



SUCCESS STORY

Cell Phone Repair

Cell Phone Repair (CPR) provides onsite repairs to phones, computers, consoles, and other electronic devices with most work completed in under an hour. There are more than 225 independently owned and operated franchise locations and the parent company, The Merrymeeting Group (MMG), is headquartered in Cleveland, OH.

700% increase in customer reviews.

The Challenge

CPR was looking to leverage customer reviews on individual CPR location websites and needed a solution for requesting, managing, and responding to reviews for all 225 locations.

At the time they were using a platform which displayed reviews in an internal facing dashboard which did not provide the functionality needed to leverage customer reviews on their website properties. This platform also used net promoter score ranking instead of a five star ranking. There was definite need to transition to the five star ranking platform that has become standard across most modern customer review sites and more importantly, is what major search engines use. With some of the franchise owners operating multiple locations and others managing one store, they also needed a more customizable solution to their business structure.

“We vetted out many review solutions and ReviewPush was so enticing because they were able to personalize and customize the platform to fit our franchises needs and were responsive to our inquiries.”



ASHLEY GOODING

Marketing Director at Merrymeeting Group

Customizable, Easily Managed Solutions

In July 2014, ReviewPush worked with MMG's marketing team to understand the objectives for implementing a new review system. ReviewPush also set up dashboards for each franchise owner to be able to:

- Automatically request customer reviews directly from customers by e-mail after a transaction to gather feedback before they leave reviews on 3rd-party review sites
- Receive e-mail notifications when a customer leaves a review and be able to see within their dashboard customer reviews only for stores they manage
- Set up automatic messaging to encourage customers to share positive reviews on 3rd party review sites
- Respond to customer reviews and receive approval to publish the review response, all within the ReviewPush dashboard
- Additionally franchise owners operating multiple locations can easily access and reply to reviews for all of their locations.

As part of the on-boarding process – completed in less than a month to launch – the account team conducted training sessions for each franchise owner on how to use the ReviewPush portal and setup embed codes so that each store location can display 3rd-party and direct reviews on their website.

Exponential Results

MMG can pull reports showing how each CPR location is performing and see which stores may require additional customer service training. They've accomplished tremendous growth in using ReviewPush as part of their new marketing strategy including:

700%

INCREASE IN NETWORK
REVIEWS OVER A YEAR

250,000

UNIQUE SITE VISITS
PER MONTH

21%

INCREASE IN REVENUE PER
STORE OVER PREVIOUS YEAR

MMG sees the value of customer reviews clearer with ReviewPush. As part of their annual franchisee conference, MMG presented awards to the highest rated store locations. They also plan to feature customer reviews on the homepage of each business location during their next site re-design.

Getting started is easy and free!

[Free 30-Day Trial >](#)