



Eltropy Reputation Management

Turn your **Reviews** into **Revenue**



Get all the stars & reviews your Financial Institution deserves by Texting your review link when it matters the most. Eltropy Reputation Management makes it easy for your employees to ask for a review at the moment of highest customer satisfaction and members & customers to rate & review your service with the least amount of effort. Translate your off-line stellar reputation to on-line 5-star reputation with Eltropy Reputation Management.

90% of loan and mortgage consumers research Google before selecting a provider. And after their search, loan and mortgage consumers spend an average of \$28,435. 80% of financial services prospects say online reviews are important to their journey. 93% of Millennials read local business reviews online before making a buying decision.

Online ratings and reviews are the key drivers for selecting the FI consumers want to work with. Eltropy Reputation Management enables you to convert your stellar off-line reputation to 5-star on-line ratings by making it easy for your satisfied members to leave reviews.

It doesn't have to be complicated-just send Text review invites, sit back and get reviews. With Eltropy Reputation Management ask for reviews right when your members and customers are expressing their satisfaction. Send reminders to customers when they don't leave a review.

Get more reviews on the sites that matter to you, like Google and Facebook. By proactively increasing positive reviews financial institutions can attract more young customers and increase loan volumes.



Send Text requests for online reviews at the movement of maximum customer happiness



Automate Text Requests for Reviews based on milestones in your LOS like MeridianLink, Encompass and Sync1



Analyze the reviews by branches and against competition.



Use advanced analytics and social media data to understand your social media engagement compared to peers



Customizable templates to help you personalize messages for each member and customer who receives the Text.

“ In today's modern world, reputation management cannot be undervalued. Through Eltropy's reputation management platform, Carolina Foothills FCU has been able to capture positive member feedback and has seen direct member growth as a result.

Chiannon Pauley 
Marketing Strategist



Benefits

Dominate Search Results

Search Engines favor businesses with many positive reviews. When members search for “financial institutions near me” or “mortgage brokers near me,” make sure you’re on the top of search results.

Grow Online Presence

Leveraging customer reviews for local search can do wonders for your rankings. By replying to more reviews, Google algorithm sees your replies as an indicator of brand engagement. The higher your reviews the better your ranking, revenue and returns.

Gain Consumer Trust

For members and customers, online reviews are all about building trust. 89% trust reviews as much as personal recommendations. Research confirmed that positive reviews can significantly increase sales and assures that potential customers can trust your brand, products and services.

Why Text Messaging for Reviews?

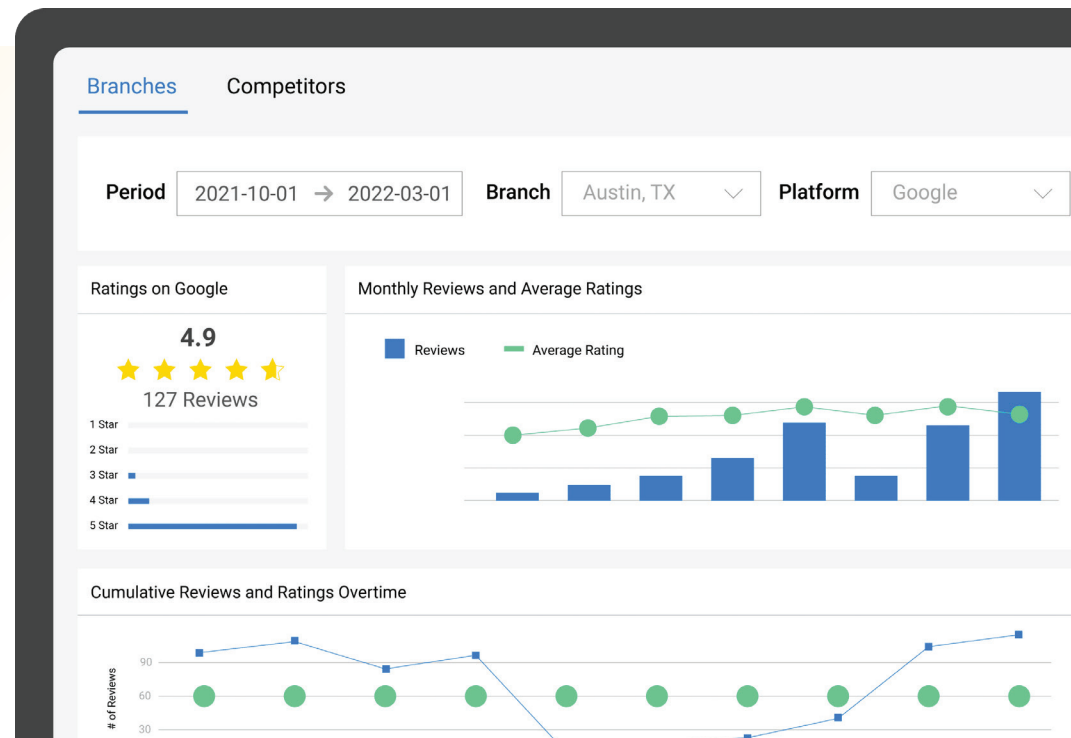
8x Engagement

90s to be opened

44x faster response

Stay Ahead of your Competition

Manage Reviews End-to-End with Eltropy



Top Rated

Your Credit Union ✓

★★★★★ 127 Reviews

Competitor 1

★★★★☆ 18 Reviews

Competitor 2

★★★☆☆ 12 Reviews

Because every star counts.

www.eltropy.com



Book a Demo

