Customer Success Story: Online Reviews

Quick Key Locksmith

The Client

The owner of Quick Key Locksmith came to us in need of exposure for his business. In addition, he wanted to build his online credibility. As you may already know, building credibility online is important in every industry, but especially in the home services industry.

Think about it. As a service provider, your customers invite you or your employees into their homes. In addition, they trust you to get the job done. As a matter of fact, 91% of consumers say they regularly read online reviews before making a purchase. As a result, online reviews are very important for building trust with prospective customer pre-sale.
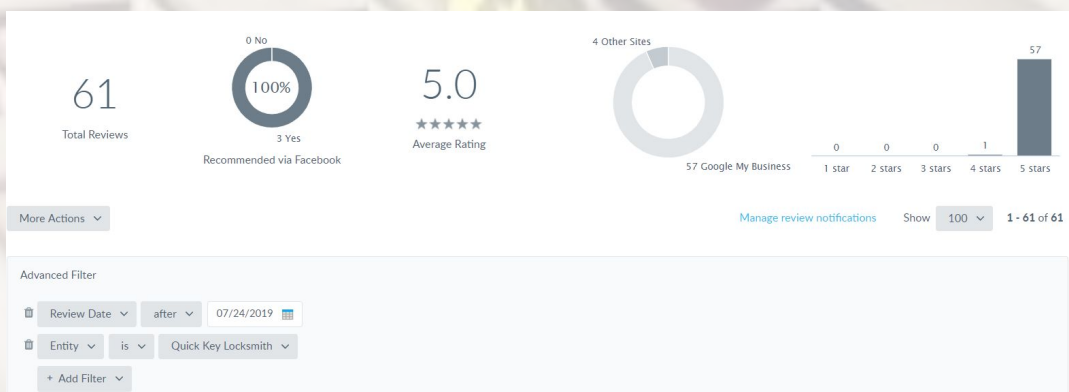
The Solution

With the client's issue recognized, we proposed our reputation management solution to him. Not only would it automate review generation for him, but also it would allow him to respond to reviews from our online dashboard.

The Results

After just a month, our reputation management solution helped the merchant generate a substantial amount of reviews, leading to a 5.0 average rating. After all, consumers are more likely to leave a positive review when asked to leave one.

Here is an image of the merchant's dashboard powered by TAPLocal as of August 24 (one month after launch). In that time, the business owner has generated a lot of reviews and responded to 100% of them thanks to the simplicity offered by our solution.

All You Have To Do Is Ask

As you can see, all you have to do is ask for reviews. Luckily, our reputation management solution automates review generation via text message. In addition, our dashboard (image above) allows our clients to automate and/or manage their review responses.