



DUNKIN DONUTS

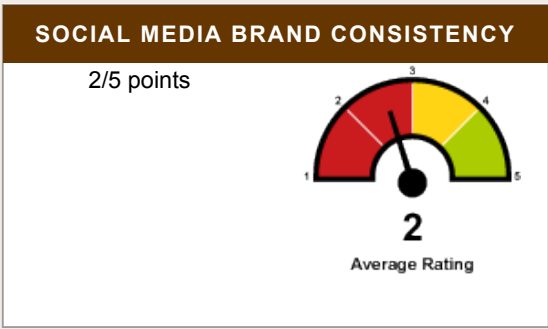
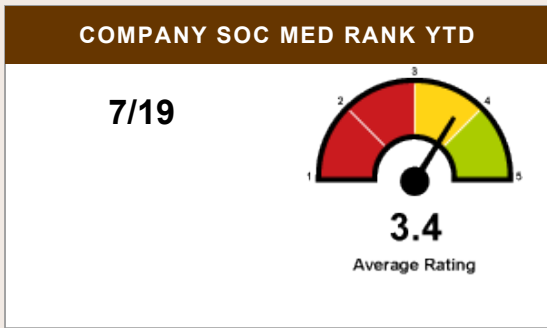
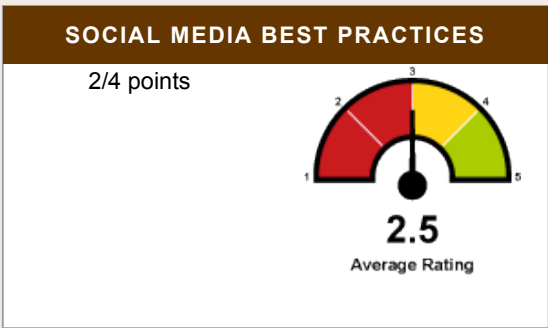
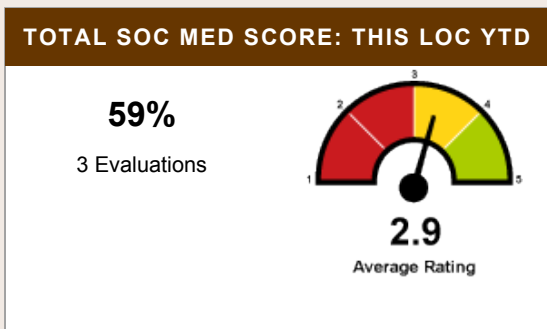
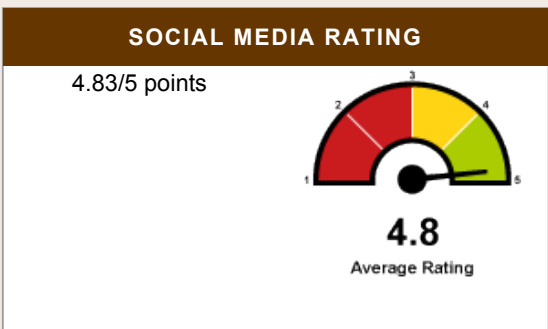
EVALUATION # 310201

A3

FOXBORO: PATRIOT PLACE

06-01-2018

SURVEY: SOCIAL REVIEWS



SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Social Media Rating	✔ 97%	🟡 80%	▲ +17%
Soc Media Best Pr...	✘ 50%	✘ 25%	▲ +25%
Soc Media Brand C...	✘ 40%	✘ 40%	-- +0%



QUESTION	SCORE	ANSWER
Social Review Link		
https://www.sassieshop.com/2su/admin/SocialReviews/?c=91&l=40421&s=2018-06-01		
Start of Period		06/01/2018
End of Period		06/30/2018
Social Media Rating		
Average Rating		4.83
Number of Reviews		6
Number of Negative Reviews		0
Number of Positive Reviews		6
Number of Claimed Profiles		6
Social Media Best Practices		
Did your location respond to at least 25% of their positive reviews?	0/1	N
<i>Best Practice: Responding to positive reviews (reviews with 4 and 5 star ratings) shows appreciation to your most loyal customers. Many review sites encourage businesses to respond to most reviews - but 25% will at least show acknowledgment and drive customer engagement.</i>		
Percentage of positive reviews responded to		0
<i>Tip:</i>		
<p>Make sure the appropriate team members are being notified about positive reviews so they have an opportunity to respond. Service Universe can provide real-time updates to all of your managers on their mobile phones or computers.</p>		
Did your location respond to at least 80% of their negative reviews?	0/1	N
<i>Best Practice: Negative reviews (reviews rated 3 stars or lower) are often the only outlet a customer feels they have so their voice is heard. Therefore, responding to negative reviews is an act of customer service. You can try to resolve existing customer problems while at least showing potential customers that you care about reviews and responding to customers.</i>		
Percentage of negative reviews responded to		0
<i>Tip:</i>		
<p>Make sure the appropriate team members are being notified promptly about negative reviews. Customers are more likely to change their rating and update their review if the situation is resolved within 24 hrs. Service Universe offers an additional service to help you quickly respond to your negative reviews as soon as they appear.</p>		
Did your location receive at least 5 new reviews	1/1	Y

Best Practice: New reviews are any reviews written since your last report. Getting fresh, new reviews will help your brand and establish customer trust. Over 50% of customers only read reviews written in the last 90 days.

Did your location average a 4 star rating or above 1/1 Y

Best Practice: Over 80% of customers shop with businesses that are rated 4 stars or higher. While it's normal to have off-months (especially if you receive a low volume of reviews), you do not want this to be a trend.

Social Media Brand Consistency

Have all essential profiles been created for your location 1/1 Y

Best Practice: Customers look for businesses on several different review sites across the web. Every business, regardless of their industry, should have a local Yelp, Facebook, and Google profile.

Have all essential profile pages been claimed 1/1 Y

Best Practice: If your page is created but you have not claimed it – you have no ownership. That means you cannot respond to reviews, change business information, add pictures, etc. In short, you have no control over your brand on that page.

Did your location have a consistent business name across all profiles 0/1 N

Best Practice: To keep a consistent brand, your name should be the same across every profile (except for Facebook). If your name is inconsistent on profiles, it causes customer confusion and hurts your Google search results.

Business name field discrepancies

Google - Dunkin' Donuts

Yelp - Dunkin' Donuts

Yellow Pages - Dunkin' Donuts

Foursquare - Dunkin' Donuts

Trip Advisor - Dunkin' Donuts

Yelp - Dunkin' Donuts

Pick a consistent name for every profile. You either change this manually on each site or let Service Universe manage this for you. If your location is part of a larger chain, stay consistent with the chain's brand.

Did your location have a consistent phone number across all profiles 0/1 N

Best Practice: Customers will research and find your business via many different review sites. They should be able to see accurate business information, including phone numbers across every profile.



Phone number field discrepancies

Google - 5085432650

Yelp - 5085432650

Yellow Pages - 5085432650

Foursquare - 5085432650

Trip Advisor - 15085435460

Yelp - 5085439031

If your profile is claimed, you can change the phone number at anytime manually or let Service Universe manage this for you. The only time you will want to have a separate phone is for tracking reasons – otherwise it becomes confusing to customers.

Did your location have a consistent address across all profiles

0/1

N

Best Practice: Customers will research and find your business via many different review sites. They should be able to see consistent business information, including addresses across every profile. Additionally, more profiles will show up in Google search results if you use a consistent address.

Address field discrepancies

Google - 221 Patriot Pl

Yelp - 221 Patriot Pl

Yellow Pages - [none]

Foursquare - 1 Patriot Pl

Trip Advisor - 127 Main St

Yelp - 268 Patriot Pl

If your profile is claimed, you can change the address at anytime manually or let Service Universe manage this for you. We highly suggest every profile has identical addresses.

Did your location have consistent hours across all profiles

0/1

No

Best Practice: Customers will research and find your business via many different review sites. They should be able to see accurate business information, including business hours across every profile.



Hours discrepancies

Google - thursday:0700-2100 sunday:0700-2100 monday:0700-2100 tuesday:0700-2100 saturday:0700-2300 friday:0700-2300 wednesday:0700-2100

Yelp - thursday:0700-2100 sunday:0700-2100 monday:0700-2100 tuesday:0700-2100 saturday:0700-2300 friday:0700-2300 wednesday:0700-2100

Yellow Pages - thursday:[none] sunday:[none] monday:[none] tuesday:[none] saturday:[none] friday:[none] wednesday:[none]

Foursquare - thursday:[none] sunday:[none] monday:[none] tuesday:[none] saturday:[none] friday:[none] wednesday:[none]

Trip Advisor - thursday:[none] sunday:[none] monday:[none] tuesday:[none] saturday:[none] friday:[none] wednesday:[none]

Yelp - thursday:[none] sunday:[none] monday:[none] tuesday:[none] saturday:[none] friday:[none] wednesday:[none]

You can have your managers manually change this on each site or allow Service Universe to help manage your profiles. Also, please note many sites have special holiday hours options. Even if your hours do not change, you will want to set holiday hours so they are confirmed on each profile.

