



BirdEye for LendingUSA

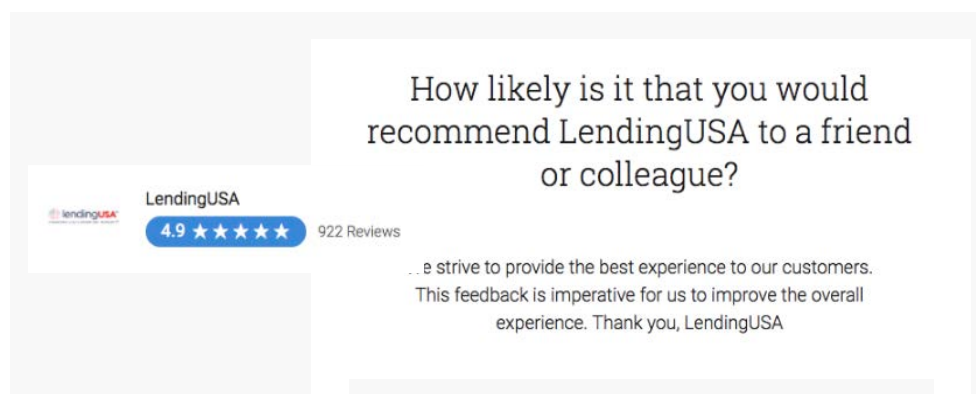
Client since: July 2016

20x more reviews boost SEO, site traffic and customer acquisition

In the financial sector, reputation is everything. Businesses want to work with a lender that has a credible track record of success, and they look for evidence of this credibility in online reviews. LendingUSA provides financing solutions to businesses across industries, and had built up strong relationships with these businesses over the years. However, these businesses were not voicing their satisfaction online. In order for LendingUSA to present itself as a reputable lender and be chosen over competitors, the company would need to collect a significant number of reviews on respected sites like Google and Better Business Bureau.

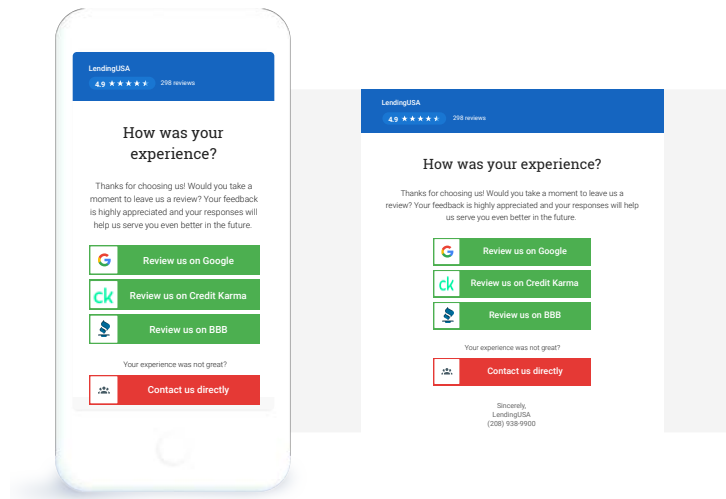
Automatic, targeted review generation campaigns

With BirdEye, LendingUSA began a series of systematic feedback collection campaigns. First, they launched Net Promoter Score (NPS) campaigns to identify their detractors, passives and promoters. Next, they segmented their contacts by sentiment so they could address them appropriately. Detractors and passives were contacted privately so their concerns could be addressed thoroughly before any negative feedback went public.





Promoters (customers who left a rating of 9 or 10) were sent review request emails or SMS messages. These requests routed customers directly to sites like Google, CreditKarma and BBB where they could leave a review with minimal effort. Making the process easy for customers drastically increased conversion rate from request to review -- SMS requests yielded an impressive 32.3% conversion rate.



BirdEye built a custom microsite for LendingUSA that displayed its best reviews from all sites along with up-to-date contact information and the ability for visitors to write a new review. A constant stream of new reviews provides fresh, organic content that search engines like Google prefer, so this review microsite ranked high in relevant search results.

LendingUSA

4.9 ★★★★★ 922 reviews (Personal Loans)
15303 Ventura Blvd., Suite 850, Sherman Oaks, CA 91403

[Write a review](#) ★★★★★ Describe your experience

All Reviews (582) | Google Reviews ①

★★★★★ on BBB, Apr 02, 2018

Larry L.
Lending USA great company hassle free. They have had great customer service.

★★★★★ on BBB, Mar 30, 2018

Barbara H.
The process was easy. Customer service was very helpful and c

★★★★★ on BBB, Mar 27, 2018

Jonah D.
They got me my loan fast and helped me get want I wanted thanks Lending USA.

Contact

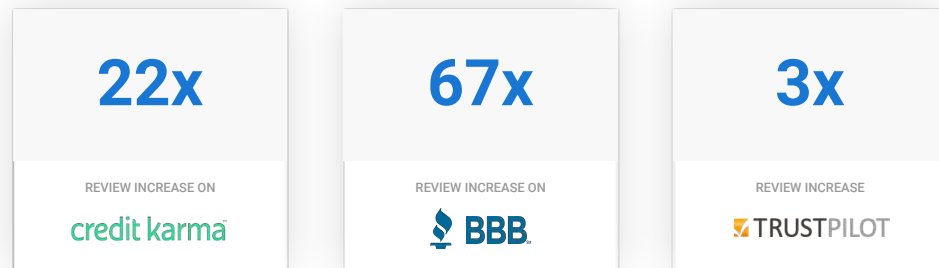
15303 Ventura Blvd., Suite 850, Sherman Oaks, CA 91403
(800) 994-6177
<http://lendingusa.com/>
LinkedIn
Youtube
Twitter
Facebook
Google-Plus



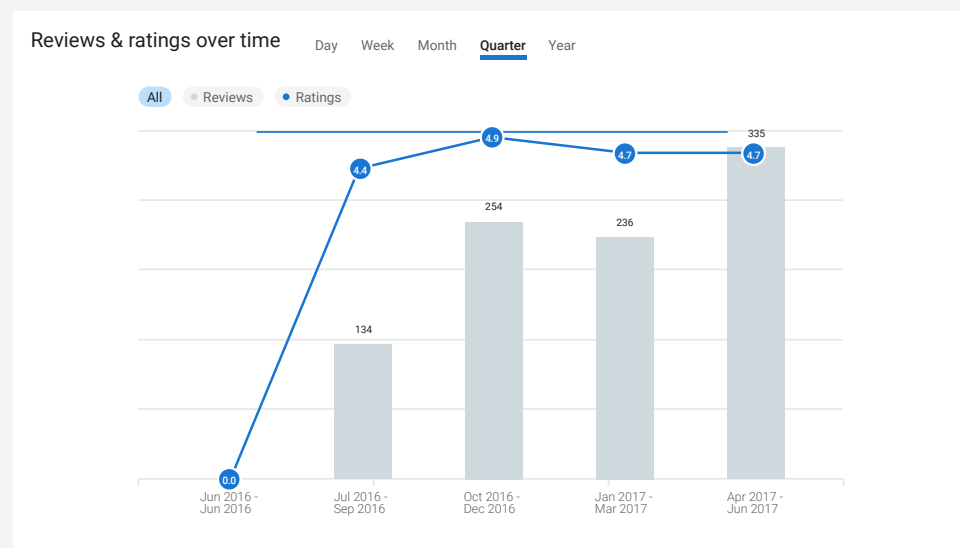
With BirdEye's Goals feature, LendingUSA was able to set a target overall rating and constantly track how close they were to this target.

LendingUSA monitored all its reviews from all sites in one place, and received automatic alerts from BirdEye whenever a new review was posted. They organized their reviews by business with automatic tagging and custom filters, making it easy to identify which businesses were performing well and why. They used these insights to educate their customers on best practices to set them up for success.

Results



In their first year with BirdEye, Lending USA sent 158 campaigns to more than 31K contacts, generating 250x more Google reviews and 20x more reviews overall. These reviews earned them a 4.7, which is 27% higher than the industry average.





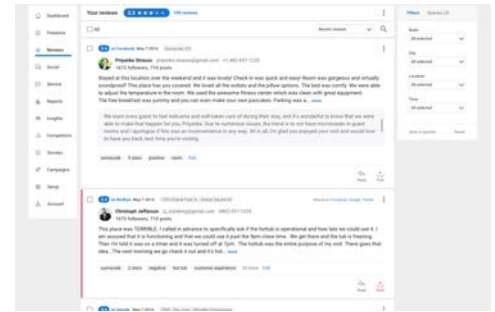
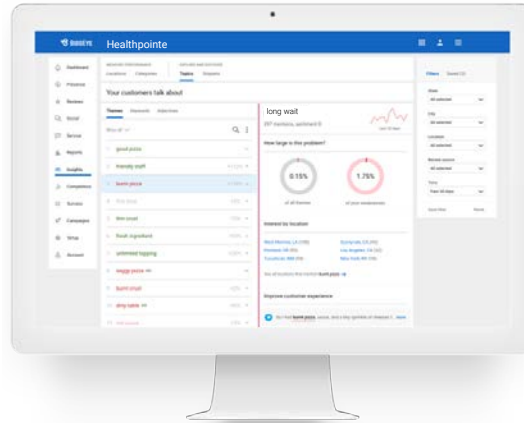
All their new positive reviews not only helped LendingUSA rank higher in organic search results -- they also outshine the competition with rich snippets that display star ratings beside their listings.

The screenshot displays a Google search for "lending usa". The search results include a rich snippet for "Lending USA Personal Loans | Credit Karma" with a 4.5-star rating and 48 votes. Below this, there are two more rich snippets: "LendingUSA Reviews | Read Customer Service Reviews of ... - Trustpilot" with an 8.4/10 rating and 168 reviews, and "BBB Business Profile | Lending USA - Better Business Bureau" with a 4.9-star rating and 139 reviews. To the right of the search results is a map of the LendingUSA location in Sherman Oaks, CA, with a 4.7-star rating and 291 Google reviews. The map also shows the address, hours, and phone number for the location.

Their impressive collection of reviews, SEO improvements, and BirdEye microsite drove more than 95K visitors to LendingUSA's website during the same time period. Now, when businesses search online for a trusted financial solutions provider, LendingUSA stands out as the clear leader.



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 root cause 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.