



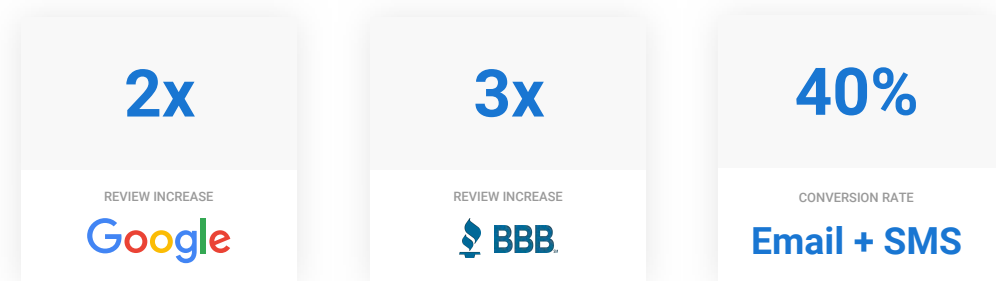
BirdEye for Safe Haven Security

Client since: August 2018

# Boosting employee motivation leads to 90% increase in Google reviews

## The struggle to retain customers

Safe Haven Security, the second largest ADT Authorized Dealer in the US, has been providing custom home security systems for nearly a decade. Although customers have always been enthusiastic about Safe Haven's services in-person and on the phone, the majority had never reviewed Safe Haven online. As online reviews became more important to consumers' purchase decisions, Safe Haven's loyal customers were beginning to grow doubtful that Safe Haven was the best option out there.

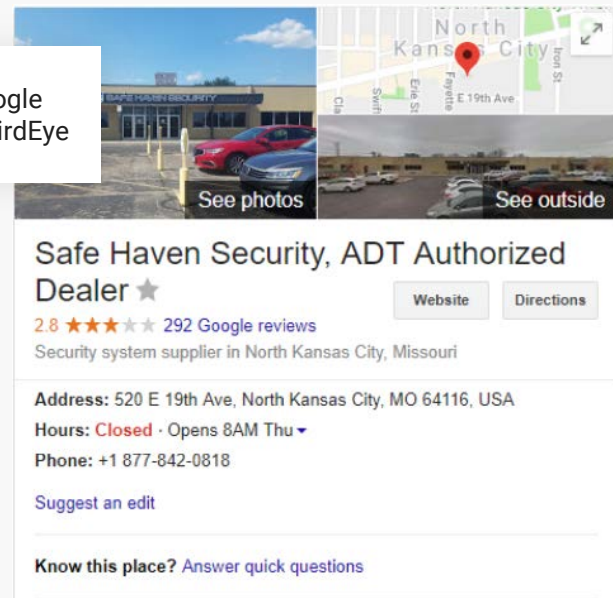


"We had customers who did research on us and say 'Oh, this company has bad reviews, and all these others have better reviews. Why don't we just go to a company with better reviews?'" said Dustin Kleeman, Public Relations for Safe Haven.



To keep existing customers and attract new ones, Kleeman needed a way to understand how Safe Haven Security was actually performing and where improvements needed to be made. He knew these insights lay within the customer feedback that Safe Haven so desperately lacked, so he began searching for a reputation management platform. Kleeman needed to take control quickly using a reliably effective software, because for Safe Haven Security, losing even one customer is a big blow.

Save Haven Security on Google rating and reviews before BirdEye



“To put it in perspective, 2 customers can pay for our yearly bill with BirdEye,” said Kleeman. “We’re losing half of a percent in revenue a year because of reviews, all we have to do is get 2 customers to not cancel because of reviews and we’ve already paid for it.”

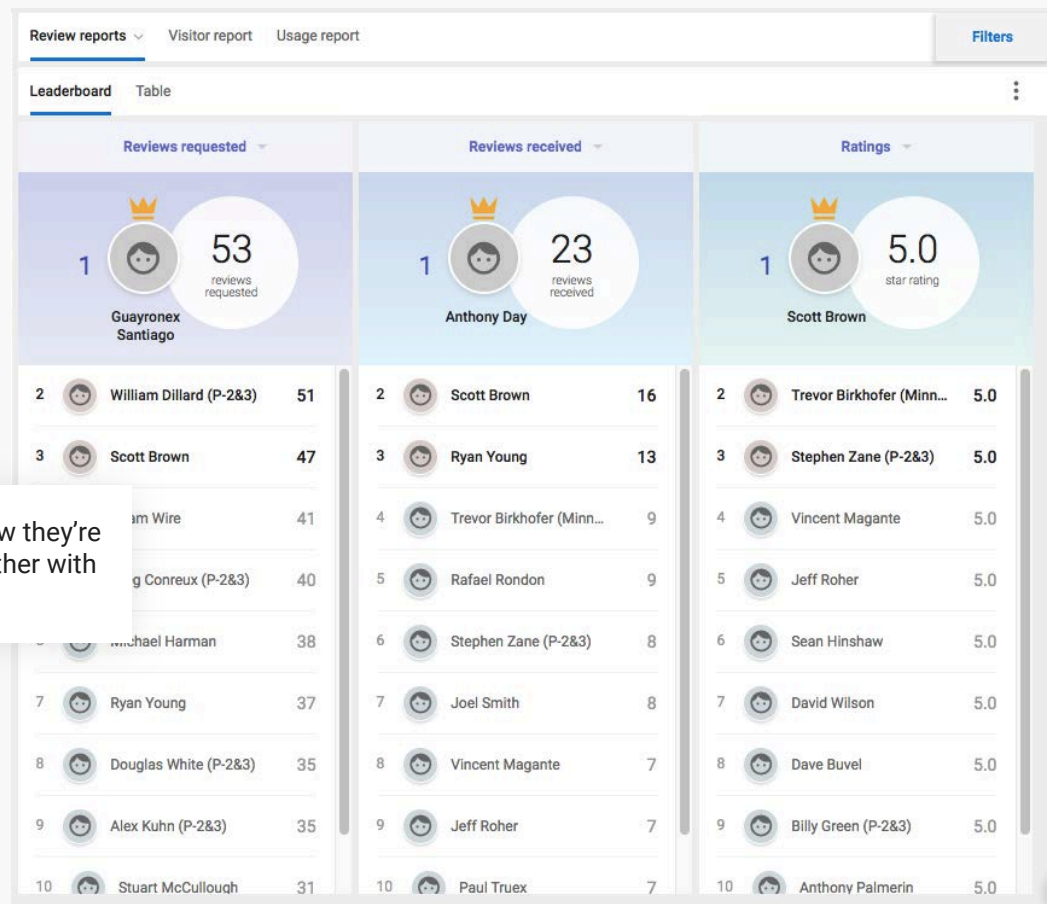
Kleeman sought a platform that would help him not only get new reviews but also meticulously evaluate performance from multiple angles such as by employee or by custom time period. No platforms besides BirdEye would allow them to conduct retroactive data analysis by employee, and over specific time periods. They also chose BirdEye for the company’s extensive background knowledge on the reputation industry in general and ability to work with his specific use case.



## Gamifying the review collection process

Upon implementing BirdEye, Kleeman established a contest amongst his employees: whoever gets the most reviews each month wins a \$500 Best Buy gift card. Employees send a review request during the installation process, after the sale has already taken place. Whenever a customer follows through on a request and posts a review, BirdEye automatically tags that employee's name to the review in the BirdEye platform. This lets Kleeman track precisely how each technician is performing.

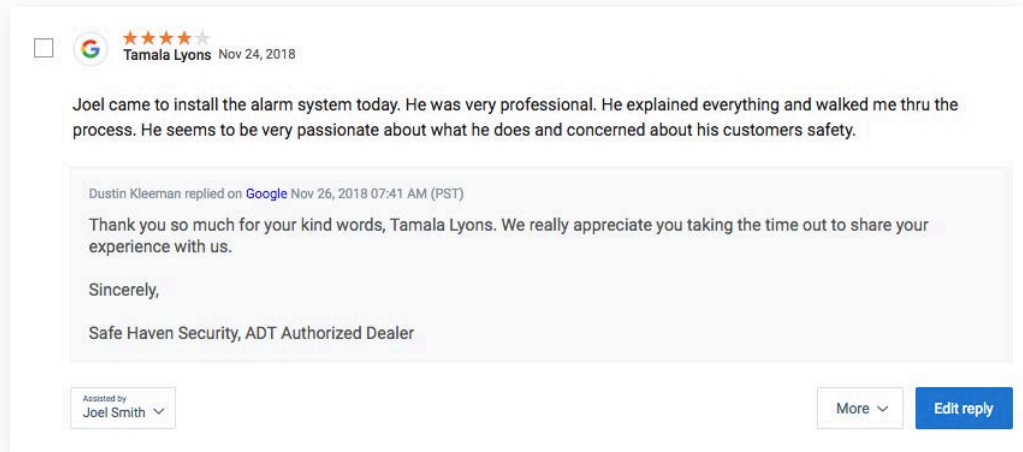
To keep the momentum going, each Thursday, Kleeman pulls a report and sends it to everyone on the list so they can see how everyone is doing relative to one another. This healthy competition encourages technicians to keep sending requests after every installation. Since more requests equals more reviews, the team's combined conversion rate from request to review is a whopping 40%.



Technicians can see how they're doing relative to each other with BirdEye's Leaderboard:



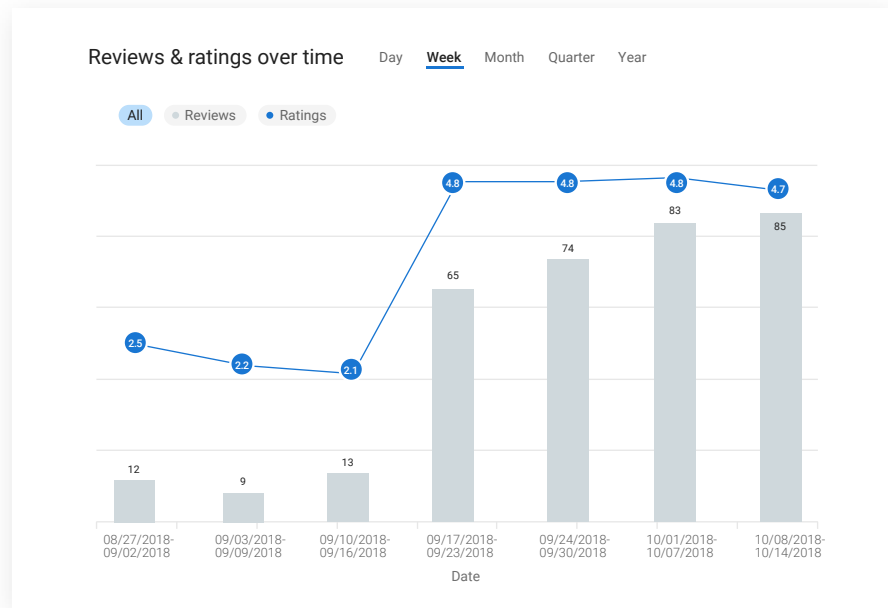
Generating new reviews is only the first step in a constructive feedback loop. To stay engaged with customers, Kleeman gets alerted for every new review and responds to each one. Since most reviews are positive, he saves time by using BirdEye's handy review response templates.



Kleeman has a dedicated process for managing negative reviews. Rather than using a template, Kleeman writes a personalized response to each negative review, providing his email and asking them to reach out for further assistance. If they don't email him within a few days, he gives them a call if he can find them in his database. In many cases, this persistent follow-through results in the customer updating or removing their negative review because their experience improved.

## Building a strong reputation through exceptional customer service

In just the first 5 weeks with BirdEye, Safe Haven doubled its Google review volume, and tripled its BBB review volume.



With such a strong employee motivation program in place, it's no surprise that as review volume has increased, so have Safe Haven's overall ratings.

"The technicians have improved their performance because they want higher ratings," said Kleeman. "This system has made the team better at providing good customer service and fostering a customer-centric culture."

Save Haven Security on Google rating and reviews **after BirdEye**

Safe Haven Security, ADT Authorized Dealer

4.0 ★★★★★ 725 Google reviews

Security system supplier in North Kansas City, Missouri

Address: 520 E 19th Ave, North Kansas City, MO 64116, USA

Hours: Open · Closes 5 p.m. ▼

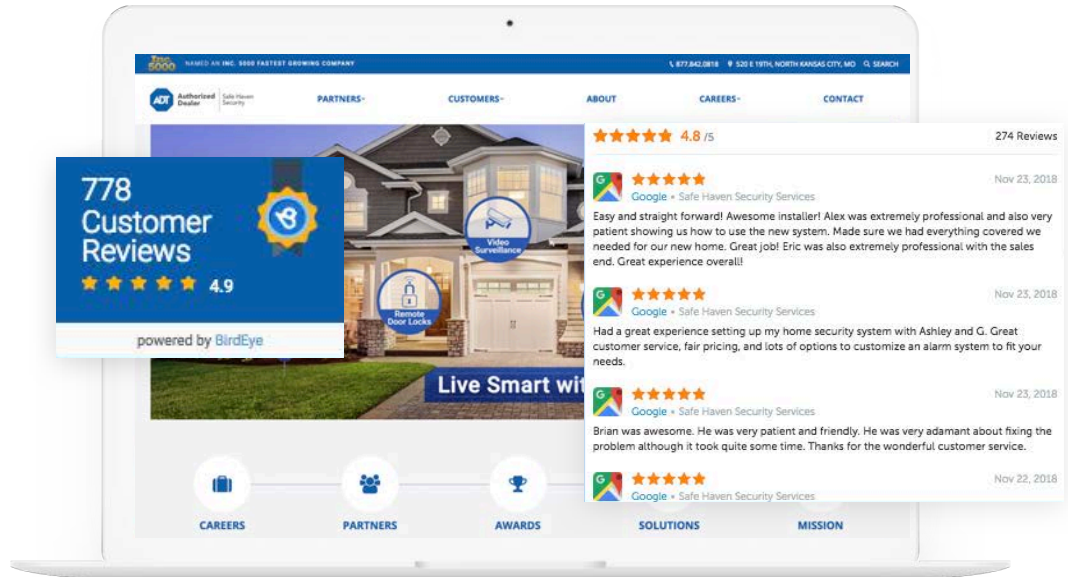
Phone: +1 877-842-0818

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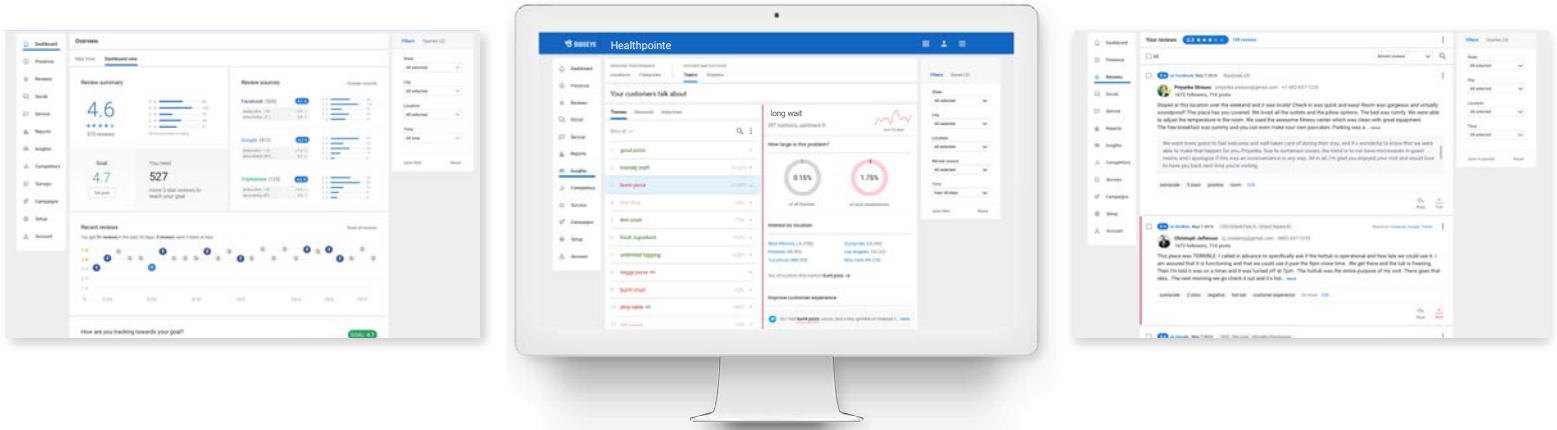
Thanks to the whole team's diligent effort to collect and act on feedback, reviews have become Safe Haven's competitive advantage. They use BirdEye to automatically promote their most recent reviews on their company website:



Thanks to the great reputation they've built with online reviews, Safe Haven has been able to recruit top talent, continuing the cycle of outstanding service and happy customers. Now, it's clear to existing and prospective customers that when it comes to home security, Safe Haven is the most trusted choice.



# 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/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://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 case 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.