



Assurance that your marketing is protected against damage, while you do the critical work of running your business.

iTackIt Reviews CRS™ represents the highest level of protection against being surprised by the dangers in the new world of marketing. It used to be easier. You developed your marketing message; you told your story; you did your job. The law of averages meant that most people are happy and there are those who are not. With a solid ratio of happy customers to unhappy ones, life went on and your business could grow.

But, the world changed. Through the worldwide power of the Internet and dozens of “review sites” proliferating, the few unhappy customers have a voice. Sadly, that voice is louder than the voices of happy customers. Happy customers expect to be happy. Most often they have no reason to think your good work is exceptional – nor go out of their way to report it on line. Unhappy customers, however, have a much higher inclination to blab away on the review sites.

This one factor is the reason the world has changed.

There are many ways to deal with this reality. Fortunately, iTackIt Reviews has bundled all of them into a neat package we call Certified Reputation Services™ (CRS™).

You will be approached by many people with all the answers. We know about all of them and more crop up every day. Rest assured that everything you need is included in the iTackIt Reviews “toolkit”.

THE CRS STATUS ALERT: A MONTHLY REPORT WITH REAL-TIME UPDATES

With iTackIt Reviews CRS™ you get a full comprehensive monthly report – a powerful tool for managing your business’ online reputation. With this single tool, however, you don’t need to wait for the end of the month to find out how you are doing. Any time anyone posts a review on any of 35 (soon to be 75) sites – whether posted through the iTackIt Reviews system or not – you will be notified by email. Furthermore, a version of the report is available on your smartphone at any time you wish to look.

iTackIt Reviews CRS™ is a simple and effective suite of tools that provide the foundation for totally controlling your online reputation with very little effort on your part – beyond, of course, delivering great service to your customers.

IT IS NOT JUST REPORTING: CRS™ ALSO MEANS GUIDING AND ENCOURAGING

As we said above, there is a greater tendency for those who are less-than-pleased to take their complaint online. With iTackIt Reviews CRS™, happy customers are now more likely to be seen online than negative ones. How does this work?

First, CRS™ allows you to capture reviews at the point of service. Happy customers always intend to write nice things, but “life” intervenes and they generally simply forget to get around to it. Using one of eight different methods, you can capture reviews at the point of service or immediately thereafter. More about those eight methods on the next page.

Second, positive reviews are immediately posted on your website, Facebook, and Twitter pages (and the customer’s Facebook page if he or she wants) and, using an amazingly simple and user-intuitive process, posts to a review site of the customer’s choice (from a list you selected first).

Finally, because you are capturing these reviews so quickly, should there be a negative review, rather than it following the process above, the content of the customer’s concern is sent to the cell phone of the manager on duty to handle immediately – before the customer thinks about “yapping on Yelp” or “Gabbing on Google”. You get to fix the problem before it becomes a public embarrassment.





Certified Reputation System™

iTackIt Reviews' CRS Key Features and Benefits

A DASHBOARD YOU CAN EASILY USE. Your Dashboard is personalized with your business information and with tools that let you fully customize your customer's interface and functionality. It includes up-to-the-minute analytics and full text of every comment made by your customers.

This means you can get all the information you want and understand the information you get. The CRS Dashboard will not leave you confused and frustrated. You will feel fully in control of your new marketing tools.

CAPTURE REVIEWS IN MANY WAYS. There are many ways to capture reviews from your customers. While they are in your facility you can hand them a tablet or let them capture a QR code or send a text message. You can even hand them a form and a ballpoint pen. When they leave your facility they can receive an email with a link from you or go to a website link themselves. If they can't want to write or type they can call a special number and record their comments. Or you can use the iTackIt Recording System to call the customers and ask a few questions. The CRS will convert any of those comments into posted reviews.

It is hard to create a system that pleases people equally. With iTackIt Reviews, you have great latitude to meet everyone's needs. Some people are totally comfortable with technology; others, not so much. They all have opinions about your business. iTack Reviews does not limit you or your customer.

NEVER LET A BAD EXPERIENCE GO PUBLIC. When iTackIt Reviews CRS encounters a customer who is less-than-happy, it captures his or her comments and immediately sends a text and email to the manager on duty. If the customer is still on premises, you can make an effort to quickly resolve the issue. If the customer has left, a quick contact may save the day – before a negative review gets posted online.

Customers want to be heard and respected. Today when a negative experience is described on line it is very expensive, both in lost revenue and in lost customers who read a review and don't give you a try. CRS lets you engage unhappy customers before they start writing online.

CONTINUOUS REPORTING. Your CRS will send you a report every month that summarizes your situation on a wide variety of review sites. Easy to understand, with actionable information. But, you don't have to wait a month to get information you need. You will be alerted by email or text every time you are mentioned online. And, your up-to-date monthly report is available at any minute online or on your cell phone.

You have plenty to do just running your business. Buying tools that take too much time to use wastes your valuable time. With iTackIt Reviews CRS you can have the latest information at you fingertips 24 hours per day.

POSITIVE REVIEWS, ALL THE TIME. The design of your iTackIt Reviews CRS is structured so that positive reviews are encouraged and negative reviews are addressed immediately. It's what you would do anyway – if you knew you had a problem. CRS automates the process. Further, once positive reviews are captured, CRS immediately gets them onto your website and Social Media and initiates the process of getting them published on review sites all over the internet.

iTackIt Reviews CRS keeps a continuous flow of positive reviews coming so that any negative reviews get pushed lower on the list. If they are not on the first page, they rarely get seen at all.

CLAIM YOUR SITES, DO IT RIGHT. As part of your iTackIt Reviews CRS, our staff of trained experts establish and optimize your Google+ listing exactly right and proceed to match every other site of interest to you in precisely the same way down to the same abbreviations. This is time consuming and difficult, but critically important to your online visibility. We take this off your hands.

Many businesses claim their review sites and hurt themselves in the process. When sites have different information a huge opportunity is lost. By making sure every listing is consistent with Google+ Local, Google will "see" the other listings and dramatically improve your ranking. iTackIt Reviews will do it right and save you time.

INSTANT SEO WITH VIDEO. A unique feature of the iTackIt Reviews CRS is the ability to turn your customer's reviews into video and broadcast them online on your own special YouTube channel. The iTackIt Reviews Video Generator requires no knowledge about video production or even YouTube. Every month the CRS pulls the most recent positive reviews, blends them with images you supply and background music and automatically posts it your YouTube Channel.

When Google bought YouTube and decided that videos get priority, a great marketing tool was created. Unfortunately (not for you) most people don't even know about the amazing power to get listed very high on Google very quickly. iTackIt Reviews' Video Generator allows you to take powerful advantage of this fact with very little effort.

LOTS OF EXTRAS THAT MAKE IT ALL WORK. Buying a tool is one thing. But, getting it to work in your business is another. iTackIt Reviews makes sure you get value for your money. From graphics that communicate with your customers to keeping an eye on the keywords your local competitors are using. Training for you to understand the big picture to your-business-branded training for your staff so they understand the importance of the new way of marketing. iTackIt Reviews is your partner in this process.

Compared to the time and money you've spent on advertising and promotions in the past, this is going to seem like a dream come true. Nothing you have done before will move you further with less effort and cost than the tools you receive in the iTackIt Reviews, Certified Reputation System™.