Review Builder User Guide

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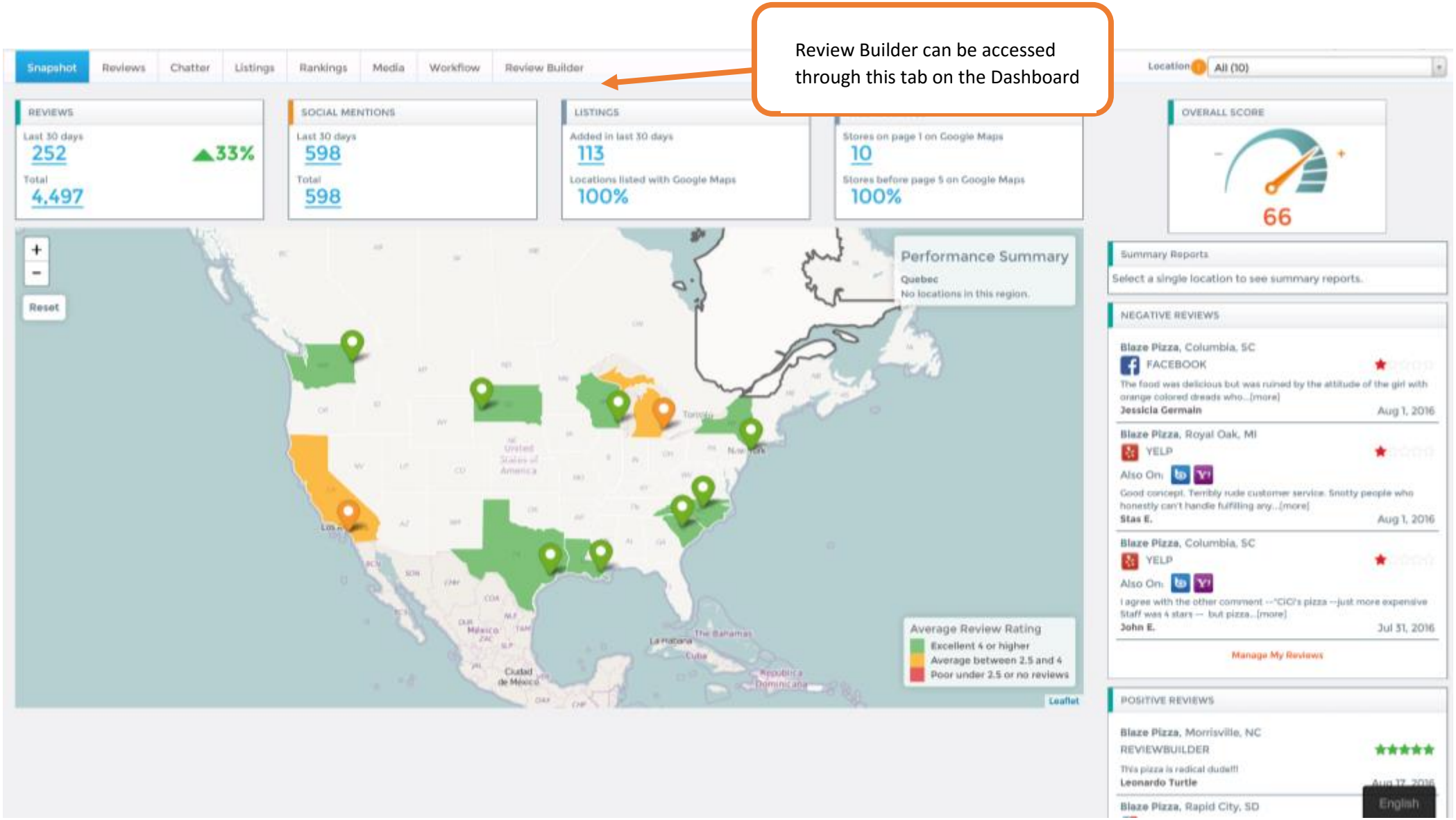
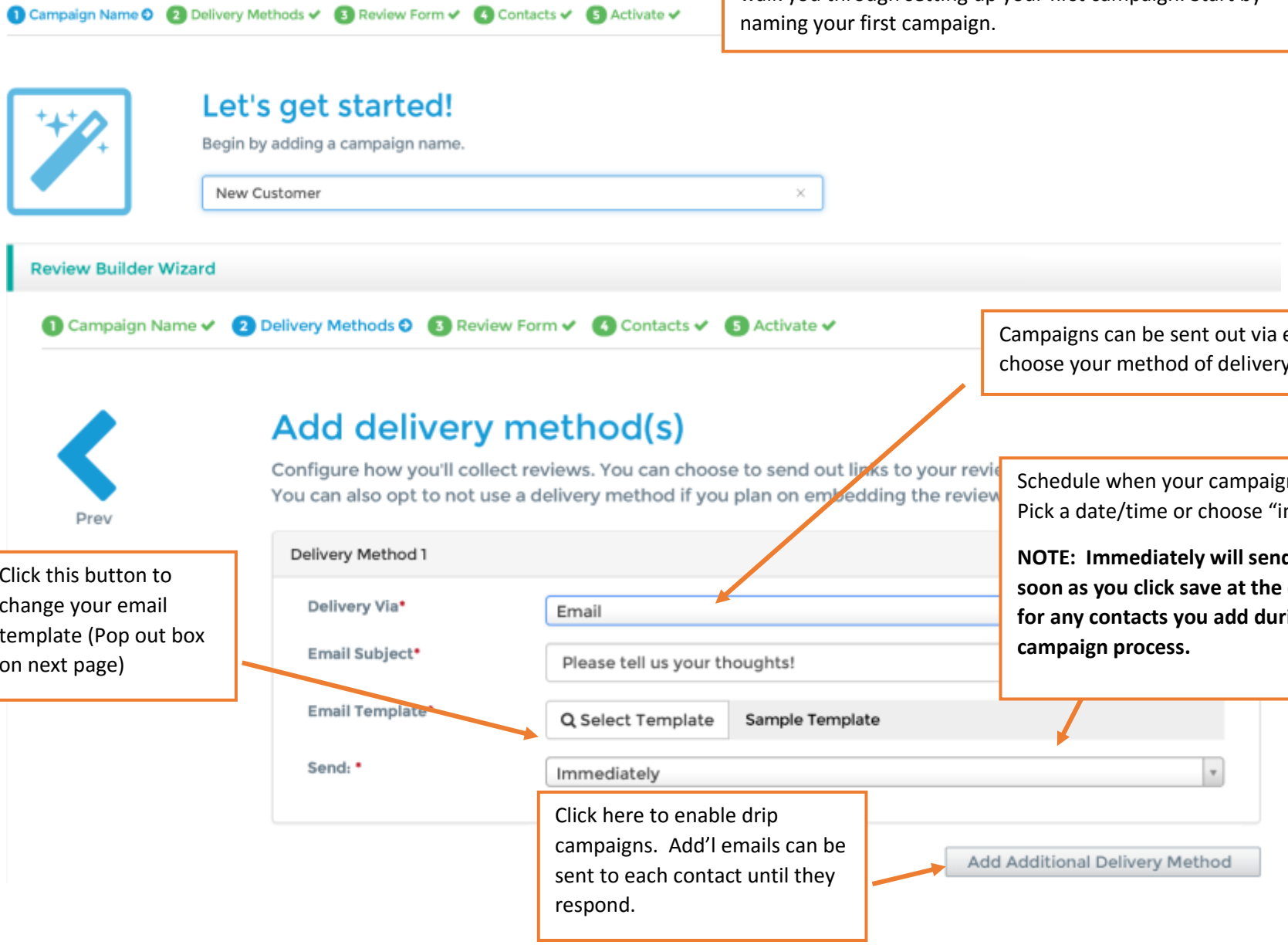
Overview

Review Builder is a platform for collecting customer feedback and generating positive reviews for your locations. Feedback requests are sent to your customers via email or text using customizable campaigns that you can setup and manage directly within the platform. You can also embed a widget on your website/store pages and have reviews show up there as well. Check your service agreement for guidelines on pricing which will vary based on usage.


Review Builder can be accessed through this tab on the Dashboard
Snapshot
Reviews
Chatter
Listings
Rankings
Media
Workflow
Review Builder
Location
All (10)
REVIEWS
Last 30 days
252
▲33%
Total
4,497
SOCIAL MENTIONS
Last 30 days
598
Total
598
LISTINGS
Added in last 30 days
113
Locations listed with Google Maps
100%
Stores on page 1 on Google Maps
10
Stores before page 5 on Google Maps
100%
OVERALL SCORE
66
Reset
Performance Summary
Quebec
No locations in this region.
Average Review Rating
Excellent 4 or higher
Average between 2.5 and 4
Poor under 2.5 or no reviews
Leaflet
Summary Reports
Select a single location to see summary reports.
NEGATIVE REVIEWS
Blaze Pizza, Columbia, SC
FACEBOOK
The food was delicious but was ruined by the attitude of the girl with orange colored dreads who...[more]
Jessicia Germain
Aug 1, 2016
Blaze Pizza, Royal Oak, MI
YELP
Also On:
Good concept. Terribly rude customer service. Snotty people who honestly can't handle fulfilling any...[more]
Stas E.
Aug 1, 2016
Blaze Pizza, Columbia, SC
YELP
Also On:
I agree with the other comment --"CiCi's pizza --just more expensive Staff was 4 stars -- but pizza...[more]
John E.
Jul 31, 2016
Manage My Reviews
POSITIVE REVIEWS
Blaze Pizza, Morrisville, NC
REVIEWBUILDER
This pizza is radical dude!!!
Leonardo Turtle
Blaze Pizza, Rapid City, SD
English

Campaign Wizard-Delivery

When you first login, you'll come to our Wizard, which will walk you through setting up your first campaign. Start by naming your first campaign.



Campaigns can be sent out via email or SMS, choose your method of delivery here

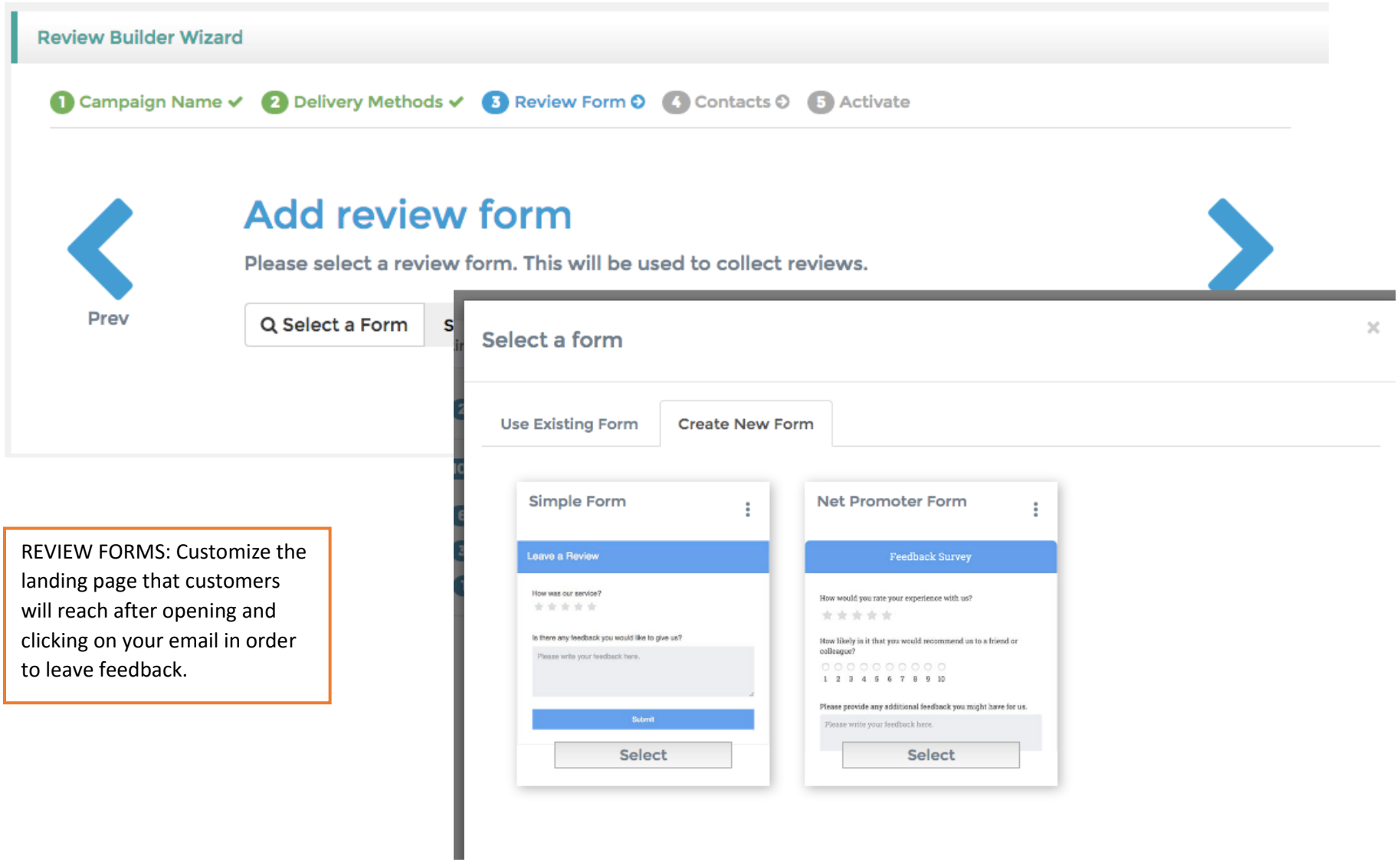
Schedule when your campaign will send out. Pick a date/time or choose "immediately."

NOTE: Immediately will send out emails as soon as you click save at the end of the wizard for any contacts you add during the wizard campaign process.

Click this button to change your email template (Pop out box on next page)

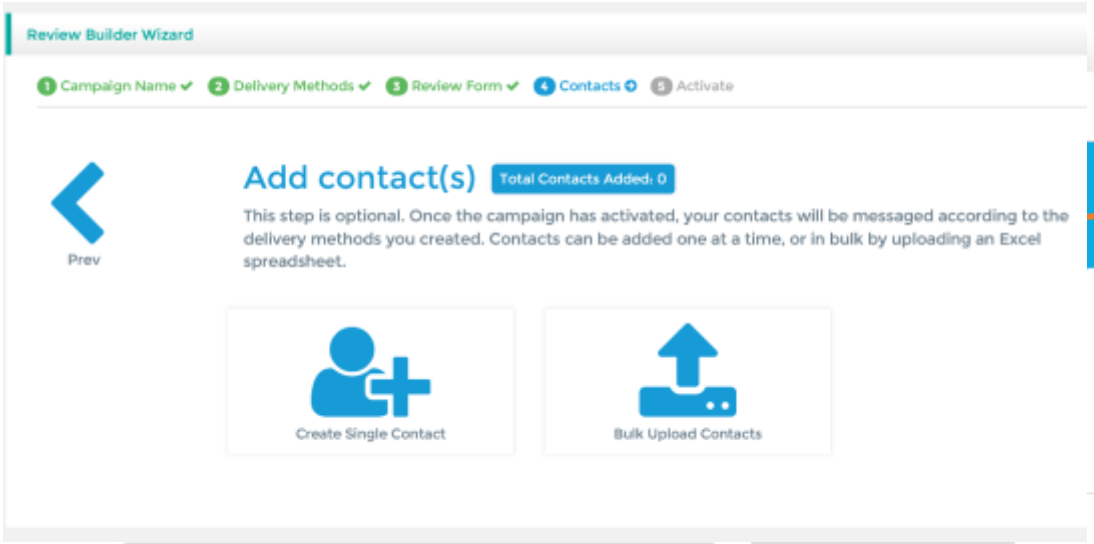
Click here to enable drip campaigns. Add'l emails can be sent to each contact until they respond.

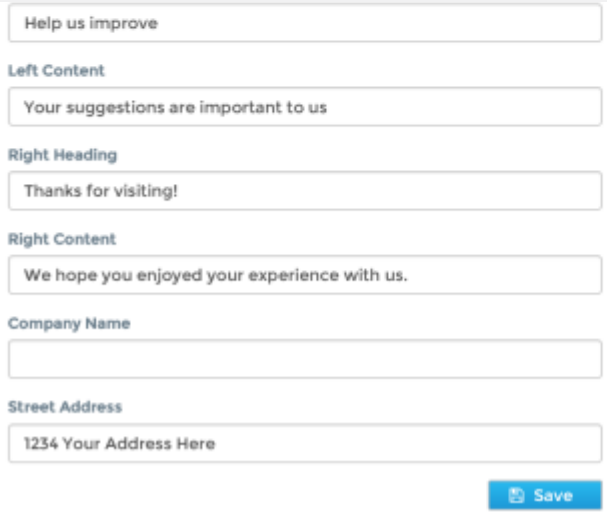
Campaign Wizard-Review Form

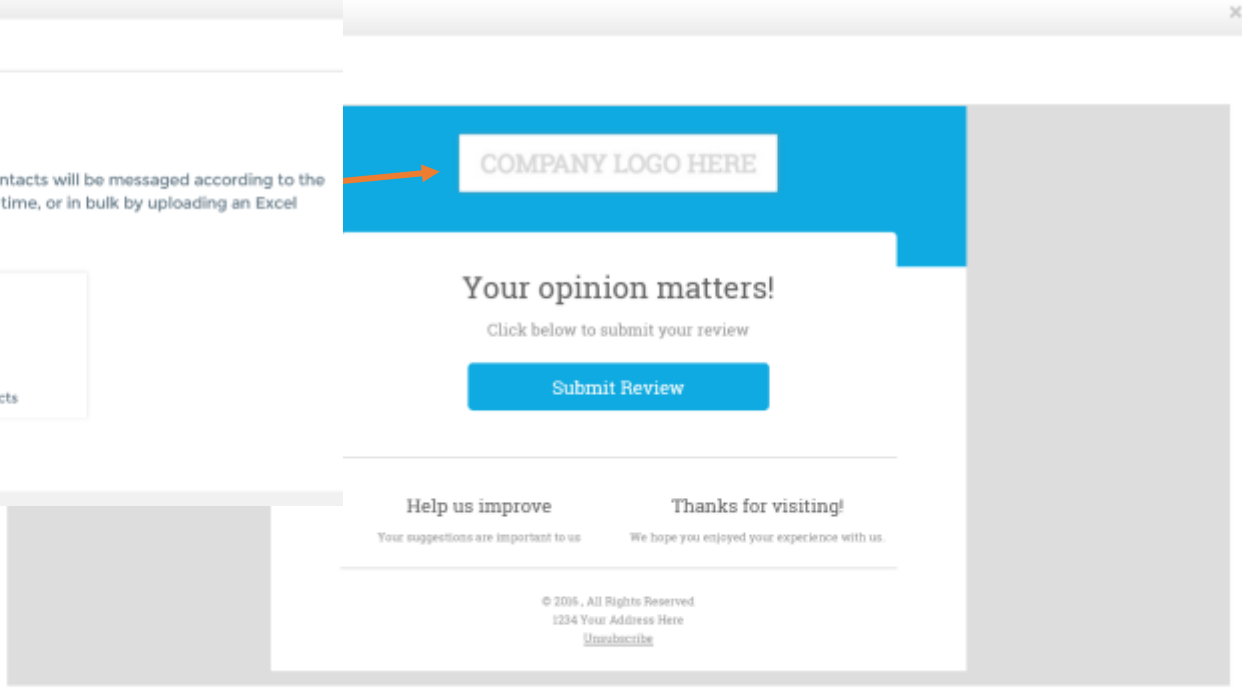


REVIEW FORMS: Customize the landing page that customers will reach after opening and clicking on your email in order to leave feedback.

Campaign Wizard-Email



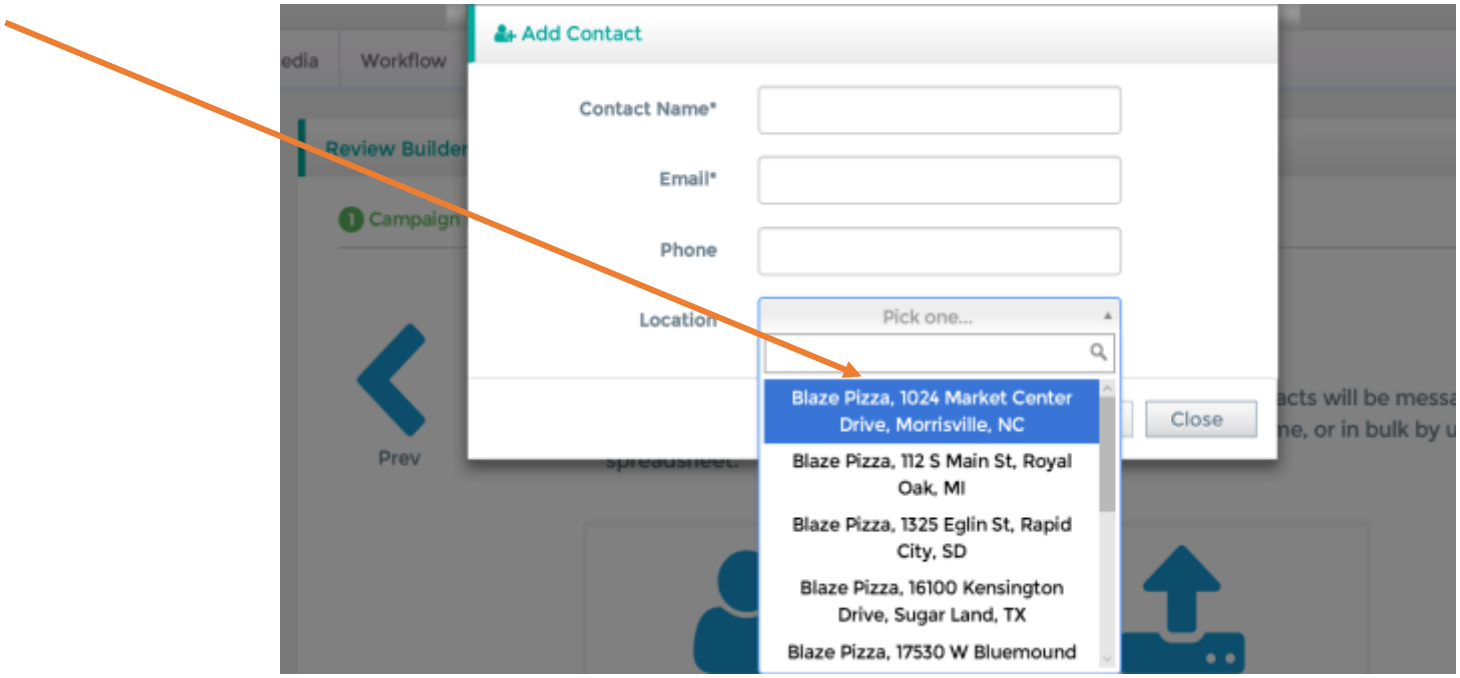


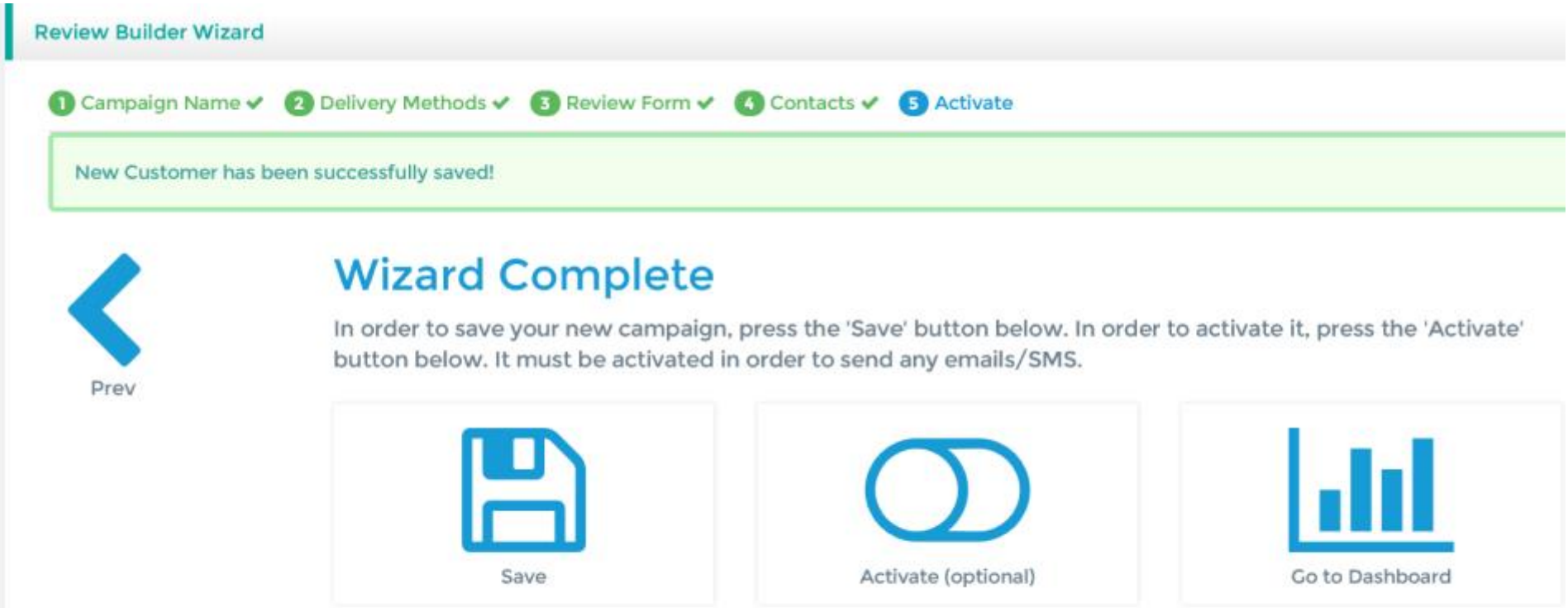


Create/Edit your review templates here. The more personalized you can be, the better!

Campaign Wizard-Contacts

Add contacts to your campaigns from this tab. You can tie customers to specific locations, all you need is their name and email (phone # optional)





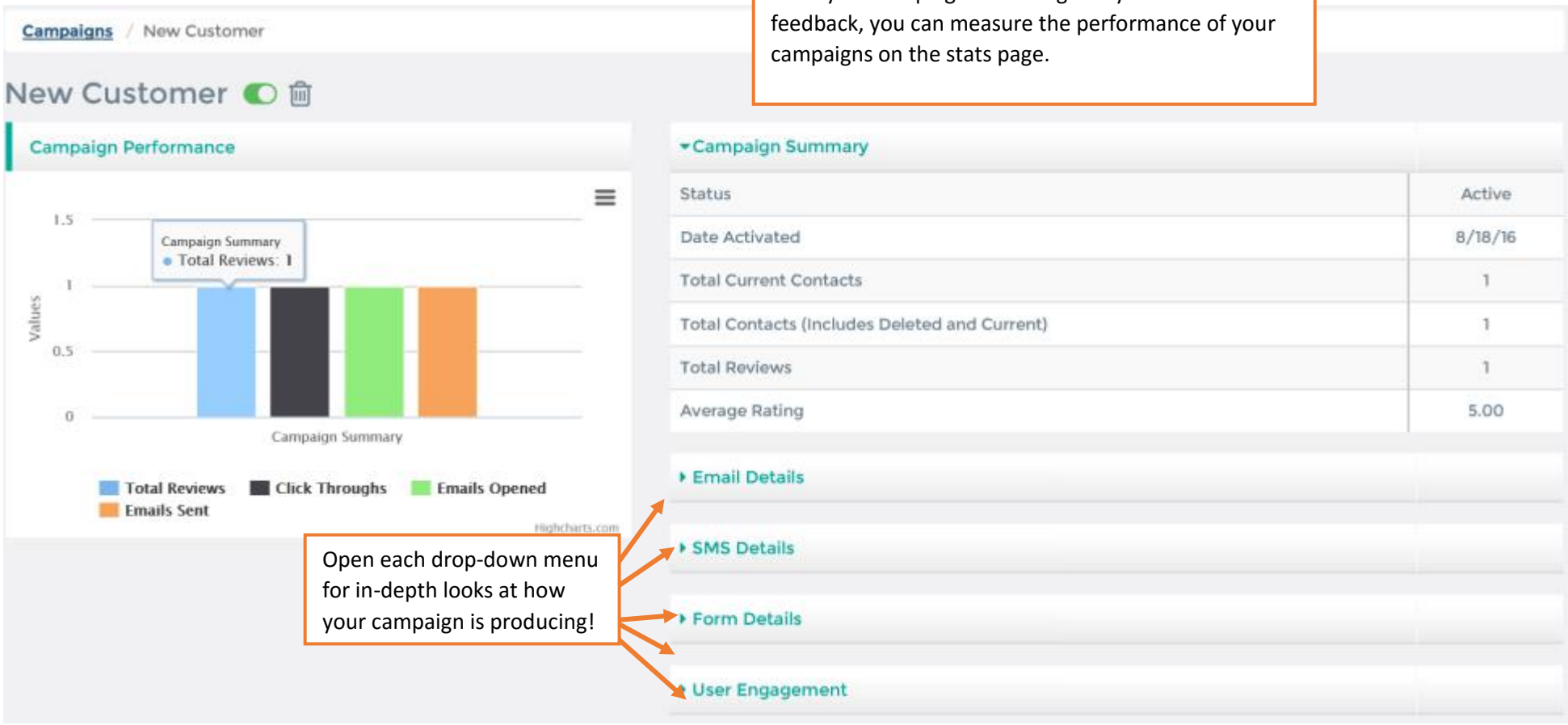
That's it! Save your campaign.

Activate: This will turn on your campaign. The contacts you added will be sent email/text upon the next time period you selected earlier.

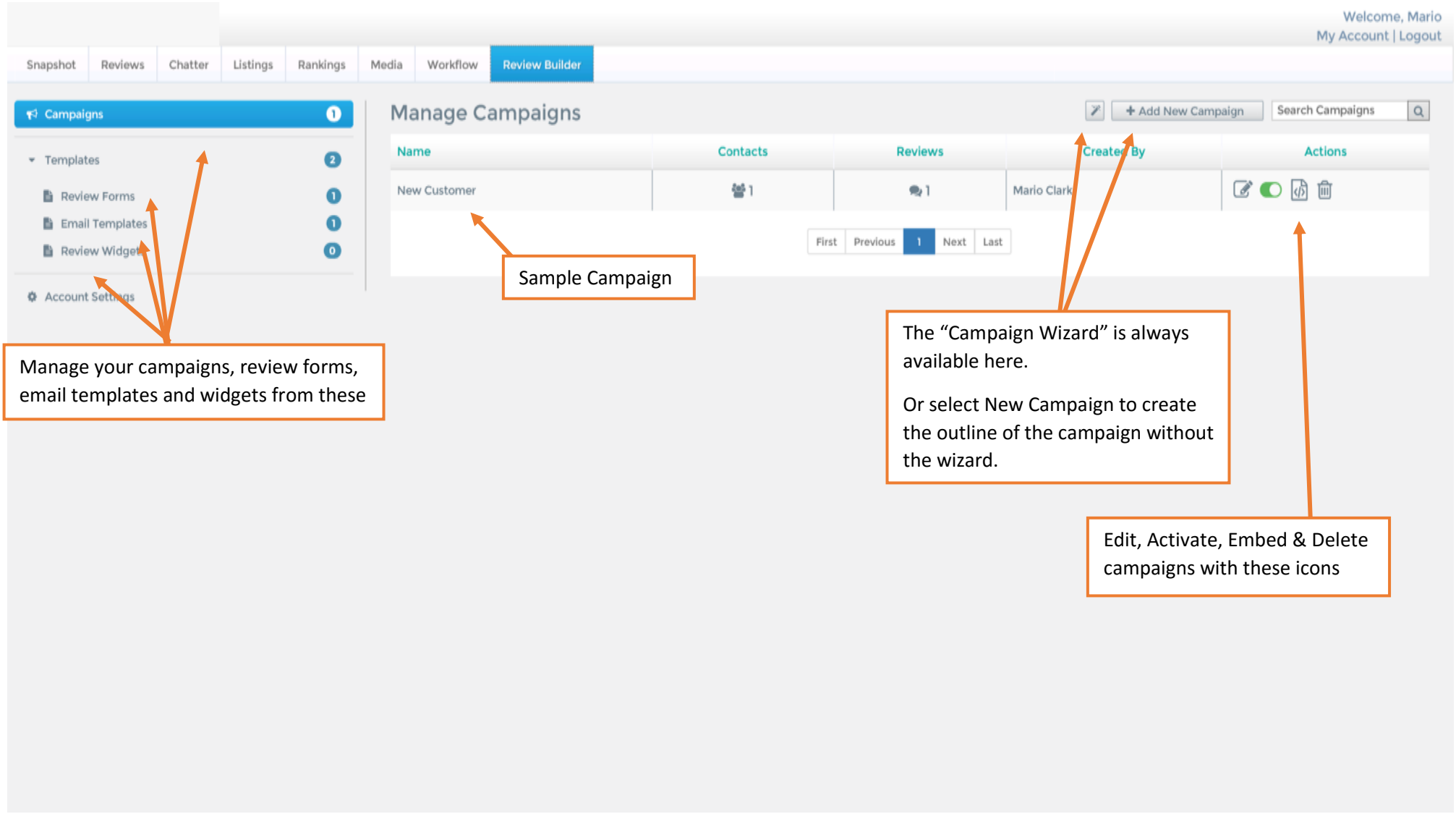
NOTE: Immediately will send out emails as soon as you click save at the end of the wizard for any contacts you add during the wizard campaign process.

Campaign Performance

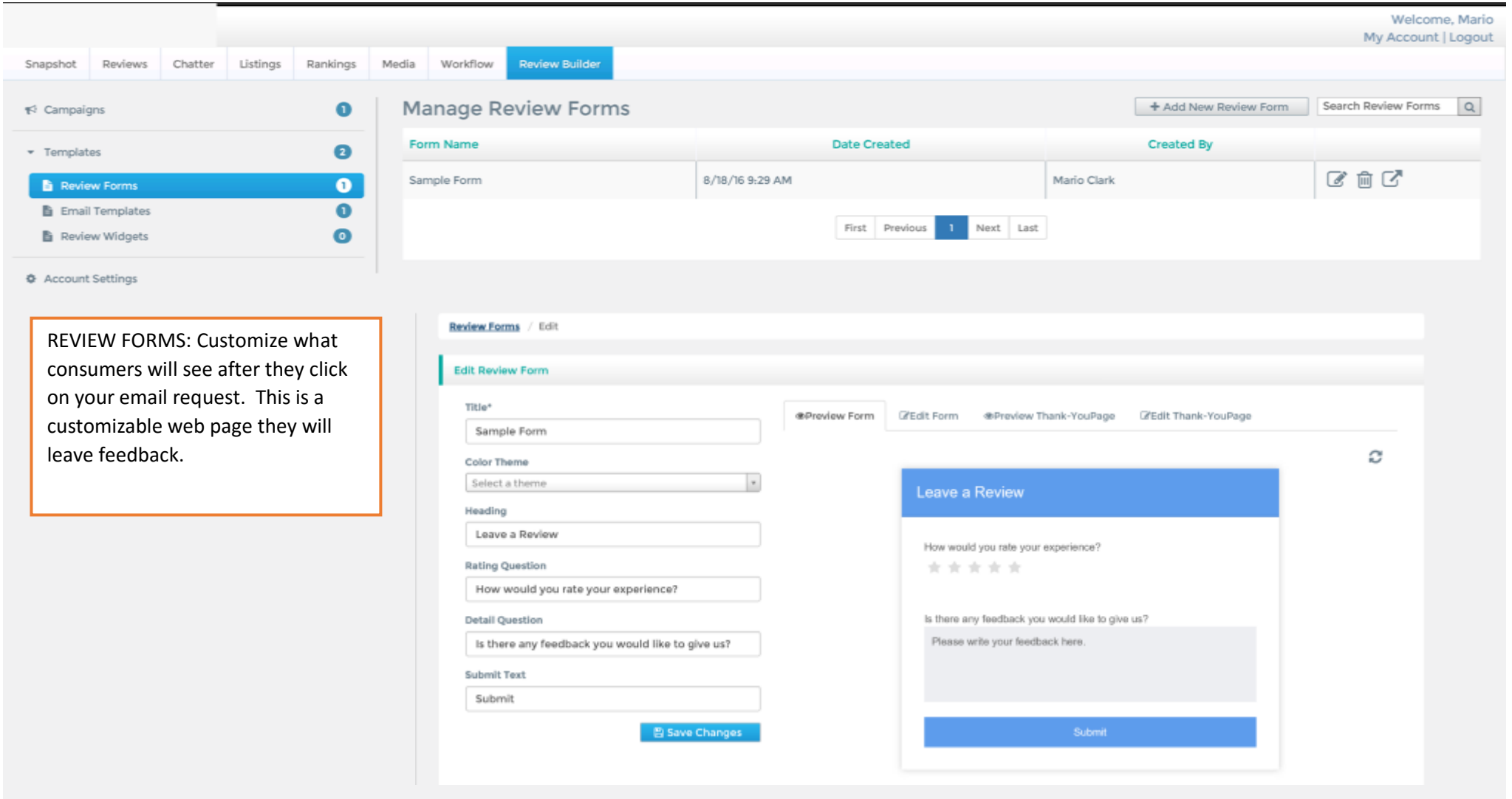
Once your campaign is running and you start to collect feedback, you can measure the performance of your campaigns on the stats page.

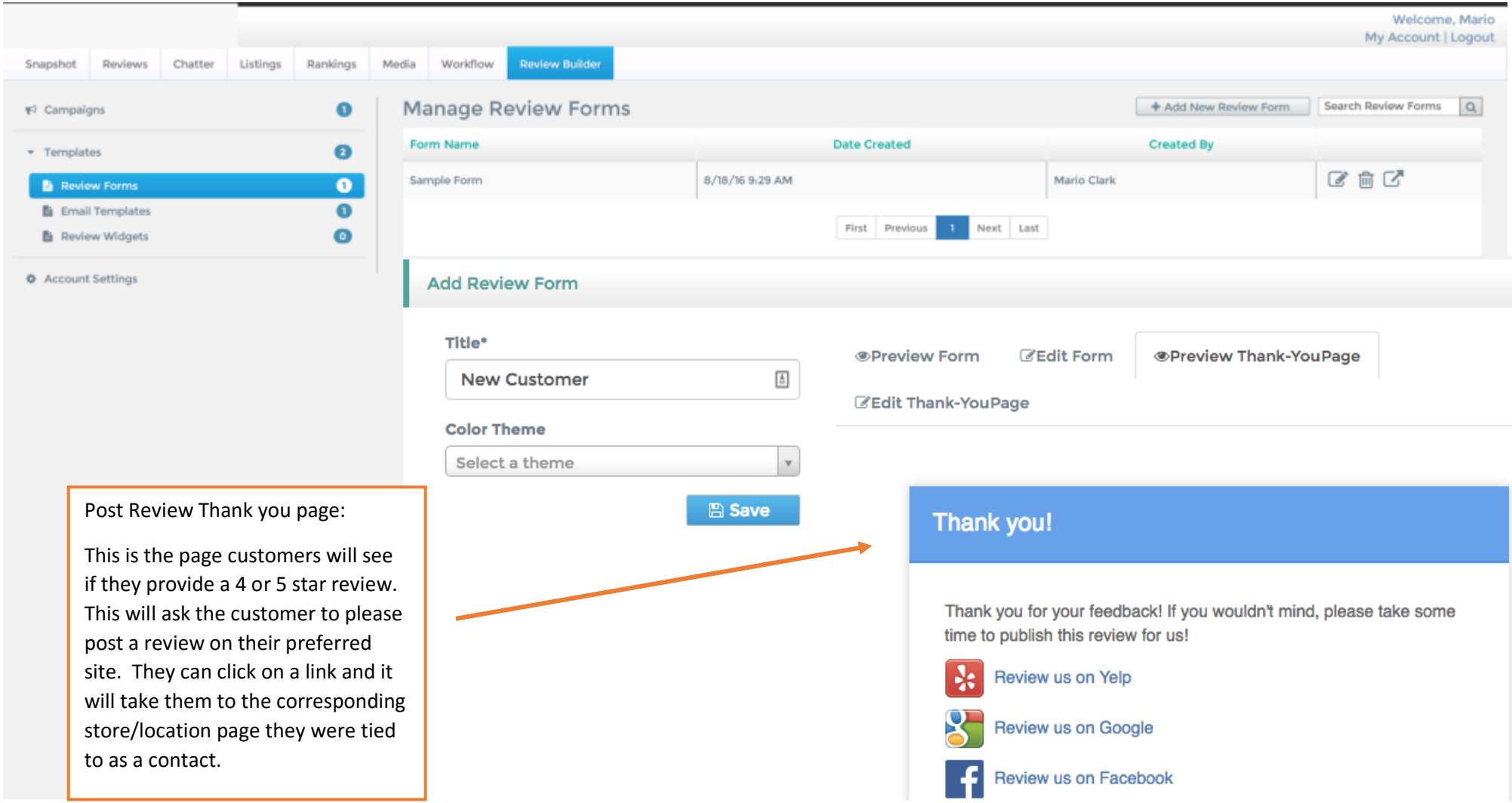


Open each drop-down menu for in-depth looks at how your campaign is producing!


Welcome, Mario
My Account | Logout
Snapshot
Reviews
Chatter
Listings
Rankings
Media
Workflow
Review Builder
Campaigns
Templates
Review Forms
Email Templates
Review Widgets
Account Settings
Manage Campaigns
+ Add New Campaign
Search Campaigns
Name
Contacts
Reviews
Created By
Actions
New Customer
Mario Clark
First
Previous
Next
Last
Sample Campaign
Manage your campaigns, review forms, email templates and widgets from these
The “Campaign Wizard” is always available here.
Or select New Campaign to create the outline of the campaign without the wizard.
Edit, Activate, Embed & Delete campaigns with these icons

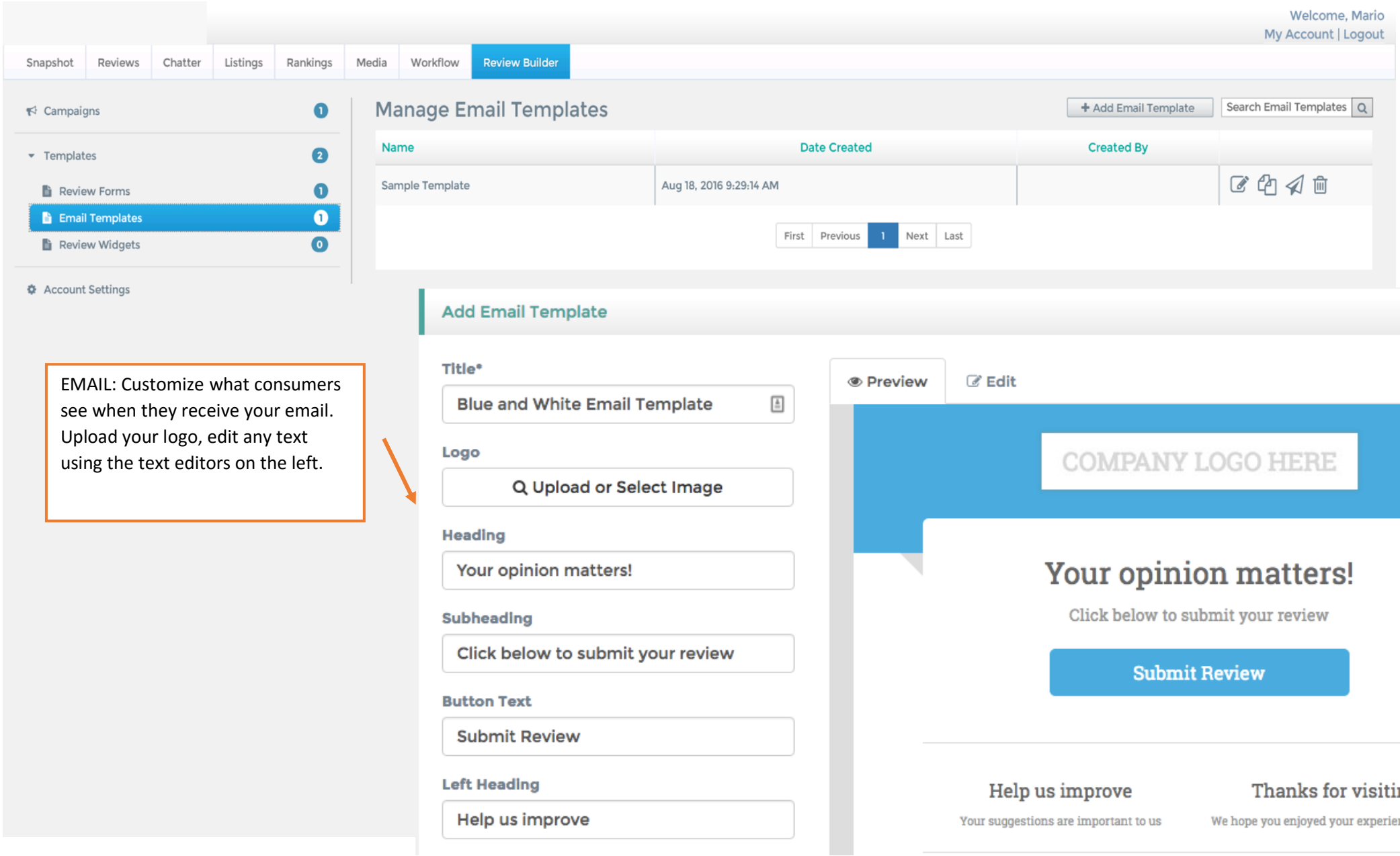
REVIEW FORMS: Customize what consumers will see after they click on your email request. This is a customizable web page they will leave feedback.



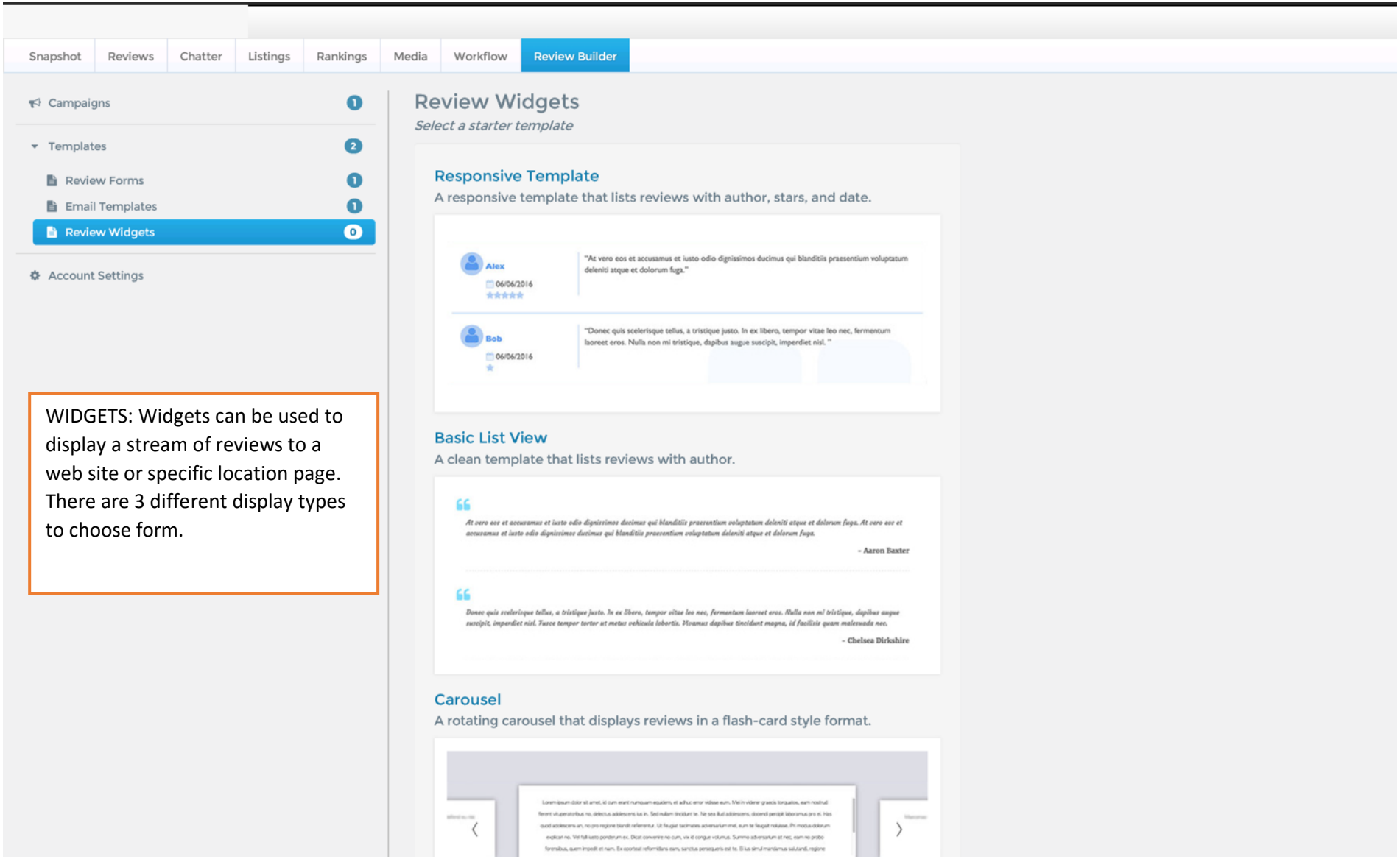


Post Review Thank you page:

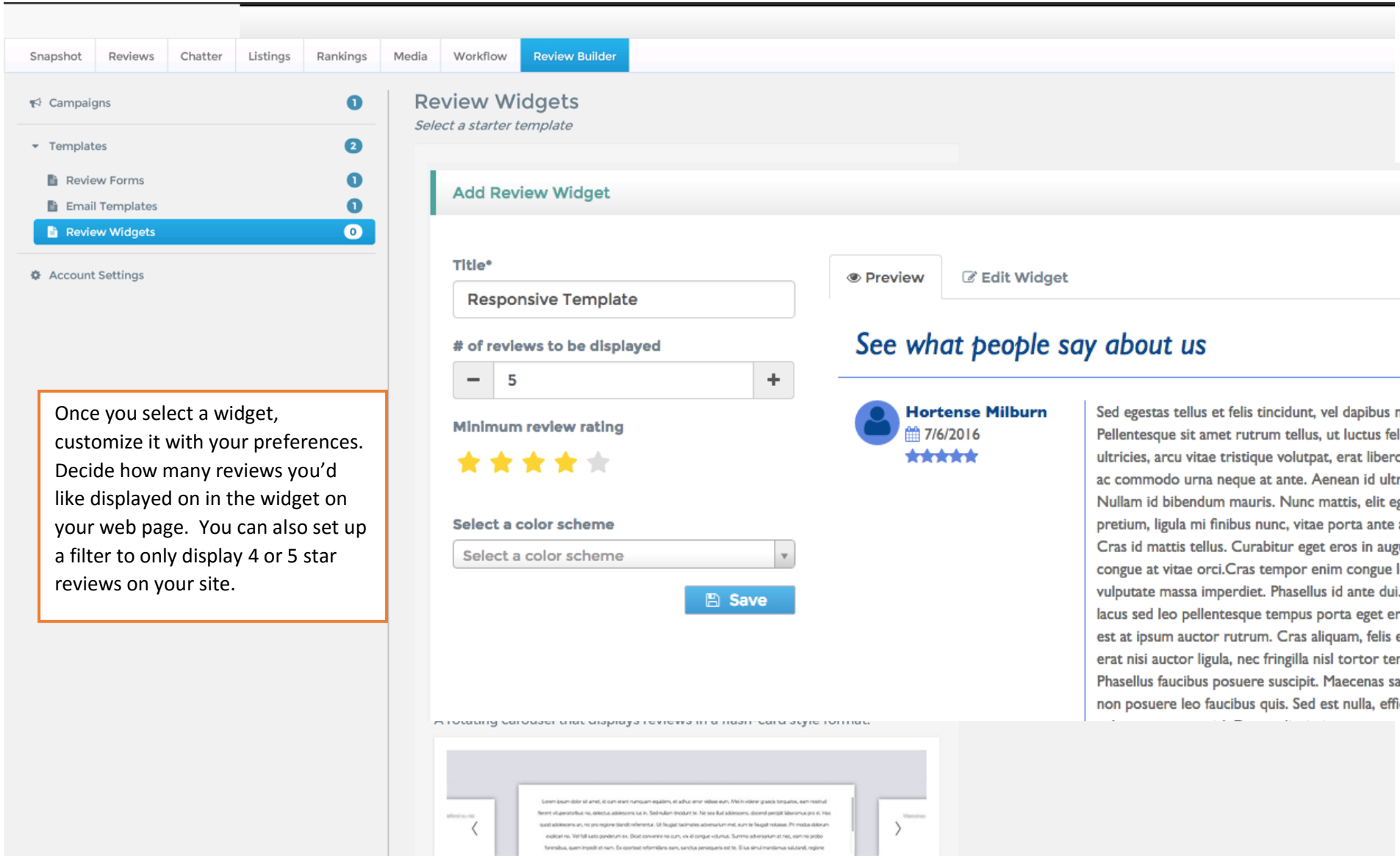
This is the page customers will see if they provide a 4 or 5 star review. This will ask the customer to please post a review on their preferred site. They can click on a link and it will take them to the corresponding store/location page they were tied to as a contact.



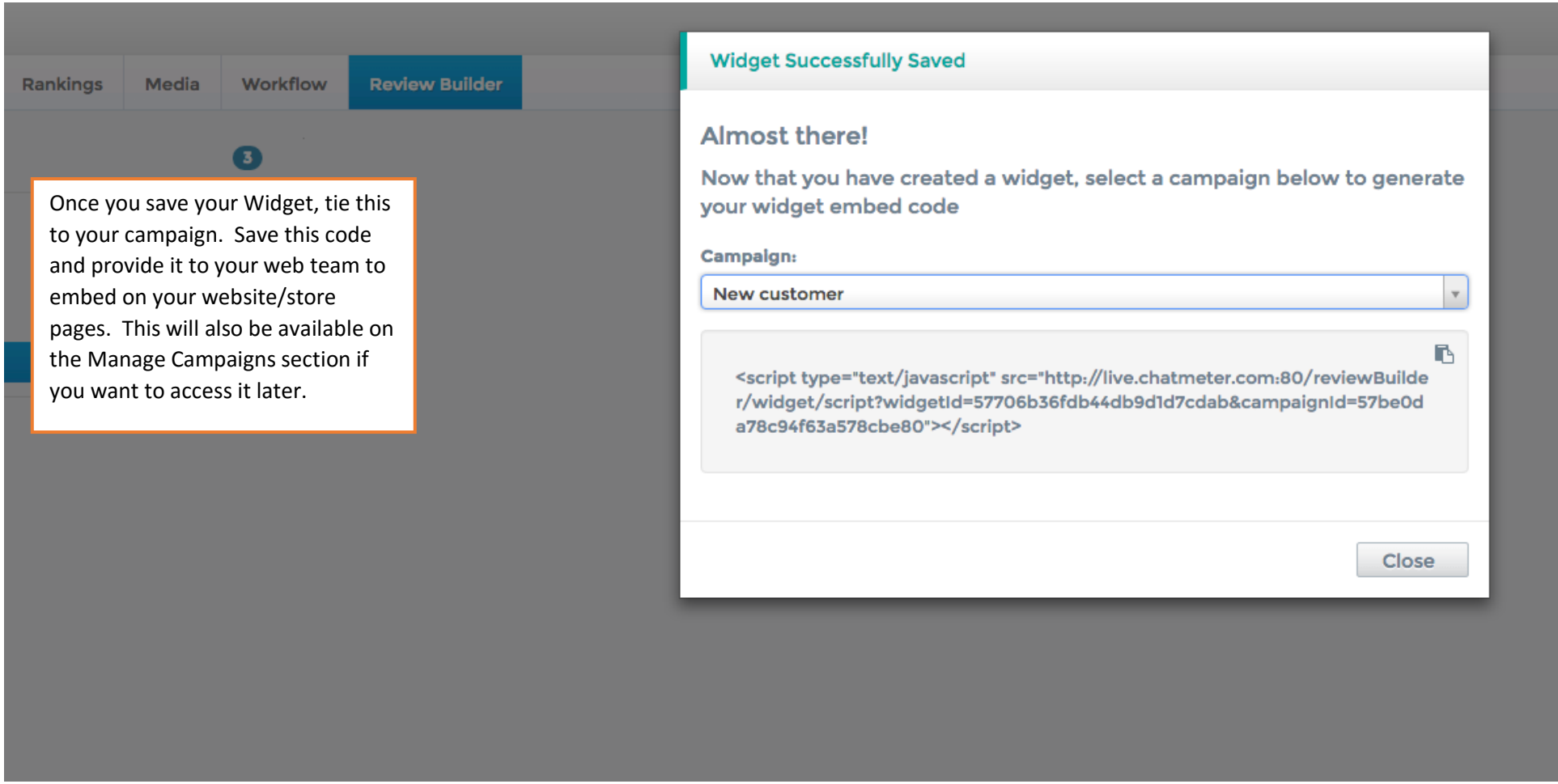
EMAIL: Customize what consumers see when they receive your email. Upload your logo, edit any text using the text editors on the left.

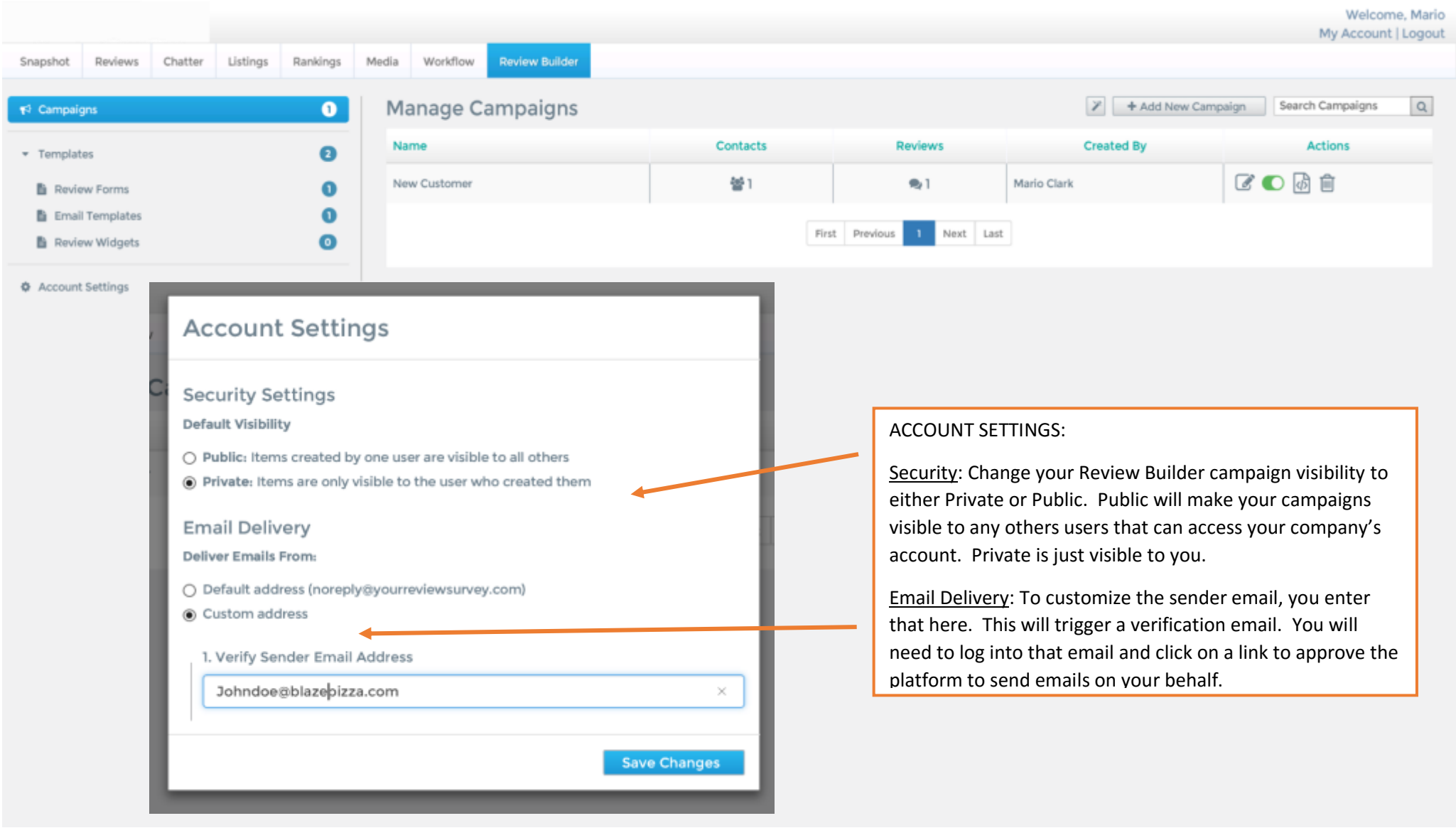


WIDGETS: Widgets can be used to display a stream of reviews to a web site or specific location page. There are 3 different display types to choose form.



Once you select a widget, customize it with your preferences. Decide how many reviews you'd like displayed on in the widget on your web page. You can also set up a filter to only display 4 or 5 star reviews on your site.

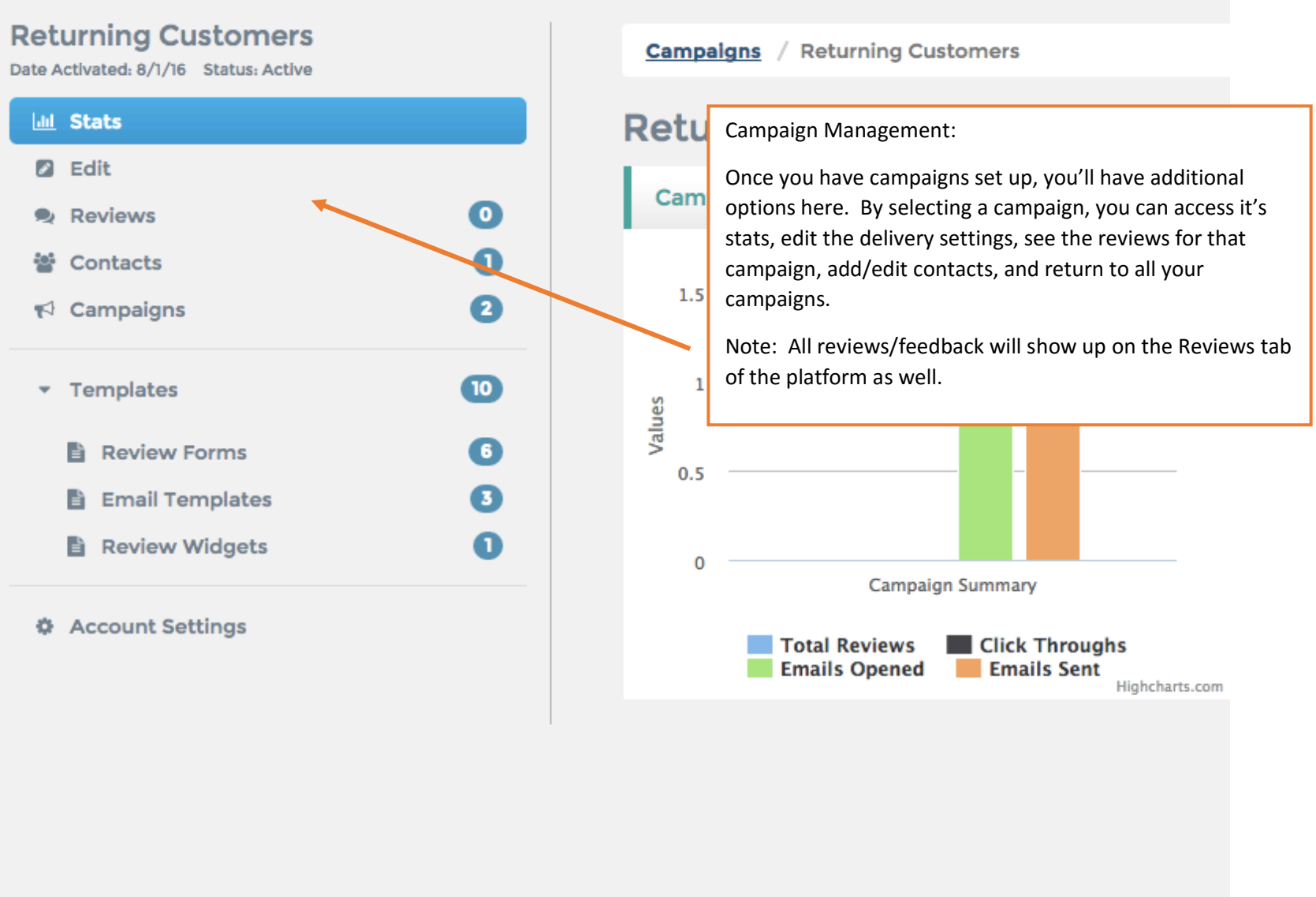

Rankings
Media
Workflow
Review Builder
3
Once you save your Widget, tie this to your campaign. Save this code and provide it to your web team to embed on your website/store pages. This will also be available on the Manage Campaigns section if you want to access it later.
Widget Successfully Saved
Almost there!
Now that you have created a widget, select a campaign below to generate your widget embed code
Campaign:
New customer
<script type="text/javascript" src="http://live.chatmeter.com:80/reviewBuilder/widget/script?widgetId=57706b36fdb44db9d1d7cdab&campaignId=57be0da78c94f63a578cbe80"></script>
Close



ACCOUNT SETTINGS:

Security: Change your Review Builder campaign visibility to either Private or Public. Public will make your campaigns visible to any others users that can access your company's account. Private is just visible to you.

Email Delivery: To customize the sender email, you enter that here. This will trigger a verification email. You will need to log into that email and click on a link to approve the platform to send emails on your behalf.


Returning Customers
Date Activated: 8/1/16 Status: Active
Stats
Edit
Reviews 0
Contacts 1
Campaigns 2
Templates 10
Review Forms 6
Email Templates 3
Review Widgets 1
Account Settings
Campaigns / Returning Customers
Campaign Management:
Once you have campaigns set up, you'll have additional options here. By selecting a campaign, you can access it's stats, edit the delivery settings, see the reviews for that campaign, add/edit contacts, and return to all your campaigns.
Note: All reviews/feedback will show up on the Reviews tab of the platform as well.
1.5
1
0.5
0
Values
Campaign Summary
Total Reviews
Click Throughs
Emails Opened
Emails Sent
Highcharts.com