

Real-time issue resolution drives high ratings and retention

In just one month, this furniture enterprise received 100s of new Google reviews and earned a 4.3 average nationwide rating by engaging with every customer in real-time post-transaction.

Company Snapshot

32 locations in the U.S.
Founded in 1960
BirdEye client since
August 2016
www.mathisbrothers.com

Challenge

Get more positive reviews on
Google

Solve customer issues quickly
and thoroughly



1 800 561 3357
birdeye.com

Solution

Monitor customer feedback in real-time

Amplify positive customer voices to Google

Assign employee tickets to customer complaints, track response time

Track sentiment trends via NLP insights for their customers and their competitors' customers

Outcome

In one month with BirdEye, Mathis Brothers:

Generated 6x more Google reviews (4.7 average star rating)

Targeted 30-minute average issue response rate



THE CHALLENGE

Understand every customer's experience

With 1000s of customers nationwide but only 93 Google reviews, Mathis Brothers could not accurately measure sentiment of their entire customer base. Many satisfied customers were simply not leaving feedback, resulting in skewed online ratings that did not reflect overall customer sentiment. To improve experience and acquire new customers, Mathis Brothers sought a way to connect with their customers at critical touchpoints to convert satisfaction into positive reviews on Google.

☐ on BirdEye, Sep 20, 2016 346 In Progress Melissa DeAutais

BRANDON R. bmr1awls@yahoo.com (405) 997-8601

When we got home an hour away we found out the sales guy put the wrong mattress in the system. So we got home and unloaded and unwrap ped it we noticed it.

Brandon - We apologize for the mistake made on your order. Please bare with us while we contact management so they can get this addressed. Thank you for bringing this to our attention!

Activity (3) Reply

Target response time
30 minutes

Service
Surveys
Reports
Insights
Competitors
Campaigns
Setup
Account

All

on BirdEye, 8 minutes ago

Priyanka Strauss priyanka.strauss@gmail.com +1-482-657-1235
1672 followers, 710 posts

Blaze is another option to get your build your own pizza fix in California besides Pieology. The fiancé was craving pizza today and so I suggested we try Blaze instead of our regular make your pizza joint across the street, Pieology (yes, it's literally across the street). Blaze is basically the same concept as Pieology. You go through the line and pick your own toppings. Compared to Pieology, Blaze offers a few more toppings...[more](#)

on BirdEye, 25 minutes ago

Christoph Jefferson c_j_styleking@gmail.com +1-482-657-1235
1872 followers, 710 posts

Blaze is another option to get your build your own pizza fix in California besides Pieology. The fiancé was craving pizza today and so I suggested we try Blaze instead of our regular make your pizza joint across the street, Pieology (yes, it's literally across the street). Blaze is basically the same concept as Pieology. You go through the line and pick your own toppings. Compared to Pieology, Blaze offers a few more toppings...[more](#)

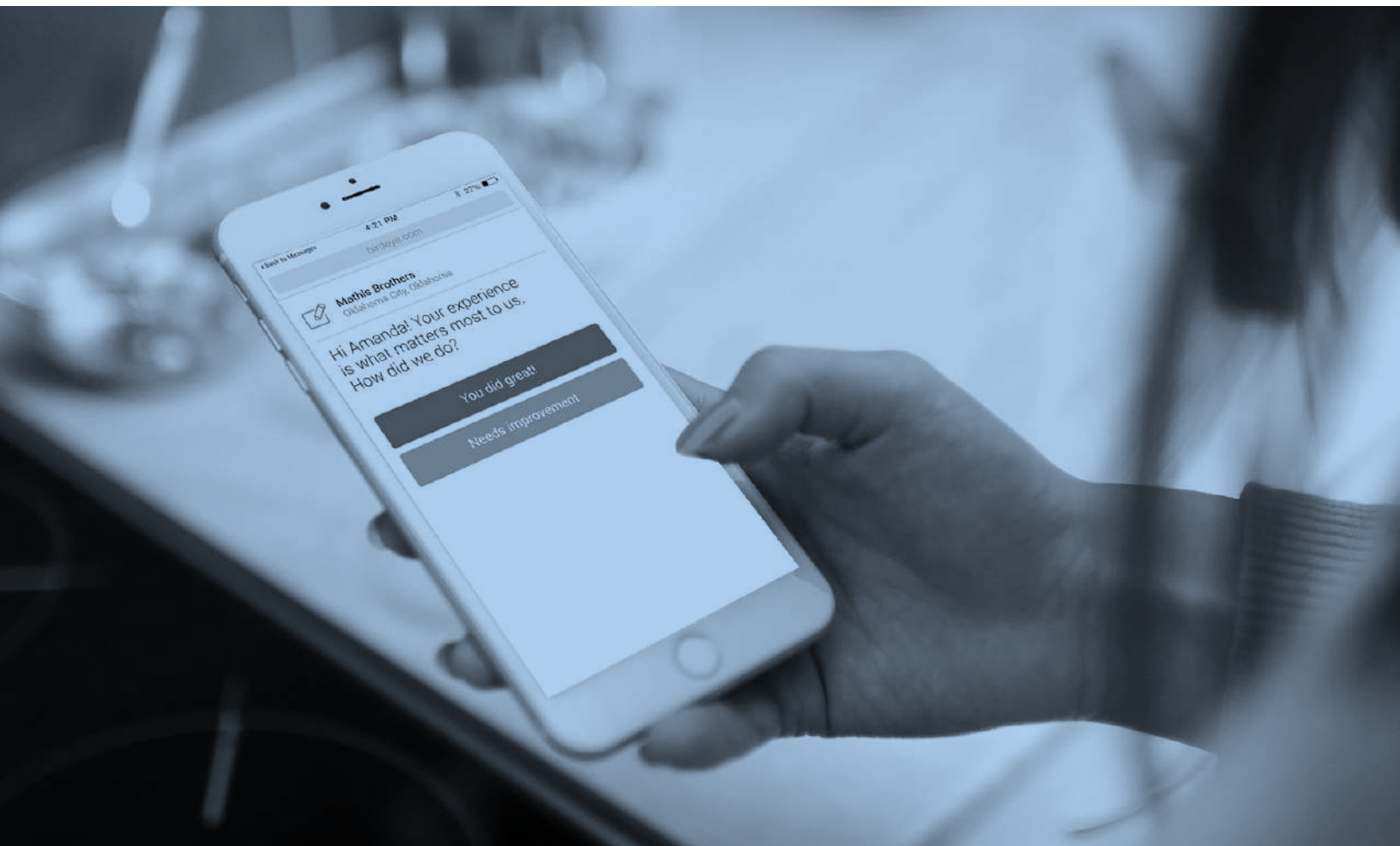


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THE SOLUTION

Resolve issues instantly with real-time engagement

Mathis Brothers sent real-time review requests to every customer after a transaction. Happy customers were directed to top sites like Google where they could share feedback quickly and easily. With such a convenient avenue for posting reviews, more customers were willing to do so. Unsatisfied customers were directed to management to share complaints through private channels. Relevant employees received feedback alerts and addressed customer concerns quickly and thoroughly before problems escalated to public sites. Mathis Brothers tracked response time to ensure consistently prompt issue resolution.





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THE RESULT

High ratings from 100s of new positive reviews

In just one month, Mathis Brothers increased their review count on Google by 6x and earned a 4.3 average star rating. They strive for an average issue response time of 30 minutes, and monitor this via BirdEye's Social Ticketing tool. To provide the top customer experience in the industry, Mathis Brothers analyzes feedback from both their customers and their competitors' customers. Using BirdEye's Competitive Benchmarking tool, they can pinpoint where customer sentiment trends emerge and understand which products and services need improvement at which locations. By staying engaged with customer feedback, Mathis Brothers has been able to consistently exceed customer expectations, and high ratings from hundreds of reviews accurately reflect their dedication to customer experience.

Google Reviews
+ 6x

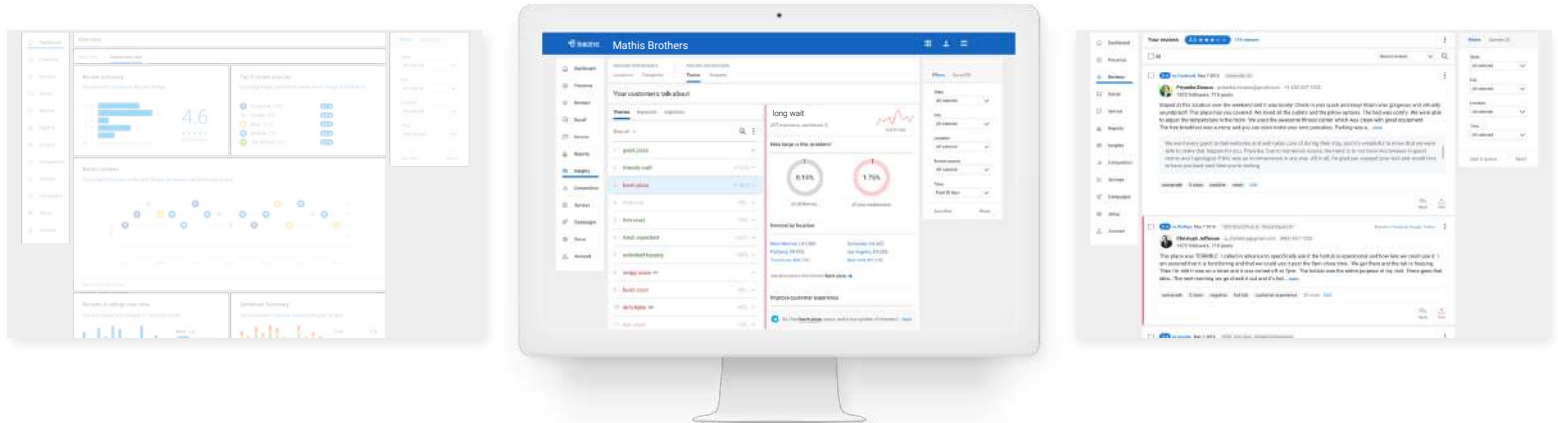
Yelp Reviews
+ 5x





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About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.



Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.



Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.



Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.



Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.



Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.



Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.



Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.



Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.



Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.



Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.



Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.