

# Improving Your Online Reputation & Rating

Kelly Robertson, APR

---

CUTR Educational Webcast  
November 9, 2017



## Agenda

- Background
- Why Online Reputation Matters
- How to Positively Influence Rating
- Case Study



# BACKGROUND



# Why Online Reputation Matters

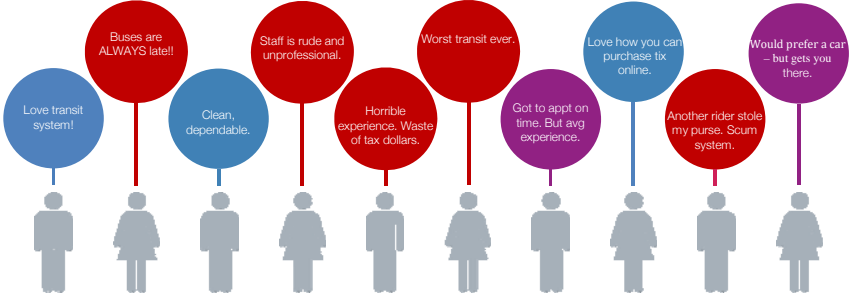
# WHY REVIEWS MATTER

**SUBPAR ONLINE PRESENCE**

- Equivalent to:



# WHY REVIEWS MATTER



Love transit system!

Buses are ALWAYS late!!

Clean, dependable.

Staff is rude and unprofessional.

Horrible experience. Waste of tax dollars.

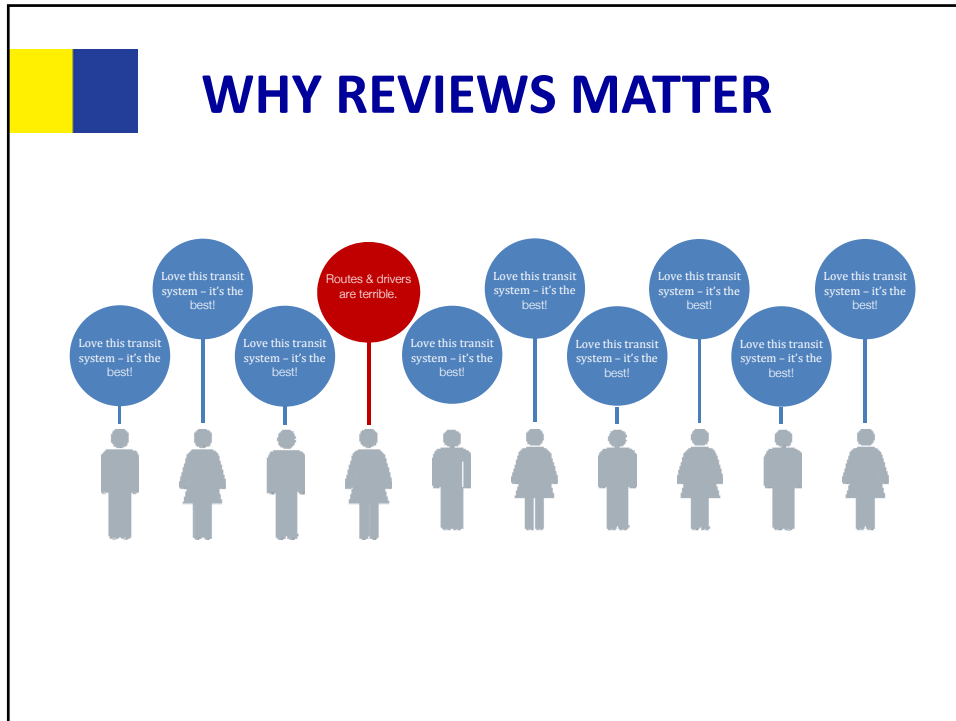
Worst transit ever.

Got to appt on time. But avg experience.

Love how you can purchase tix online.

Another rider stole my purse. Scum system.

Would prefer a car – but gets you there.



**WHY REVIEWS MATTER**

**Simply put...**

Online reputation can impact public perception, ridership & funding.



# How to Influence Online Rating



## HOW TO BOOST RATING

***STEP 1:***

- Pick your top review platforms
- Establish an incentive for participation





## HOW TO BOOST RATING

### ***STEP 2:***

- Create web landing page with links to these sites
- Psst...make URL easy to remember

[www.TransitSystem.org/REVIEW](http://www.TransitSystem.org/REVIEW)



## HOW TO BOOST RATING

### ***STEP 3:***

- Create materials to promote
  - Print pieces for staff/drivers to push on the ground
  - Online ads targeted at current riders



## HOW TO BOOST RATING

### ***STEP 4:***

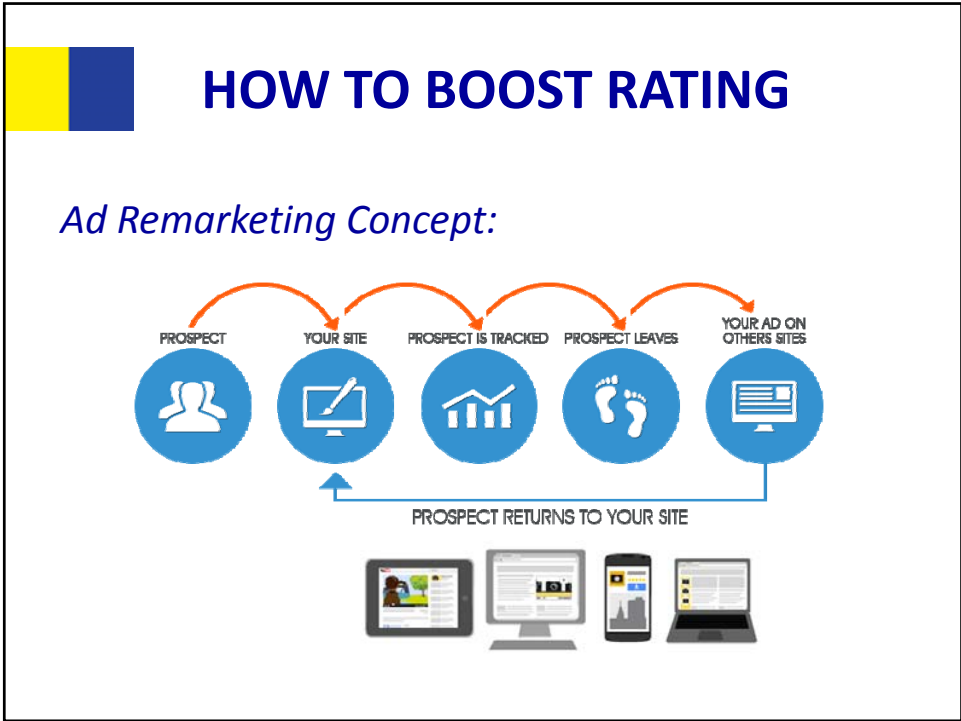
- Watch the reviews roll in
  - Respond to ALL reviews (positive & negative)



## HOW TO BOOST RATING

### ***PRO TIP:***

- Use rider reviews in ongoing marketing
- Target current riders who visited the website with additional calls-to-action
  - Google & Facebook remarketing



# Case Study





## CASE STUDY



### ***THE SITUATION:***


- Despite strong performance, trolley had very few online reviews
- Wanted to improve overall ratings



## CASE STUDY


### ***GOALS:***

- Secure 20 new online reviews in 20 days
- Attain 4+ star rating on all platforms
- Boost overall visibility of system




# CASE STUDY

**THE APPROACH:**

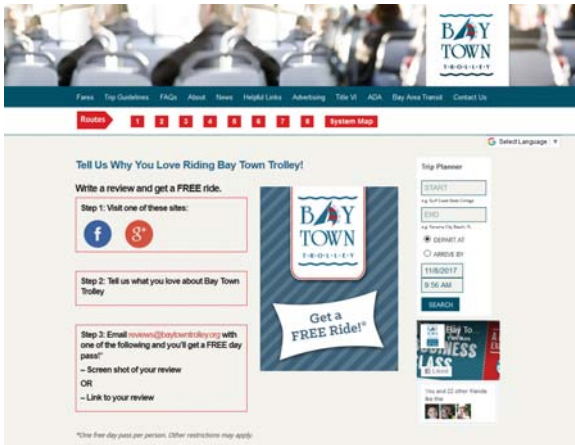


The graphic features a dark blue background with diagonal lines. At the top, a white banner with a black border contains the text "WRITE A REVIEW FOR A FREE RIDE!". Below the banner are five red stars. At the bottom is a white silhouette of a trolley.




# CASE STUDY

Web Page  
BayTownTrolley.org/REVIEW



The screenshot shows the BayTownTrolley.org website. The header includes the BayTownTrolley logo and navigation links: Home, Trip Guidelines, FAQs, About, News, Helpful Links, Advertising, Title VI, ADA, Bay Area Transit, and Contact Us. Below the header is a "Routes" section with a grid of route numbers (1, 2, 3, 4, 5, 6, 7, 8) and a "System Map" link. The main content area is titled "Tell Us Why You Love Riding Bay Town Trolley!" and "Write a review and get a FREE ride." It lists three steps: 1. Visit one of these sites (Facebook, Google+), 2. Tell us what you love about Bay Town Trolley, and 3. Email reviews@baytowntrolley.org with a screen shot or link to your review. A "Get a FREE Ride!" graphic is also visible. On the right, there is a "Trip Planner" section with fields for "START", "TO", "DEPART AT", and "ARRIVE BY", along with a "SEARCH" button. A "Select Language" dropdown is also present.

**CASE STUDY**



Poster Onboard Vehicles

The poster features the BayTown Trolley logo at the top. Below it is a white banner with the text "TELL US WHY YOU LOVE RIDING BAY TOWN TROLLEY!". Underneath the banner, the text reads "Show your review to a staff member at our main office and get a FREE ride.\*". This is followed by five red stars and an illustration of a blue trolley. At the bottom, it says "Visit BayTownTrolley.org/Review to get started." and a small disclaimer: "\*One free ride per person. Must show review to main office staff to redeem. Other restrictions may apply."

**CASE STUDY**



Print Piece Biz Card

The print piece features the BayTown Trolley logo at the top. Below it is a white banner with the text "TELL US WHY YOU LOVE RIDING BAY TOWN TROLLEY!". Underneath the banner, the text reads "Write a review about us and get a FREE ride.\*". This is followed by five red stars and an illustration of a white trolley. At the bottom, it says "Visit BayTownTrolley.org/Review to get started." and a small disclaimer: "\*One free ride per person. Must show review to main office staff to redeem. Other restrictions may apply."

# CASE STUDY

## Facebook Ads

The image displays three screenshots of Facebook advertisements for Bay Town Trolley. Each ad features the company logo and a call to action: "WRITE A REVIEW FOR A FREE RIDE!". The first ad shows a trolley with five red stars. The second ad features a trolley with five colorful hearts. The third ad shows a trolley with five red stars. Each ad includes a "Learn More" button and contact information for Bay Town Trolley.

# CASE STUDY

## Google Ad Web Banners

The image displays three Google Ad web banners for Bay Town Trolley. Each banner features the company logo and a call to action: "WRITE A REVIEW TO RIDE FREE!". The banners are designed with a blue and white color scheme and include a trolley icon and five red stars. The banners are arranged in a grid-like fashion, with one large banner on the left and two smaller ones on the right.



# CASE STUDY

## Online Reviews

This screenshot displays several Facebook reviews for Bay Town Trolley. The reviews are as follows:

- Tony Johnson** (January 7): "I appreciate the courtesy of the drivers and the convenient route stops which gives me easy access even if I'm a little late. Thanks Bay Town trolley!"
- Bay Town Trolley** (Reply): "Thanks for the 5-star review, Tony. We're glad to hear you've had a wonderful experience with our drivers and that our stops convenient. Looking forward to many more rides in the future!"
- Rebecca Clark** (January 7): "Rebecca Clark Im very thankful for the trolley and the very friendly drivers"
- Bay Town Trolley** (Reply): "We appreciate the review and would love to have any additional feedback. We are always looking to improve, let us know what we can do to work toward a 5-star review here: baytowntrolley.org/survey/"
- Michael Bowles** (January 23): "I think it a good thing that there is a trolley system cause lot of people would not have job if the was not for bay town trolley."
- Bay Town Trolley** (Reply): "Appreciate the feedback, Michael! We certainly want to help boost"
- Frank Miller** (January 12): "Clean trolleys, friendly and efficient drivers. Trolleys run on time with convenient stops throughout town."
- Susan Spindler** (Reply): "Thank you for the kind words. Clean, friendly, timely, and convenient are exactly what we strive to be and we're glad to hear we've done just that. If there's anything we can ever do to make your ride more enjoyable, be sure to let us know at: baytowntrolley.org/survey/"
- Rider Feedback | Bay Town Trolley**: "Bay Town Trolley is always looking for ways to improve, and rider feedback is valuable to the system. Please provide any comments or feedback you have regarding the Bay Town Trolley system below:"
- Rusan Spindler** (January 12): "Thank you very much for having this service for Bay County. I appreciate the fact that we have the trolley service. I don't know what I would do without it. I would like to see more shelters added to the stops. Thank you for all the drivers they are very good to us."
- Bay Town Trolley** (Reply): "This is music to our ears, Susan. Thank you for the kind words. We wouldn't be who we are without amazing riders like you!"




# CASE STUDY

## Online Reviews

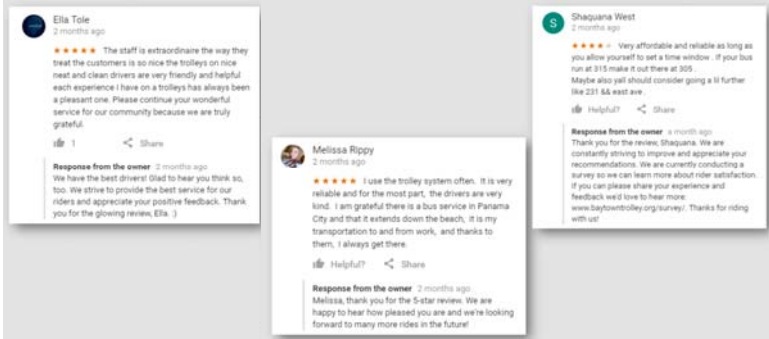
This screenshot displays several Facebook reviews for Bay Town Trolley. The reviews are as follows:

- Chris Arcoslee** (January 28): "The bay town trolley gives us people without the means of transportation a chance to be successful thank you bay town trolley!!!!"
- Bay Town Trolley** (Reply): "Thank you for such kind words, Chris. We are happy to be your go-to transportation."
- Cherron Walls** (January 2): "I'm posting on behalf of my little brother. He is a regular on riding the trolley. He states "I love riding the trolley. It gets me to my job on time and the beach when I just want to get out and about. Ms. Jugo is so kind to me. She's awesome!! Thank you Bay Trolley! -Jazma"."
- Bay Town Trolley and Octavia M. Walls** (Reply): "Cherron, thank you for the review. We are happy to hear that your little brother enjoys riding with us. We will be sure to let Ms. Jugo know she is appreciated."
- Ron Partridge** (January 17): "Bay town trolley is best and cheapest way to get around in Panama City. It eliminates cars on the highways. Helps with over crowded parking lots. The routes all usually get you within a few blocks of where you want to go."
- Bay Town Trolley** (Reply): "Cherron Walls please inbox us your brothers address so we can mail a pass for free rides for an entire day!"
- Fanesha Burnett** (January 2): "I have been riding the trolley for four years now love the new buses. I wish you could extend the hours for those that can't get around. For example I'm five months pregnant with five kids I have to walk around everywhere when the trolley doesn't run. Also I'm disabled. Other than that it's fine very nice drivers."
- Bay Town Trolley** (Reply): "Thank you for the review. We love our drivers and we're glad to hear you think they are pretty great, too. We are constantly working to be the best system for our riders and have passed your feedback along to management. We'd love to hear more, we'd appreciate you providing this feedback along with anything additional on our rider survey at: baytowntrolley.org/survey/"
- Rider Feedback | Bay Town Trolley**: "Bay Town Trolley is always looking for ways to improve, and rider feedback is valuable to the system. Please provide any comments or feedback you have regarding the Bay Town Trolley system below:"
- Margaret Guts** (January 28): "Because I go anywhere I want on the trolley. It takes me from one place to another. I love riding the trolley because I have ride the trolley since I went to Bay High. It is so much fun. The drivers are great. I would just like to say thank you to Jason, Doug, Terry, and all the drivers who drive the trolley every day for there hard work."
- Bay Town Trolley and Margaret Guts** (Reply): "Thank you so much, Margaret! Glad to know we're able to help you get where you need to be. We'll be sure to pass along your appreciation."



## CASE STUDY

### Online Reviews



**Ella Tole** 2 months ago  
 ★★★★★ The staff is extraordinary the way they treat the customers is so nice the trolleys are nice neat and clean drivers are very friendly and helpful each experience I have on a trolleys has always been a pleasant one. Please continue your wonderful service for our community because we are truly grateful.  
 1 | Share

**Response from the owner** 2 months ago  
 You have the best drivers! Glad to hear you think so, too. We strive to provide the best service for our riders and appreciate your positive feedback. Thank you for the glowing review, Ella. :)

**Melissa Rippy** 2 months ago  
 ★★★★★ I use the trolley system often. It is very reliable and for the most part, the drivers are very kind. I am grateful there is a bus service in Panama City and that it extends down the beach, it is my transportation to and from work, and thanks to them, I always get there.  
 Helpful? | Share

**Response from the owner** 2 months ago  
 Melissa, thank you for the 5-star review. We are happy to hear how pleased you are and we're looking forward to many more rides in the future!

**Shaquana West** 2 months ago  
 ★★★★★ Very affordable and reliable as long as you allow yourself to set a time window. If your bus run at 3:15 make it out there at 3:05. Maybe also you should consider going a li further like 231 SA east ave.  
 Helpful? | Share

**Response from the owner** 1 month ago  
 Thank you for the review, Shaquana. We are constantly striving to improve and appreciate your recommendations. We are currently conducting a survey so we can learn more about rider satisfaction. If you can please share your experience and feedback we'd love to hear more: [www.baytowntrolley.org/survey/](http://www.baytowntrolley.org/survey/). Thanks for riding with us!



## CASE STUDY

### RESULTS:

- 24 reviews in 20 days
- All platform ratings increased
  - Facebook rating: 4.1 stars
  - Google rating: 4.5 stars



## CASE STUDY

### ***SECONDARY BENEFITS:***

- 115k online impressions
- Additional 500 website clicks during the 3-week campaign window
- Social engagement soared (100+ comments/shares)
- Caught local commissioner attention



**Now What?  
Take Action.**



## NOW WHAT?

### ***TAKE ACTION:***

- Take inventory of current online reputation
- Prioritize platforms that matter
- Starting asking riders for reviews!



## QUESTIONS?

**Kelly Robertson**

[krobertson@bowstern.com](mailto:krobertson@bowstern.com)