

CASE STUDY

Empowering PestCo with Cinch Online Reputation Management



OVERVIEW

PestCo, a leading pest control company, faced a common challenge in the digital era—how to actively and efficiently manage online reviews across multiple locations. With some team members hesitant to request reviews and the daunting task of responding individually to a growing number of reviews, PestCo turned to Cinch Online Reputation Management to streamline their review management process and boost their online presence.



Some service providers were reluctant to actively seek feedback.



Responding to individual reviews manually was time consuming.

CHALLENGE

PestCo faced a dual challenge in managing their online reputation. Firstly, despite delivering exceptional service, some team members were not proactive in soliciting customer reviews, resulting in a stagnant review count. The reluctance of certain service providers to actively seek feedback hindered PestCo's ability to showcase the excellent work being done.

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Secondly, even when reviews were received, the process of responding individually became overwhelming for their content creator. With responsibility for multiple locations, addressing each review manually proved to be a time-consuming task, diverting valuable resources from other crucial aspects of the marketing strategy.

SOLUTION

Cinch Online Reputation Management emerged as the solution to PestCo's review management challenges. The platform's automated review flow and communication tools became pivotal in overcoming the obstacles PestCo faced.

Streamlined Review Responses

PestCo's content creator faced a daunting task of individually responding to reviews across 39 locations. Cinch's platform provided a solution by allowing automated responses for reviews rated 4 stars and above. The content creator created 15 rotating auto-messages, significantly saving time and enabling her to focus on other essential tasks, such as content creation.

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Results-Driven SMS Campaign

Eldon, PestCo's marketing manager, emphasized the immediate impact of Cinch's review flow on their review count. In the first month of implementing Cinch in October 2023, PestCo experienced a remarkable 200.92% increase in reviews. The results were further amplified by a targeted SMS campaign facilitated by the Cinch team, resulting in 328 reviews. This represented a staggering 219 more reviews compared to the same month in 2022.

Dashboard Functionality

In addition to the review flow, PestCo appreciated Cinch's dashboard functionality. The platform streamlined their customer interaction review process, eliminating the need for multiple passwords and disparate dashboards. This not only saved time but also provided a consolidated view of their online reputation management efforts.

Technician-Specific Feedback

Recognizing the importance of individual technician performance, PestCo sought a solution that could not only boost their overall review count but also provide a platform for customers to give specific feedback about the service providers. This added layer of granularity would serve as a satisfaction score, offering recognition to the technicians who might be reserved in asking for their own reviews but consistently delivered top-notch service.

Automated Notifications for Negative Reviews

Cinch's proactive approach includes automated notifications for negative reviews. When a negative review is received, the platform triggers an immediate notification to the relevant manager. This feature empowers PestCo to address customer concerns promptly and discuss feedback with the employees involved, ensuring a swift and effective resolution.



Cinch dashboard displays all of your reviews in one convenient location so you can scan, examine, and respond more efficiently.

CINCH FEATURES IN ACTION

Automated Reputation Journeys

Cinch's automated surveys and review requests were strategically incorporated into PestCo's customer journey.

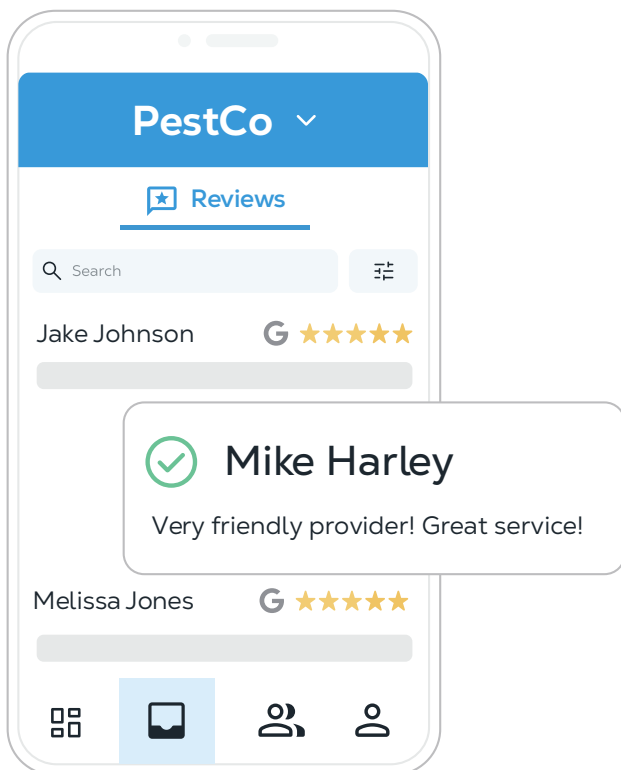
Personalized surveys and automated review requests resulted in a remarkable 200.92% increase in reviews within the first month.

Cinch Mobile Application

The Cinch mobile app empowered PestCo's marketing team to respond to reviews on the go. Real-time review notifications ensured quick responses, mitigating the impact of negative ratings and showcasing PestCo's commitment to customer satisfaction.

Sentiment Analysis

Cinch's sentiment analysis feature provided valuable insights into customer sentiments. PestCo could now calculate an overall score, allowing them to flag reviews for further analysis or targeted follow-ups.



RESULTS

The impact of Cinch on PestCo's online presence has been transformative. The company is on track to end the year with a remarkable increase in reviews, already surpassing their achievements from the previous year. Eldon expressed his satisfaction, stating, "We're ending the year strong with Cinch!"



200.9%

increase in reviews
in October 2023



328

total reviews in
October 2023



219

more reviews than
October 2022

CONCLUSION

Cinch Online Reputation Management has proven to be a valuable asset for PestCo, providing not only a solution to their review management challenges but also delivering tangible results in a short period. PestCo's success story showcases how Cinch empowers businesses to take control of their online reputation, engage with customers, and achieve substantial growth in review counts.