



RatePoint

Connect with customers, increase sales, and grow your business.



Grow Your Business with RatePoint

Doing business on the Web is very different than conducting business face-to-face. On the web there is little personal interaction and it only takes one slight slip up and a customer can leave with the click of a mouse!

To make up for a lost customer, you could spend 8 to 10 times more than keeping an existing one! With RatePoint, you can easily accomplish your sales, marketing, and customer services objectives – while staying connected with customers to build consumer trust and improve retention and repeat business.

Protect and Build Your Online Reputation

Every day millions of consumers read and share reviews about businesses. RatePoint provides you all the tools you need to encourage customers to speak up, and promote customer feedback. If there's a problem, RatePoint gives you an opportunity to fix it before it can impact your online reputation.

Boost Sales and Consumer Confidence

Research indicates that more than two-thirds of consumers today rely on reviews and ratings before making purchase decisions from on or offline businesses. RatePoint helps you capitalize on word-of-mouth marketing - by enabling you to share real, honest opinions, and comments from your customers, and turn shoppers into buyers.

Improve Customer Service and Satisfaction

Studies have shown that most unhappy customers don't complain, they just look for another company. You could be losing customers without even knowing why. With RatePoint, your customers are given an interactive method to provide insightful, honest feedback (good or bad), ultimately creating a more satisfying customer experience.

Stay Connected with Customers

Staying connected and communicating with customers can help build loyal lasting relationships. Our email marketing and survey tools make it easy for you to keep in constant contact with customers and drive them to do more business with you.

Powerful Marketing Tools



Customer Feedback helps attract new customers. Studies show that over 77% of online shoppers turn to consumer reviews when making a purchasing decision.



Email Marketing keeps you in touch with customers. RatePoint's easy-to-use templates can create emails, promotions, and more. Analyze campaigns with e-mail reporting, tracking, and graphing features - including open and click-through rates.



Dispute Resolution helps you manage your online reputation--by requiring a good faith effort to resolve disputes, businesses and consumers have resolved over 90% of their negative reviews.



RatePoint's Dashboard provides you with up-to-date data on your RatePoint account including historical data so you can use your performance to optimize future campaigns.



Survey tools help you quickly create and send customer satisfaction surveys. Find out how you are doing or how you can improve your business directly from your customers.

What the Industry is Saying

- ▶ 71% of online shoppers read reviews, making it the most widely read consumer-generated content. (Forrester)
- ▶ 77% of online shoppers use reviews and ratings when purchasing (Jupiter Research, August 2006)
- ▶ A recent survey uncovered these critical statistics:
 - Companies lose 10 customers for every one that complains
 - 13% of people will tell more than 20 people about their bad experience
 - 90% of unhappy clients will not do business with the same company again

RatePoint: A Unique Competitive Advantage

When you compare RatePoint to the competition, RatePoint is the only solution that meets all of your needs, in a single location.

- ▶ Allows consumers and businesses to interact
- ▶ Unique technology with integrated site seal and customer feedback platform
- ▶ A proactive mechanism to collect feedback and reviews
- ▶ Credible, authenticated reviews
- ▶ Promotes quality of a business
- ▶ Completely localized for French, Spanish & German markets
- ▶ Offers tools such as surveys and email marketing

	RatePoint SM Reputation is Everything	Business Directories / Search Engines Merchant Circle, City Search, YellowPages.com	Site Seals HackerSafe, Trust-e, Better Business Bureau	Consumer Review Sites Yelp, Angie's List, Better Business Bureau	Product Review Technologies BazaarVoice, PowerReviews	Email Marketing Platforms Constant Contact, Vertical Response	Survey Tools SurveyMonkey, Vovici
Consumer Reviews	✓	✓	✗	✓	✓	✗	✗
Authenticated Consumer Reviews	✓	✗	✗	✗	✗	✗	✗
Email Marketing Services	✓	✗	✗	✗	✗	✓	✗
Customizable Survey Tools	✓	✗	✗	✗	✗	✓	✓
Dispute Resolution Tools	✓	✗	✗	✗	✗	✗	✗
Trusted Site Seal	✓	✗	✓	✗	✗	✗	✗
Online Business Directory	✓	✓	✓	✓	✗	✗	✗
Testimonials and Widgets	✓	✗	✗	✗	✗	✗	✗
<i>Complete Suite of Tools to Manage & Improve Online Reputation</i>	✓	✗	✗	✗	✗	✗	✗

Learn more about RatePoint!