

The logo for CU BRAND MONITOR features the letters 'CU' in a light green color, with a yellow megaphone icon positioned above the 'U'. The words 'BRAND' and 'MONITOR' are in a dark blue, serif font. A thin green horizontal line is placed between 'BRAND' and 'MONITOR'.

CU BRAND
MONITOR

Webinar Wednesday:
Do's And Don'ts Of Review Management

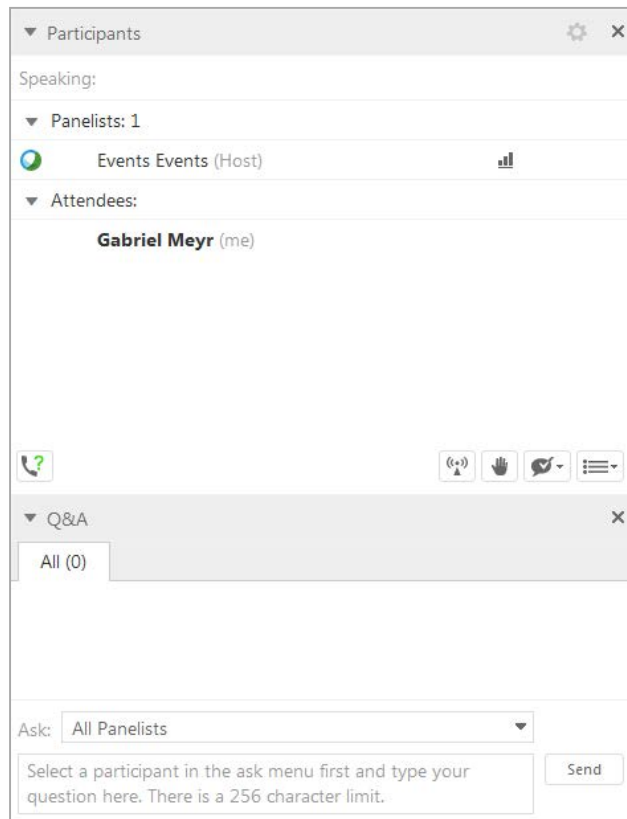
Can You Hear Me?

- We are audio broadcasting so please plug in your headphones or computer speakers to listen in.
- If your audio is choppy or slow, you may wish to dial into the teleconference:

Dial: +1 (415) 655-0003

Enter access code: 662 426 252#

We Encourage Questions



Use the

Questions Box

located on the right side of the screen, to type your comments or questions.

Tell Us What You Think!



Please take our post-event survey.

We value your feedback!

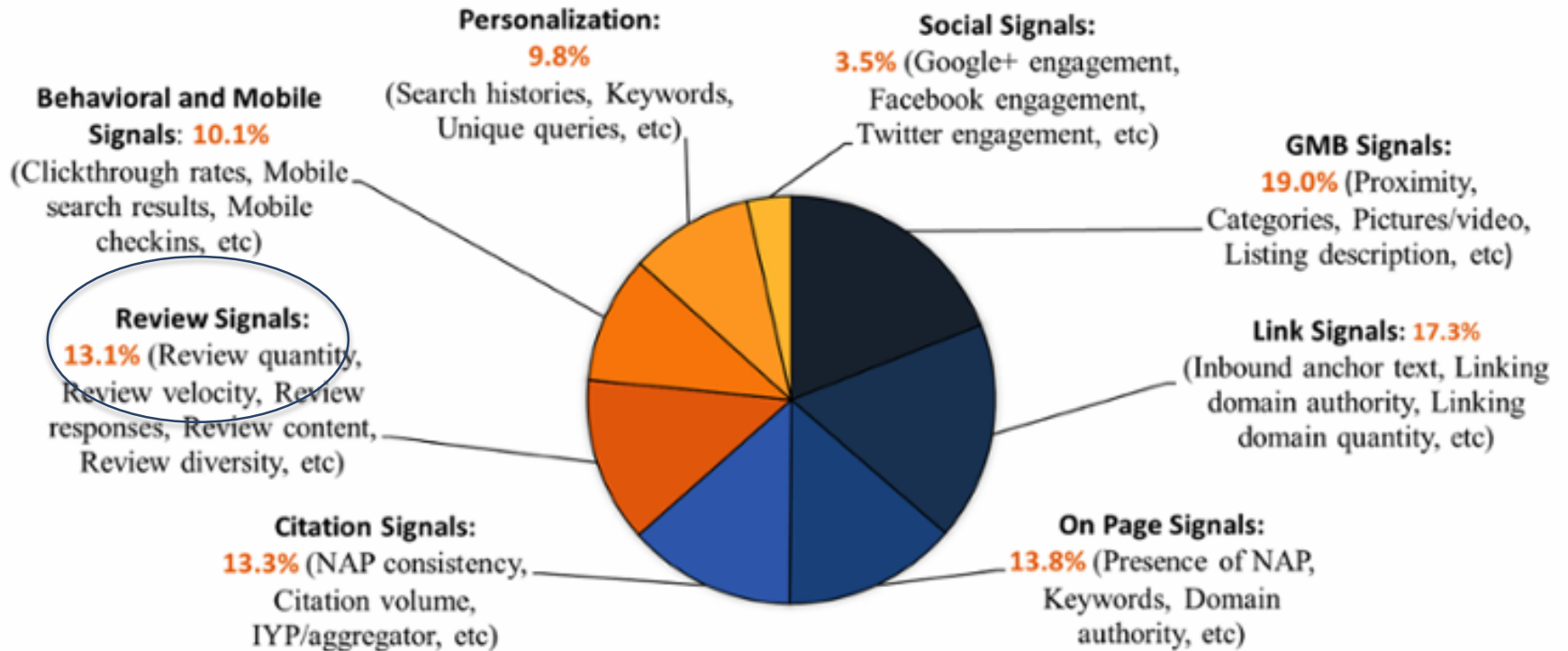
Updates

- Look out for the monthly newsletter
- Next Webinar Wednesday – 10/25
- New support site – coming October 2017!
 - Launch will include community feature

Agenda

- Importance Of Reviews
- Top “Do’s” Of Reviews
- Review Team Structure
- Getting More Reviews
- Review Reporting And Risk Management

Local Search Factors - 2017



Source:

Reviews



negative review can
drive away 30 new cus-
tomers



YELP

★☆☆☆☆ 6/11/17

📍 Middlesex Savings Bank, 6 Main Street, Natick, MA, 01760, US

seems MSB is having trouble adapting to the digital age. poor website with questionable security. arcane atm's. have had an account here many years but its time to move to a modern bank.



FACEBOOK

★☆☆☆☆ 5/12/17

📍 Middlesex Savings Bank, 6 Main Street, Natick, MA, 01760, US

After 26 years of banking I'm sad to say because of the way the Ashland branch treated me I'll be doing banking elsewhere. I never thought I'd ever say that. Quite sad and dissapointed.



GOOGLE

★☆☆☆☆ 4/22/17

📍 Middlesex Savings Bank, 2 West Union Street, Ashland, MA, 01721, US

Margaret is a rude know it all. Who thinks she is always right. I wonder if she will admit when she is wrong. I will never bank here again.


Remember...

REVIEWS = CREDIBILITY



Example

Auto Loan in Frederick, MD



Map data ©2017 Google

Rating ▾ Hours ▾

<p>Mariner Finance 1.0 ★★★★★ (2) · Loan Agency 480 Prospect Blvd Ste. F · (301) 662-1122 Open until 5:00 PM</p>	<p>WEBSITE</p> <p>DIRECTIONS</p>
<p>Lendmark Financial Services No reviews · Loan Agency 460 Prospect Blvd · (301) 624-5363 Open until 5:30 PM</p>	<p>WEBSITE</p> <p>DIRECTIONS</p>
<p>SunTrust Bank 2.1 ★★★★★ (7) · Bank 1700 Rosemont Ave · (240) 772-3954 Open until 5:00 PM</p>	<p>WEBSITE</p> <p>DIRECTIONS</p>

[More places](#)

Top “Do’s” Of Reviews

- Respond to all reviews, not just the negative ones
- Have reviews on multiple sites
- Use keywords in your responses when possible
- Share positive reviews on other sites
- Make review responding a habit



Respond to all reviews, not just the negative ones



- Members appreciate it.
- Potential members see all responses, *not* just the negative ones.
- SEO Rankings!

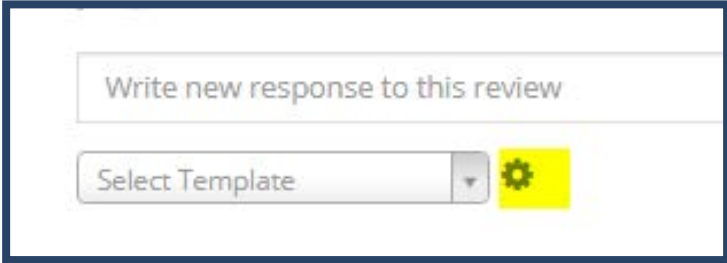
Example Positive Responses:

- Thanks for leaving a review about our service. Members are always our #1 priority and we are happy to have you as part of the ABC Credit Union family. Come back and see us again soon!

- Thanks for the positive review regarding your auto loan, Cindy! The team here at ABC Credit Union is thrilled to hear the feedback and we're proud to be one of the top financial institutions in Washington, DC!

Respond to all reviews, not just the negative ones

- Write pre-canned text for responses
 - Create templates in CUBrandMonitor for Google and Facebook reviews.



The screenshot shows a user interface for writing a response to a review. It features a text input field with the placeholder text "Write new response to this review". Below the input field is a dropdown menu labeled "Select Template" with a yellow gear icon to its right, indicating a settings or template selection function.

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Have Reviews On Multiple Sites

Top 3 Review Sites




Share positive reviews on other sites

- Look at reviews as mini testimonials
- Look for the  in CUBrandMonitor!

Make Responding A Habit

- Respond at the same time each day
 - Flag you morning CUBrandMonitor alert!
 - Account -> Users -> Click to edit user



- Set calendar reminders for yourself 
- Create a team calendar – take turns!

Review Team Structure

Marketing

Call Center


Member
Experience

Who should own?

Review Team Structure

- Create a review policy internally
 - Who is responsible for responding and to what types of reviews?
 - What protocol do respondents have to take each time they respond?
- Create a tiered system and determine when a review needs to be escalated
 - Mark these as tags in CUBrandMonitor for easy filtering and reporting

Create Tags In CUBrandMonitor

 Edit Review Tags

Tag Name Add

Review Tags:

google x Tier 1 x

Save Cancel

Example Scenario 1

5 Stars – Marketing responds with canned template or custom response

4 Stars – Marketing responds with custom response

3 Stars – Marketing assesses, if member relationship is at risk in any way, review gets escalated to member experience representative who then responds

2 Stars – Member experience rep responds using approved language provided by Risk Management team

1 Stars – Member service drafts response, response to be approved by VP of Risk before sent to member.

Example Scenario 2

5 Stars-4 Stars – Marketing responds with canned template or custom response

3 Stars -1 Star – Marketing responds with a generic “We are sorry to hear this! A representative will be reaching out.” - Direct message is sent to member addressing the issue.

Sharing Is Caring

Have a good review structure in place
at your credit union?

Email help@cubrandmonitor.com to
share your insight with peers!



Getting More Reviews

- Ask your members!
 - Automatic pop ups on online banking
 - Email campaigns
 - Postcards at branches (Postcard & Page method)
 - Use a custom link for tracking
 - Ask which branch they visited on the landing page
 - Make it a contest for your branches!

Example

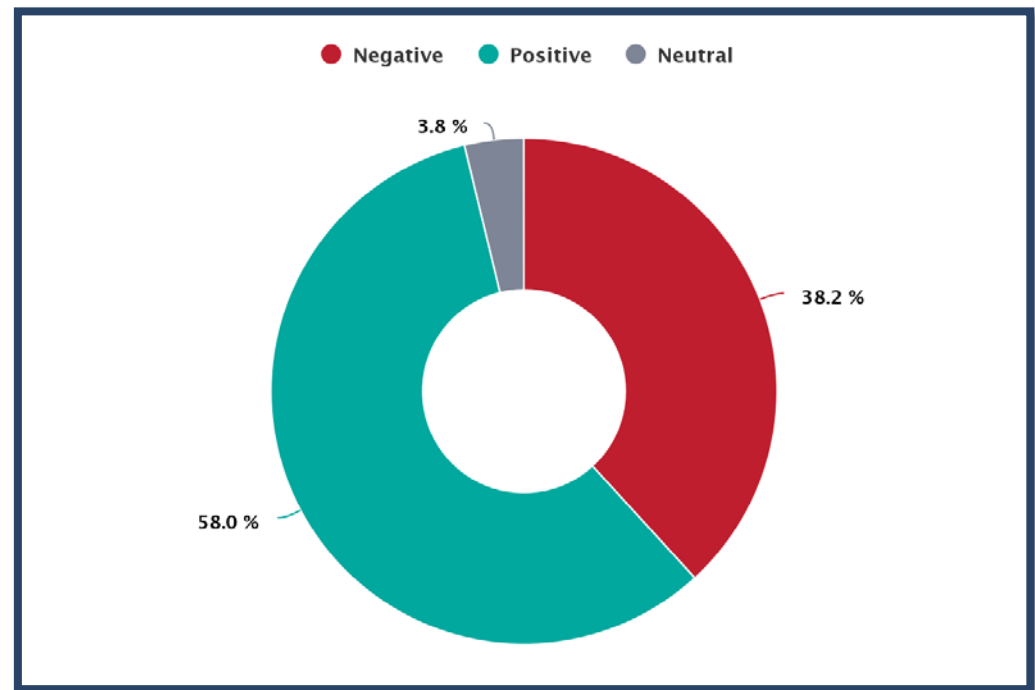


Be Careful!

- You *can* ask for reviews
- Don't incentivize for reviews
 - Discounts are in the gray zone, so avoid if possible.

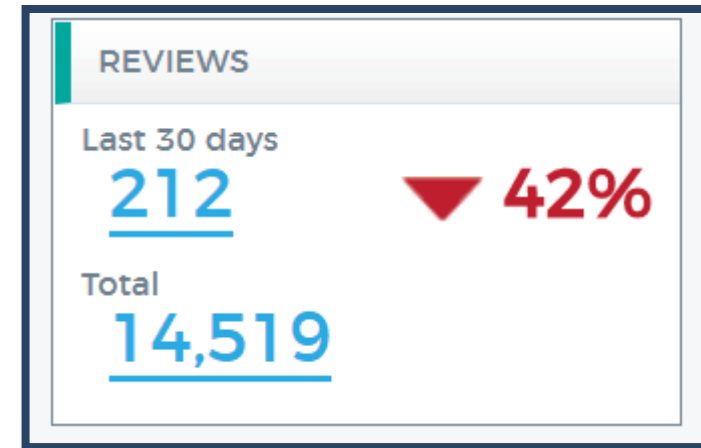
Review Reporting

- Download all reviews and review responses each month
- Monitor review sentiment



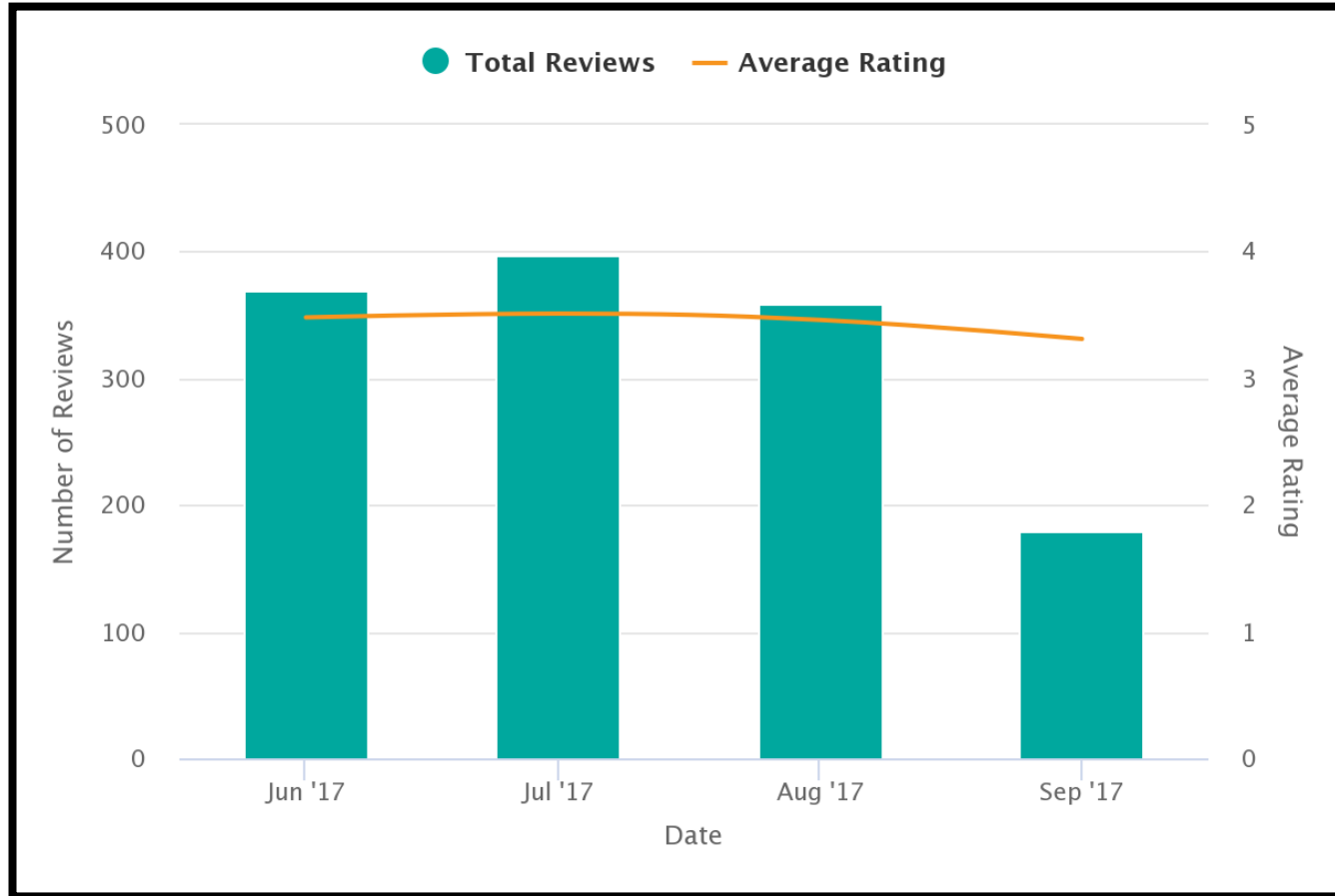
Review Reporting

- Data to report on:
 - # of reviews (total and across provider sites)
 - Month-over-month change
 - Average star rating
 - Month-over-month change
 - Average competitor star rating
 - Month-over-month change



Review Reporting

How are you trending?



Review Reporting

- Location with the most positive/negative reviews
 - Go to Reviews tab -> Report -> Store Comparison

Store Comparison Report - Last 3 Months vs. Previous 3 Months														Download		
Location	Rating ↕				Review Count ↓				Responded ↕		Review Type					
	You		Competitors		You		Competitors		You	Competitors	Negative	Neutral	Positive			
Middlesex Savings Bank, 6 Main Street, Natick, MA 01760	2.3	30%	2	56%	3	25%	1	50%	3	50%	0	2	0%	0	1	50%
Middlesex Savings Bank, 10 Main Street, Hopkinton, MA 01748	1	80%	5	0%	1	0%	1	50%	1		0	1		0	0	100%

Questions?

