



CX Index™
Social Advocate™



CX Index Social Advocate™

CX Index is a robust Voice of the Customer platform with a host of features that have helped us to deliver winning customer experiences to retailers, banks, travel and transport, and other industries across the globe. It is the range of analysis and integrations that we run that enable our clients to improve performance.

In building out this platform over the past six years, we have continuously innovated and developed features on our journey to help our customers win at customer experience. A powerful byproduct of this and valuable feature is our Social Advocate tool.

Social Advocate™ is a really neat application that automates the process of asking your happy customers to leave feedback on review sites and other social media platforms.

It has an incredibly strong track record of enhancing online reputation with recorded improvements of over 800% in both quality and quantity of reviews achieved in less than six months.



Google Reviews



Tripadvisor.com



Trustpilot.com



Review Centre

CX Index's Social Advocate™ automates the process of turning your most satisfied customers into online brand advocates. It enables you to better engage with your customers to drive authentic positive social media content from customer feedback onto review sites, delivering engagement and trust, so shoppers buy more.

Social Advocate™ integrates with well-known review sites like Trustpilot, Google Reviews, Yelp and social networking sites like Facebook and Twitter.

The importance of Consumer Generated Content cannot be stressed enough. A 2015 Nielsen study found that 83% of consumers trust recommendations from people they know and 66% trust consumer opinions posted online. Every online review that recommends your business is a powerful form of marketing.

Negative reviews turn potential customers away!



- Businesses risk losing 22% of business when potential customers find one negative article on the first page of their search results.
- Businesses with two negatives on the first page of search results risk losing 44% of its customers.
- If three negative articles pop up in a search query, the potential for lost customers increases to 59.2%.
- Having four or more negative articles about your company or product appearing in Google search results can lead to a loss of 70% of potential customers.

¹<http://www.nielsen.com/us/en/insights/reports/2015/global-trust-in-advertising-2015.html>

We have set out 2 Real Life Examples detailing how Social Advocate™ has brought about successful results for some of CX Index's customers².

Example 1

From **POOR** to **GREAT** in 2 months! This example is to show how we can deliver improvements rapidly. This brand was deemed **POOR** on Trustpilot at the start of August and only had **77 reviews**...



...Skip forward 2 months, and their score has soared to **GREAT** with nearly 400 reviews



²Customers have been anonymised for reasons of confidentiality.

Here are some interesting stats on the effect of consumer reviews and generated content can have:

71% of people say that Consumer Generated Content influenced their decision to purchase a car.

Young and affluent individuals increasingly create and use consumer generated content (CGC), with **54%** of those aged **23-34** as much as **87%** of respondents worldwide who earn **\$150,000** or more indicating CGC has influenced one of their offline purchases.



Consumers are researching and trusting CGC more³



90% of consumers read online reviews before visiting a business



86% of people will hesitate to purchase from a business with negative online reviews



Customers are likely to spend 31% more on a business with "Excellent" reviews

Example 2

In 2014, one brand that uses CX Index™ had about 200 reviews on Trust Pilot and was ranked **54th/57th** in their industry. Not great...

Within three months, they had **4 stars** ... and within six months, they had a **5 star EXCELLENT** average.

Today, they have over 35,000 reviews and lead their industry globally in online reputation. It's a numbers game, and with Social Advocate™ you can drive volume that moves the dial quickly.

Similarly, this same brand had poor ratings on Google Reviews*, in or around **1.3/5** however, they are now doing very well, with a strong **4.6 star** rating.

*Of note, it is also useful to be recognised as having strong reviews within Google's algorithms. Setting up a Google Reviews account and adopting CX Index's Social Advocate™ will move the dial on your brand reputation in this important space.

What our customers say

” CX Index has had a phenomenal effect on our online reputation. I am in no doubt that this one facet of the exceptional CX Index tool returns a high multiple in ROI when tracked against the cost of the product.
Head of Brand Loyalty and CX Index Client



Of course, with Social Advocate™ we cannot prevent the bad reviews from being posted organically onto review sites, but we can ensure that many more of your happy customers will act as advocates for your brand.

³ <https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/>