



# Stampede



## Reviews Toolkit for Restaurants

# Contents

- 1 The Power of Reviews**
- 3 The True Value of Reviews**
- 4 How Do Customers Choose A Restaurant?**
- 5 Defining Rating and Ranking**
- 6 Reviews Sentiments**
- 7 Reviews Calculator**
- 9 How to Get More Reviews**
- 11 Customer Case Study**
- 12 Reviews Management Checklist**
- 13 Online Resources**



# The Power Of Reviews

## Enticing New Customers

**68%**

of customers said that they had tried a new restaurant based on positive online reviews

**59%**

of 18 to 34-year-olds are much more likely to visit a venue if they see someone they know post about it on social media

## The ranking and score matter

**33%**

of diners won't eat in restaurants where the online rating is lower than 4-stars on reviews sites like Yelp, Tripadvisor and Google



Customers read on average

**9 reviews**

before making a decision

## Increasing your bookings and revenue



Successful review management can increase overall sales by

**18%**



Improving customer reviews by just half a star can boost your revenue by

**5% to 9%**



Customers spend

**31%** more on a business with excellent reviews



## Tripadvisor is #1



Tripadvisor is the most visited site of third-party review platforms

**48%**

of consumers say they use Tripadvisor to research venues

\*Review42 - Tripadvisor statistics

## Keep your profile updated & well-maintained

**67%**

are more likely to go if the food or drink looks good on Google & Tripadvisor



2020 saw a 3x higher Google My Business conversion - customers click on listing

\*BrightLocal - Local consumer review survey

\*CCA - Five changes in hospitality feedback

\*G2 - 51 customer review statistics

# The True Value of Reviews

## Reviews...



are an integral part of your online reputation and presence.  
Like an online shop window.



are the first step in your customer journey and help you to attract new customers.



provide you with valuable & usable customer feedback to improve your customer experience.



tell customers what they can expect.  
More important since the pandemic (cleanliness, operations, atmosphere)



influence your online visibility.  
Get found more often and easier to outrank competitors in local search engine results.



4.

# How do customers choose a restaurant?

**They Google it.**

Cocktail bars



Best pizza in town



Indian food



**84% of consumers say the star rating is the most important factor when looking for a new venue.**



## Why stars ratings matter



Get found more often - user reviews are the third most influential factor in Google's local algorithm



Competitive advantage - customers choose venues with a higher overall score



Makes it easy for customers to compare various places

# How does your rating affect your visibility online?

## Defining Rating & Ranking



### Rating

Customers' reviews form overall star rating



### Ranking

The platform's own algorithm used to rank & score business

## 3 Factors That Impact Ranking



### Quantity

High volumes of reviews help maintain search results position



### Velocity

Recent reviews  
73% of customers only pay attention to reviews from the last month



### Diversity

Reviews from other 3rd party sides like Tripadvisor

\*BrightLocal - Local consumer review survey

## Other Factors Influencing Your Rank



### Content

Quality and value of reviews



### Strong Star Rating

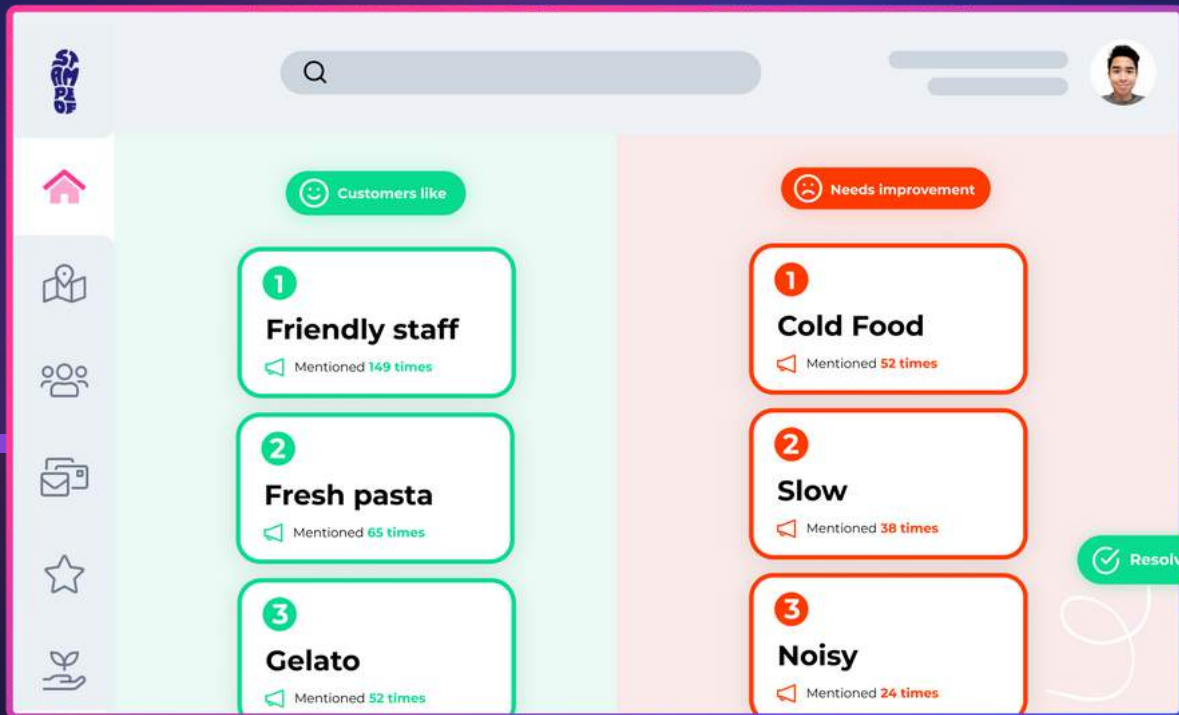


### Reviews Management

Responding to and engaging with reviews

## Review sentiment

# The importance of the words



### Customer Experience

Written reviews tell a story of what to expect



### Sentiment Analysis

A.I. tools can help you find and group common themes



### Actionable Feedback

Identify issues in your venue to improve operations

# 73%

of customers place more value on the written review than the star rating



## How your review score is calculated

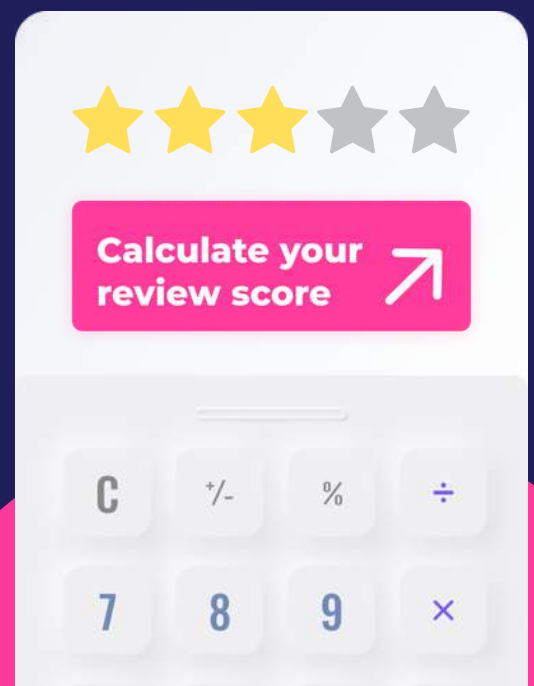


Your review score is a **weighted average** of all reviews combined.

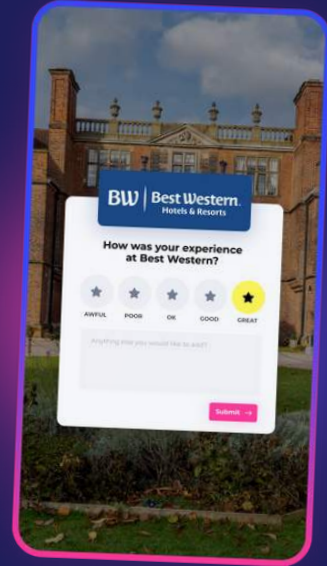
This means it can take a lot of 5 star reviews to balance out a 1 star!

## Decode Your Score

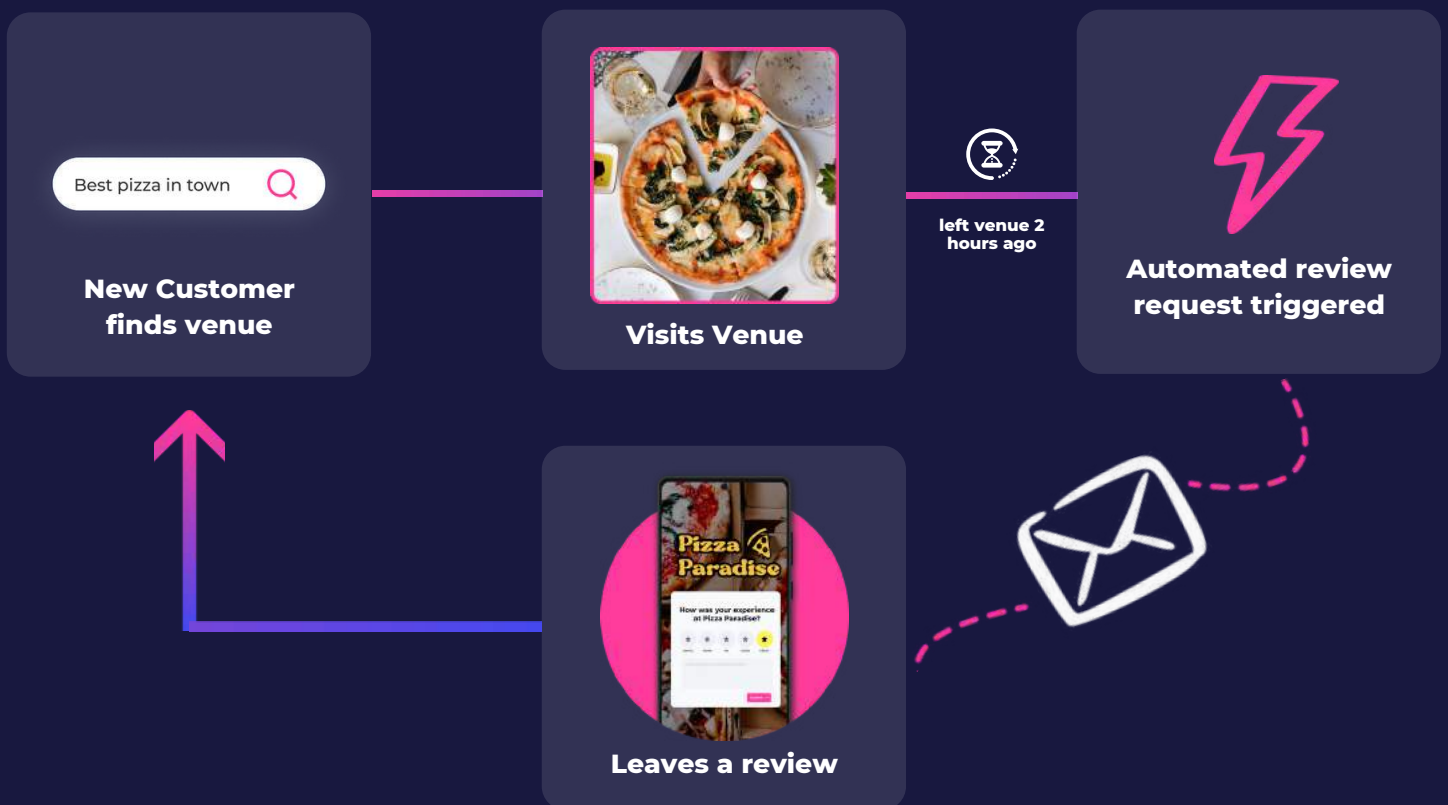
Use our online calculator to find out how to improve your score!



# How to get 7x more reviews with zero extra effort



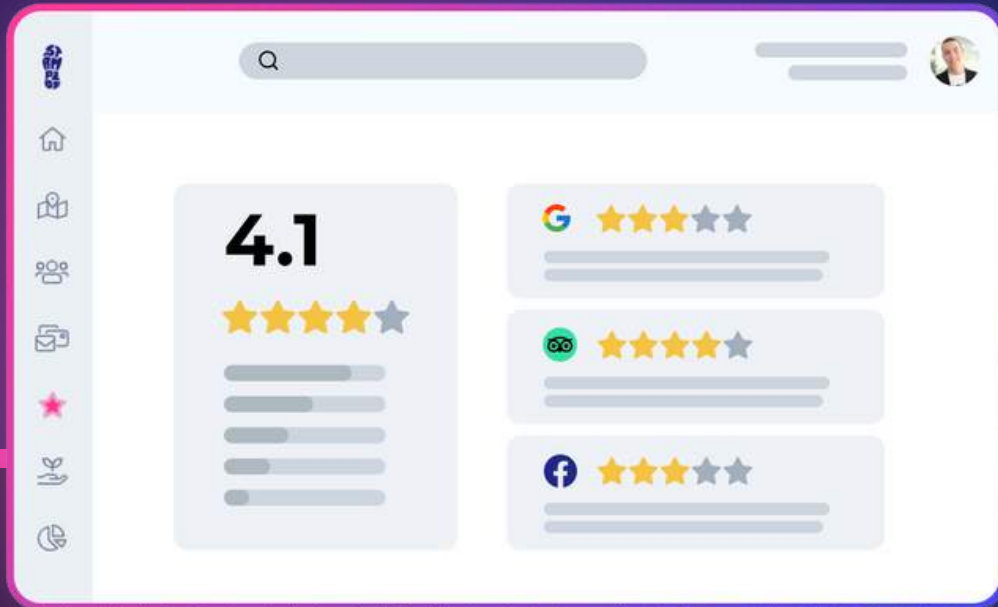
## Automated Review Requests



# 70%

of people will leave a review if they are asked

# How Stampede Improves Your Reviews



## Automated Collection and Analysis



**All reviews in  
one place**



One dashboard to monitor all review platforms



Save time gathering them manually from various platforms



AI Sentiment analysis to uncover trends

## Easier Reputation Management



**Deflect bad  
reviews**

Handle them internally  
and offline



**Faster response  
time**

53% of customers expect  
a response within a week



**Never miss a  
review**

All in one dashboard





# More and **Better** Reviews

Automated requests to save time

1, 2 or 3 stars are filtered out and handled internally

Sentiment check to take actions to rectify if necessary

# 12,000+

Individual Reviews Gathered via Automation

**"You can see reviews flooding in.  
That is really powerful!"**



Steven Watson – Digital Marketing  
Manager, Signature Pub Group



# Next Steps: Reviews Management Checklist

## Get More Reviews

- ☐ Actively ask for reviews - pro tip: automate your review requests
- ☐ Make it easy for customers to leave a review
- ☐ Send request via SMS & email
- ☐ Ask whilst experience is still fresh
- ☐ Incentivise customers for leaving a review

## Improve Your Rating

- ☐ Find out how many 5 star reviews you need to reach your desired score
- ☐ Keep your business listing updated & include images
- ☐ Ask for reviews on regular basis
- ☐ Create reviews response templates
- ☐ Encourage reviews on all relevant platforms
- ☐ Deflect bad reviews - pro tip: use Stampede Reviews to spot trends to improve your overall service & customer satisfaction

## Save Time Managing Your Reviews

- ☐ Aggregate all reviews in one place - pro tip: automate this process
- ☐ Set up notifications for new reviews
- ☐ Tag reviews that need to be handled immediately
- ☐ Use sentiment trackers to uncover trends



## Online Resources & Further Reading



### Why 3-Star Reviews Matter

[Read more](#)

### How To Win Back Un-Happy Customers

[Read more](#)

### How To Respond To Reviews

[Read more](#)

### 10 Online Reputation Trends For Hospitality

[Read more](#)

### How Reviews Impact The Customer Journey

[Read more](#)

### Use Reviews To Improve Your Service

[Read more](#)



# Stampede

## Find out how Stampede can grow your business

Data Capture | Marketing | Automation | Loyalty

START NOW



## Join over 800 brands

SIGNATURE  
PUB GROUP

Pepe's  
THE PINE PINE GRILL

MACDONALD  
HOTELS & RESORTS

montpeliers

CHESTER RACE  
COMPANY LTD.

flamingo  
LAND  
Resort Yorkshire

LIVE NATION  
ENTERTAINMENT

VITTORIA GROUP

ELITE PUBS

THE Lane7 GROUP

ESTÁBULO  
Modern Bar & Grill

BENIHANA

### Contact us

(+44) 0131 510 7008

contact@stampede.ai

# stampede.ai