online. This provides the opportunity to resolve the complaint in an open forum and for potential consumers to see how you handle issues generally. This vastly improves your credibility.

**Vandesta

Because they can share something a brand can't — real experience. That's why shoppers trust a personal recommendation above anything else.
Nielsen

Trust the Reviews:

- a best practise checklist.

As one of the leading online review providers in the UK, we are perfectly placed to share our knowledge and expertise to help companies of all sizes with their online presence and business intelligence.

Consumers rely on online reviews to make decisions about who to use. They also expect reviews to be independent and genuine to help them make more informed purchasing decisions. Using our extensive knowledge, we have developed a best practise review checklist:

- 1 Review sites should operate rigid testimonial publishing criteria to ensure that consumer reviews are totally unbiased and provide an accurate picture of the consumer experience.
- 2 All endorsements should reflect the endorser's actual experience and opinion. Companies should not use testimonials that make claims about a product or service that can't be backed up with clear evidence.
- 3 Appropriate procedures should be in place to detect and remove fake reviews, and act promptly in response to reports of suspected fake reviews.
- 4 Every testimonial should be checked, prior to publishing, as there is no safer check than a pair of eyes reading content!
- 5 Review sites should not 'pretend' to be a consumer and write reviews about customers – or pay others to do so.
- 6 Money or gifts should never be offered to customers to write positive reviews as inducements. This would dilute the accuracy and honesty of any review.
- 7 Every review should be published, including negative ones, provided they are genuine and lawful. Customers are becoming increasingly wary and suspicious of only positive reviews.
- 8 Reviews should never be published if they include swearing, abusive language or defamatory remarks.
- 9 Reviews that contain personal details such as a mobile phone number should also never be published.
- 10 Sometimes a customer may request that a review is not made public. These requests must be honoured.
- 11 There should be no unreasonable delay before reviews are published, so consumers get the current picture straight away.
- 12 Businesses should have the opportunity to respond online through a 'Right-to-Reply' facility which should also show responses to the online review. This provides an opportunity to resolve the complaint in an open forum and for potential consumers to see how issues are handled generally.

Earlier this year, Google was forced to hand over IP addresses of people behind fake reviews in the Netherlands. Just in the past few weeks, Airbnb, which operates in 191 countries, has been accused of stopping guests from leaving bad reviews if they cut short their stay.

Only Genuine Reviews

At JudgeService we believe in trust, and as an independent review provider we are dedicated to bringing unbiased, honest and accurate customer reviews. Clients can choose to use our research for internal purposes only but where we publish any reviews we publish them all – good or bad. Reviews are published on Google, Facebook, our client’s websites, our website, and across numerous strategic partner websites.

JudgeService helps companies who are committed to customer satisfaction maximise response from consumers and share reviews for social proofing. Credibility is your trustworthiness, believability and honesty – and we help build online credibility and trust from the first impression.

We are proud to publish all reviews whether they are good, bad or somewhere in the middle (based on our market-driven House Rules). And we work with you to guarantee website optimisation and maximum exposure.

Through a data feed JudgeService issues a questionnaire to customers, to assess overall experience and whether they would recommend friends and family.

Honesty is the best policy!

Peer-to-Peer Reporting

JudgeService users have access to unique levels of reporting. The reporting suite provides unparalleled granular detail, making it easier for YOU to identify buying trends and/or potential issues. You can also establish the strengths and weaknesses of each of your Sales staff and how they compare.

Our traffic light approach enables you to compare your results with others in the industry, and provide a comparison with the National average (based on JudgeService figures). Our *Customer Satisfaction league tables* give YOU the knowledge you need to improve and succeed.

	How satisfied were you with the overall look presentation and cleanliness of the site?	How satisfied were you with the attitude of the salesperson during your purchase?	How satisfied were you with the choice of vehicles?	Were you offered finance elsewhere? -yes	Did you finance elsewhere? -no	How satisfied were you with the explanation of the finance packages available?	How satisfied were you with the explanation of the paperwork and documentation?	How satisfied were you with the attitude of the salesperson during handover?	How satisfied were you with the interior and exterior cleanliness of the vehicle?	How satisfied were you with the mechanical preparation and standard of the vehicle?	Since delivery have you been contacted by someone from the dealership? -yes	Overall how would you rate your experience?	Would Recommend	Total
Employee 1	95.71%	97.14%	97.86%	68.00%	83.00%	95.24%	98.00%	92.86%	92.86%	92.86%	80.00%	95.71%	100.00%	10
Employee 2	92.86%	92.86%	92.86%	90.00%	100.00%	100.00%	92.86%	92.86%	92.86%	92.86%	80.00%	92.86%	100.00%	2
Employee 3	95.71%	91.43%	98.57%	98.00%	100.00%	95.24%	92.86%	94.29%	91.43%	88.57%	70.00%	91.43%	90.00%	19
Employee 4	84.61%	88.42%	82.89%	82.00%	87.61%	83.43%	86.43%	86.42%	86.43%	84.61%	37.59%	83.67%	100.00%	8
Employee 5	91.43%	97.14%	91.43%	88.00%	100.00%	96.43%	94.29%	97.14%	94.29%	94.29%	100.00%	94.29%	100.00%	6
Employee 6	94.29%	97.14%	88.57%	78.00%	92.00%	95.92%	91.43%	85.71%	98.00%	84.29%	80.00%	92.86%	90.00%	10
Employee 7	94.29%	100.00%	84.29%	68.00%	80.00%	100.00%	91.43%	97.14%	100.00%	97.14%	100.00%	97.14%	100.00%	5
Group Average	94.61%	95.67%	93.72%	72.73%	87.88%	94.94%	93.07%	95.24%	94.16%	90.89%	68.18%	93.51%	96.97%	68
Solution Average	94.57%	96.00%	93.14%	78.00%	90.00%	95.51%	92.57%	95.14%	93.43%	91.14%	70.89%	93.43%	96.09%	59
JudgeService Average	83.18%	84.85%	81.74%	84.29%	82.33%	88.98%	82.24%	84.71%	82.72%	81.14%	67.21%	81.62%	95.68%	30566



Why JudgeService?

- Our surveys are developed from market demand, because lets face it, it's a consumers' world! We have been chosen by over 1,000 clients because of our specialist knowledge and experience.
- Our knowledge will support your business in enhancing customer satisfaction, gaining competitive advantage, increasing sales and retaining existing customers. Our surveys and online tools are constantly re-evaluated and we strive to keep up-to-date with customer demand and market changes.
- We have established successful partnerships with leading web, CRM and media providers to allow us to integrate with existing systems.
- We identify areas for improvement across your whole business, focusing on relevant training, sales process improvement and business process improvement.
- We can work alongside system providers to assist in the transition of data, making it easier for you.
- We provide you with extensive, comprehensive reports, giving you an understanding about the level of service provided from a buyer and a seller point of view.

For Sales

Our survey and reporting system will help to identify the needs of your buyers and sellers. You can use this insight to develop a stronger sales story to aid conversion.

You can access granular data with our reporting system, and really dig down, even to where you can assess how each salesperson is performing and identify where they could improve.

For Marketing

Overall, we can help to improve your brand and branch image through in-depth surveys, leading to increased satisfaction levels and using the verbatim as reviews on your website (via our widget). This drives traffic and time spent on site, increasing trust from clients. Our Right-to-Reply feature can also negate any negative feedback.

You can use star ratings and testimonials in your campaigns, on your collateral and on your Google AdWord campaigns.

You can improve your SEO and improve organic search by sharing your content across digital channels, we can seamlessly integrate with social media platforms.

About JudgeService.

JudgeService is one of the UK's most effective online review providers and understands how powerful reviews are in influencing buyer behaviour and aiding a conversion.

Our business was launched in 2011 and has received more than 750,000 reviews and is currently used by more than 1,000 companies. We provide end-to-end customer contact and monitoring tools, which not only enable groups to assess sales and satisfaction across different branches, but also encourage and promote positive customer testimonials online and via social media.

As an independent review provider we are dedicated to bringing unbiased customer reviews to the marketplace. And whilst they are compelling, these reviews are just the tip of the iceberg compared to the rich vein of customer data that JudgeService clients are able to use to manage and improve their businesses.

Contact Us

As you can see, JudgeService can provide lots of benefits to your business, for your Sales, Marketing, Operations, Google Rankings and Search Engine Optimisation.

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