



IMPROVING GOOGLE MY-BUSINESS

Pitch Deck by - Aaryan

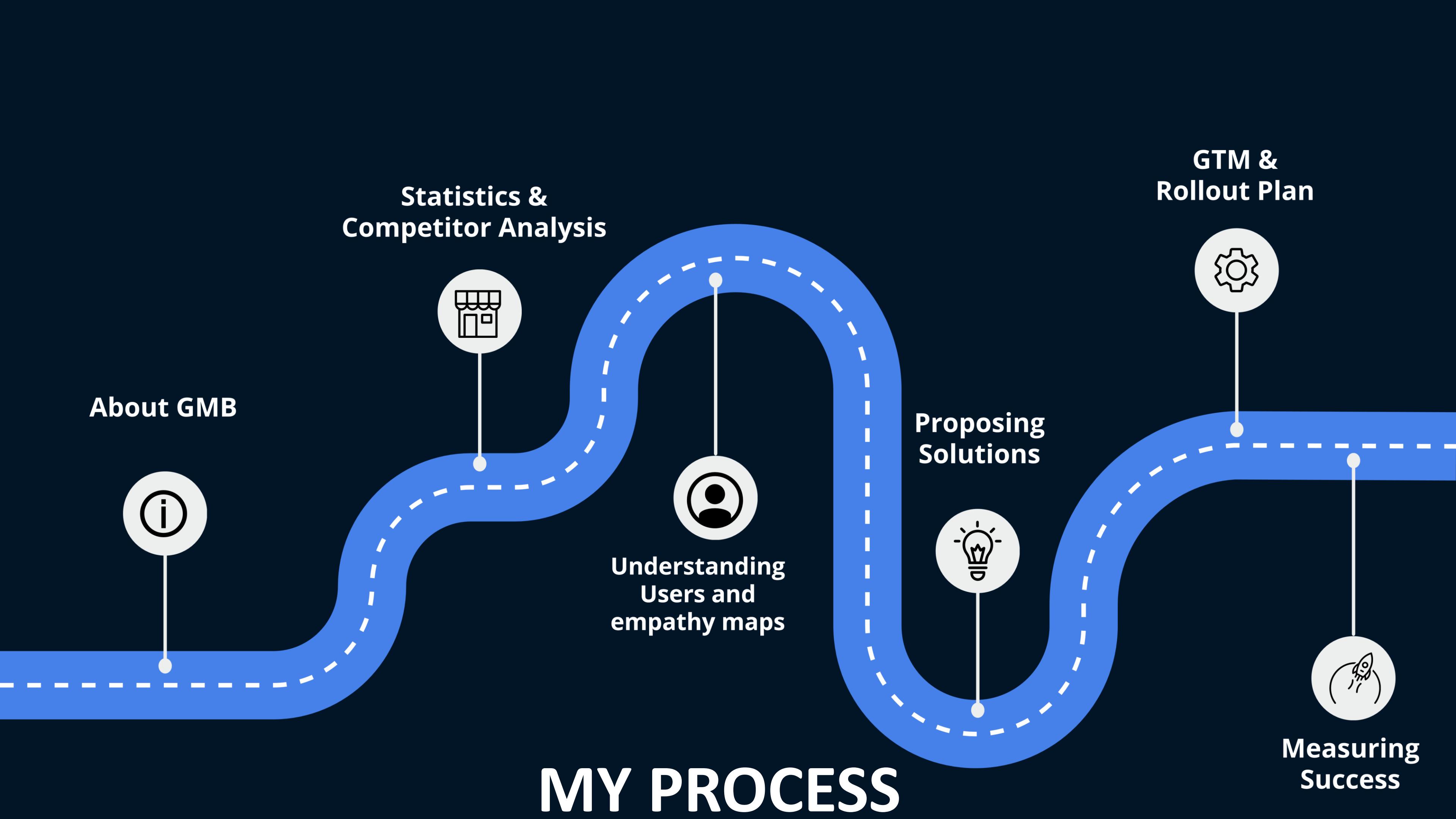
PROBLEM STATEMENT

To improve the GMB pages of businesses for the users to become the go-to platform to solve user searches for businesses.



ABOUT GMB

Google My Business (GMB) offers a free profile for businesses and makes it discoverable by customers on Google Search and Maps. Users can find addresses, reviews and ratings, offerings, location, and a lot more information about businesses around them.





60% of smartphone users contacted businesses directly through the GMB interface using the “click to call” option.

MARKET ANALYSIS

Around 49% of businesses listed on GMB receive more than 1,000 views on search per month. And many businesses receive ten times that



9
1
%



Over 84% of searches are classified as “discover” searches

of people regularly read online reviews.



47 % of all internet users worldwide say they post reviews about a product, company, or service each month

COMPETITORS

SemRush



Yelp



BrightLocal

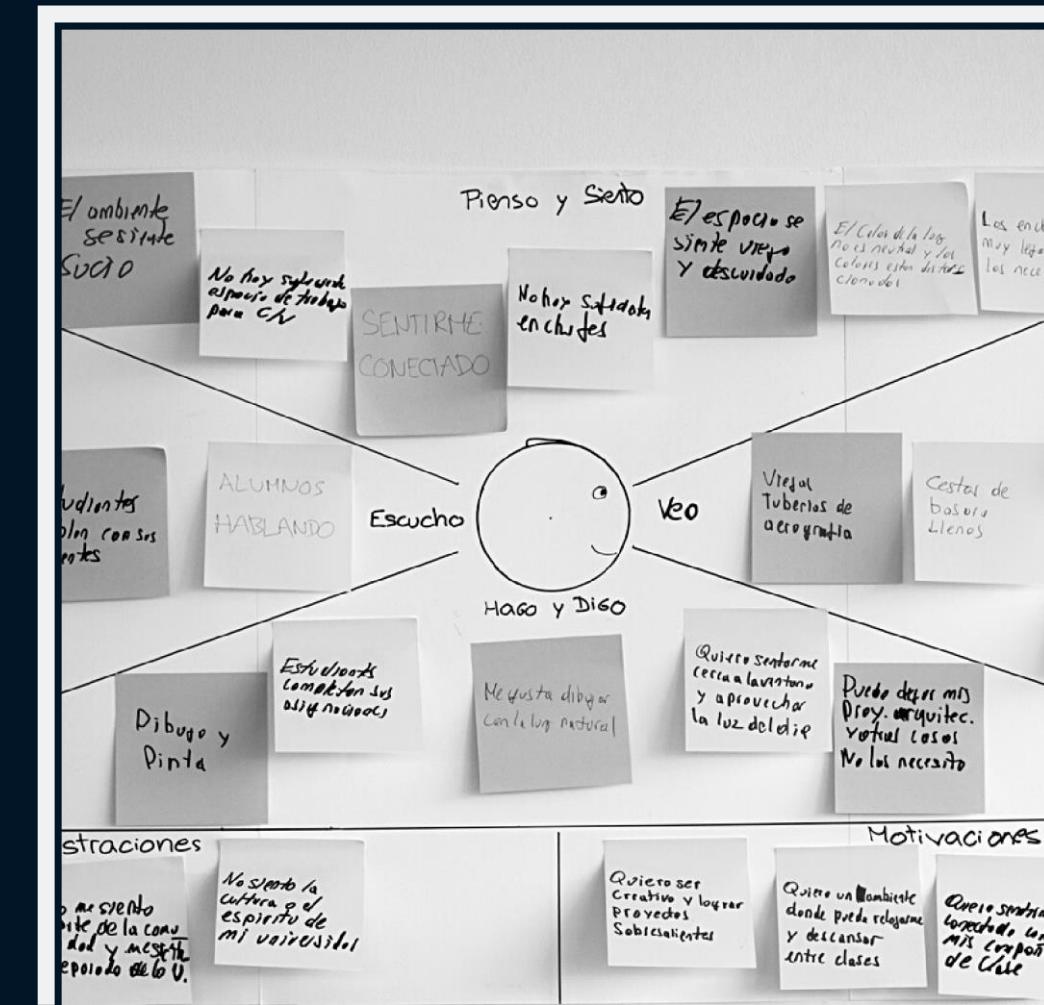
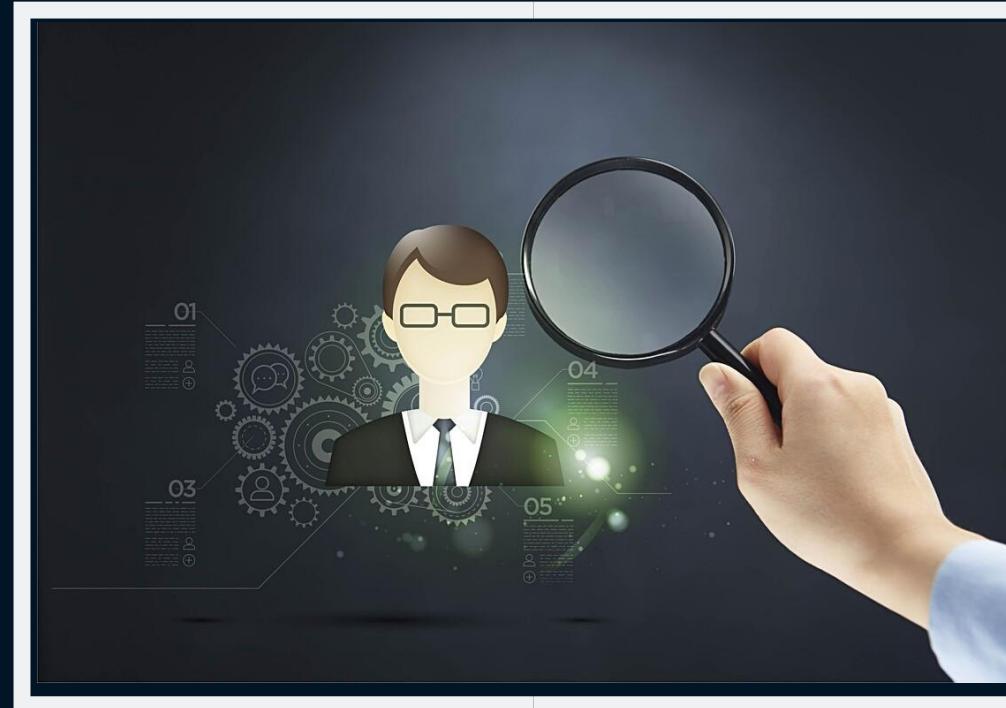


YEXT





USER EMPATHY MAPS





THINK & FEEL

INFLUENCES

SEE



NAME - NINA

AGE-20

STUDENT

PAIN

GAIN

THINK & FEEL

Motivated to grow

Loves to try new methods
to grow the business



INFLUENCES

Media Engagement

Competitors

Business Goals

SEE

Competitors having a better online presence

Slow business growth

NAME - ANDREW

AGE-37

Food Joint Owner

PAIN

Customers don't review about what they liked, Its generally the problems only

Business growth rate has reduced

GAIN

Providing incentives for reviewing will help in the long run

Faster simpler way of reviewing will surely help



PAIN POINTS

Users don't get incentives to put out good reviews if they like the place they visit.

Users don't want to spend time typing the reviews. An easier system is required.

Common doubts takes long to be resolved



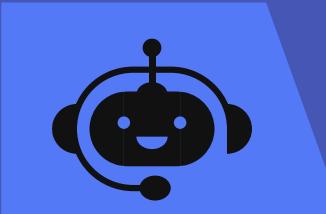
Opportunities

Introducing a smarter incentive system will help in motivating the users to review more.

Using AI/ML models to make reviewing will be a great way to increase the review count

Helping businesses grow by better online presence

SOLUTIONS



GMB ChatBOT



Introducing Rapid Reviews



Incentivized Reviewing



SOLUTION 1 //

Introducing GMB ChatBOT

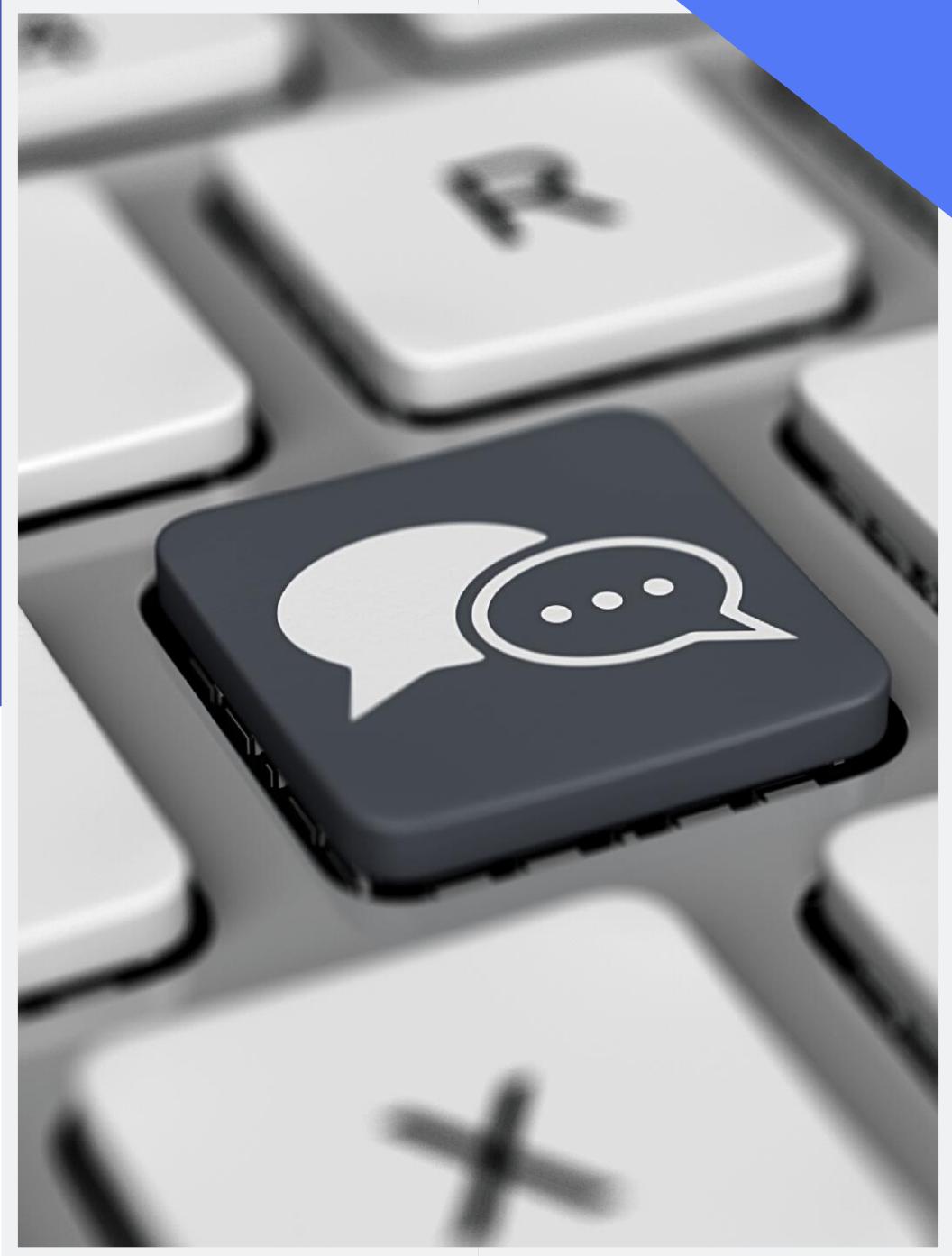
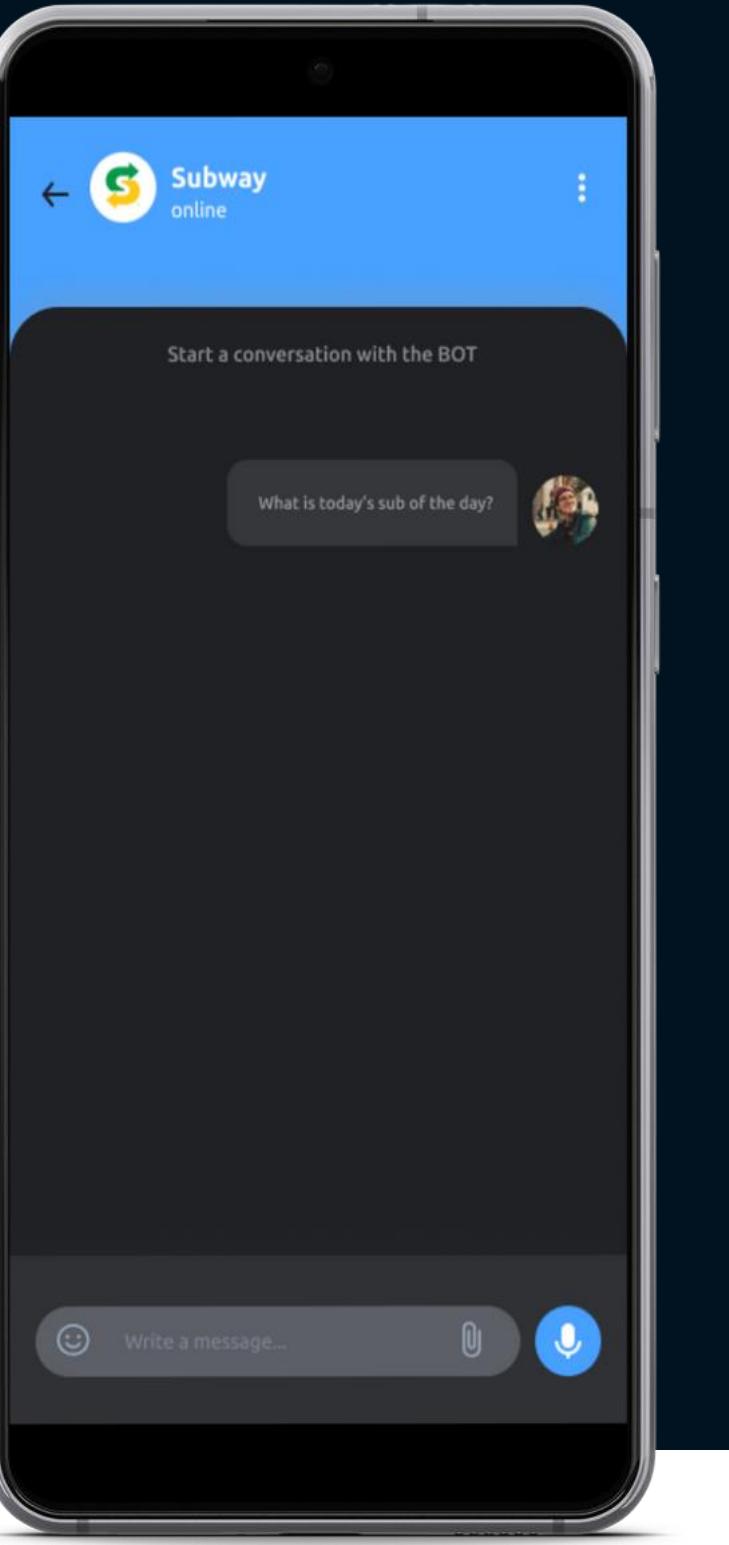
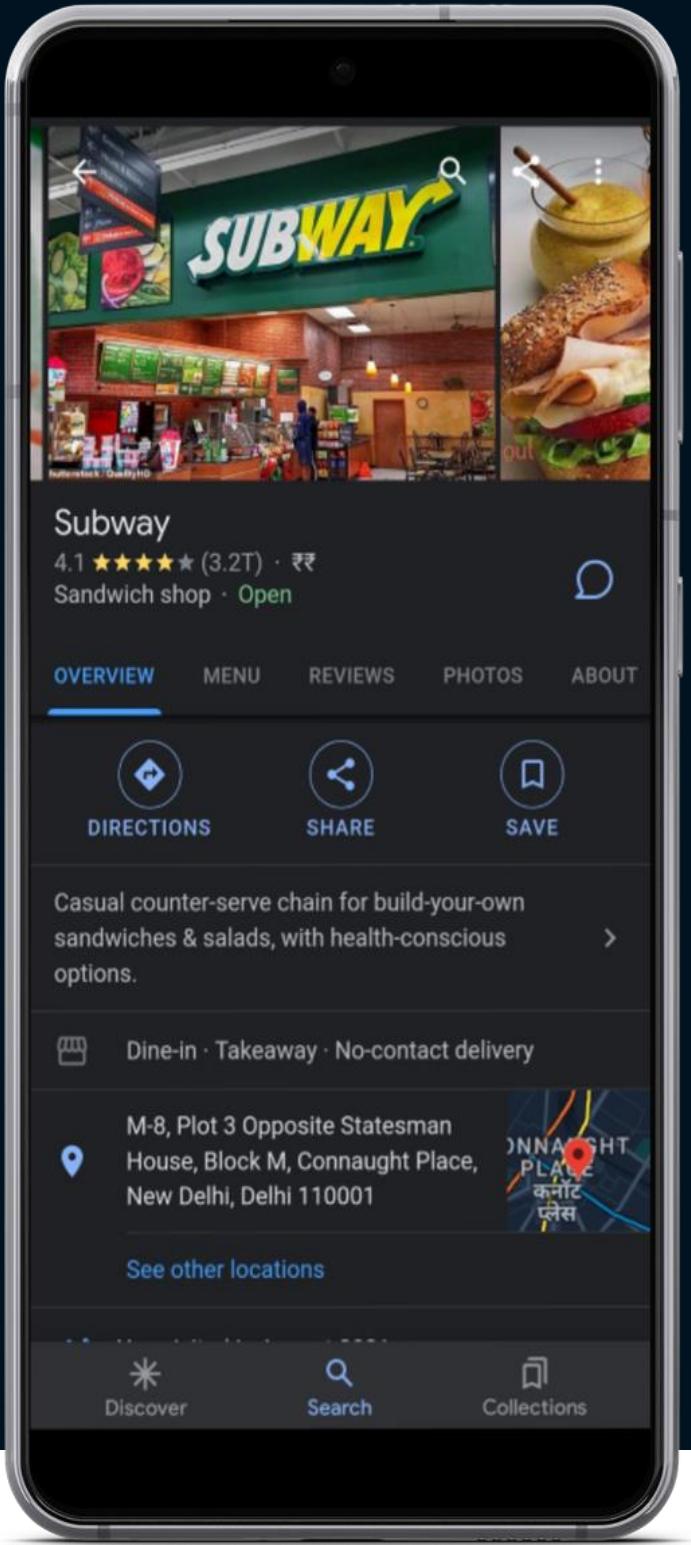
GMB ChatBOT will help the common queries to be solved upfront without any hassle and improve User Experience

FEATURES

1. The GMB ChatBOT will help the users resolve their doubts faster and upfront
2. There are generally common doubts which are asked by the potential customers viz. Pricing , Timings and the answers gets lost in the bulk of reviews.
3. The BOT will mainly source its answers from the already present reviews reducing the time spent to find the answer using Web-Scraping.
4. In addition , If the user has any unique doubt they can request to connect with the employee of the company over the same chatBOT and get answers to any unique questions



WIREFRAMING



SOLUTION 2 //

Introducing Rapid Reviews

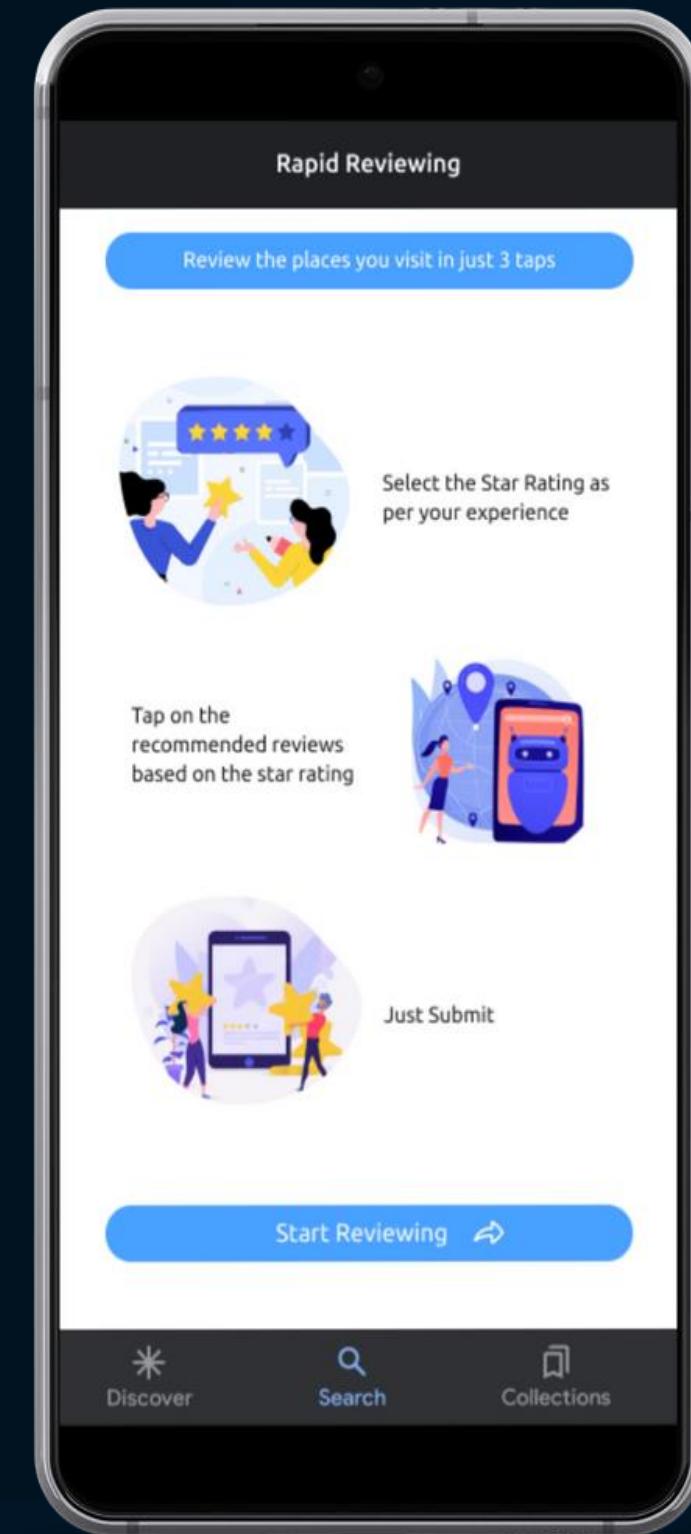
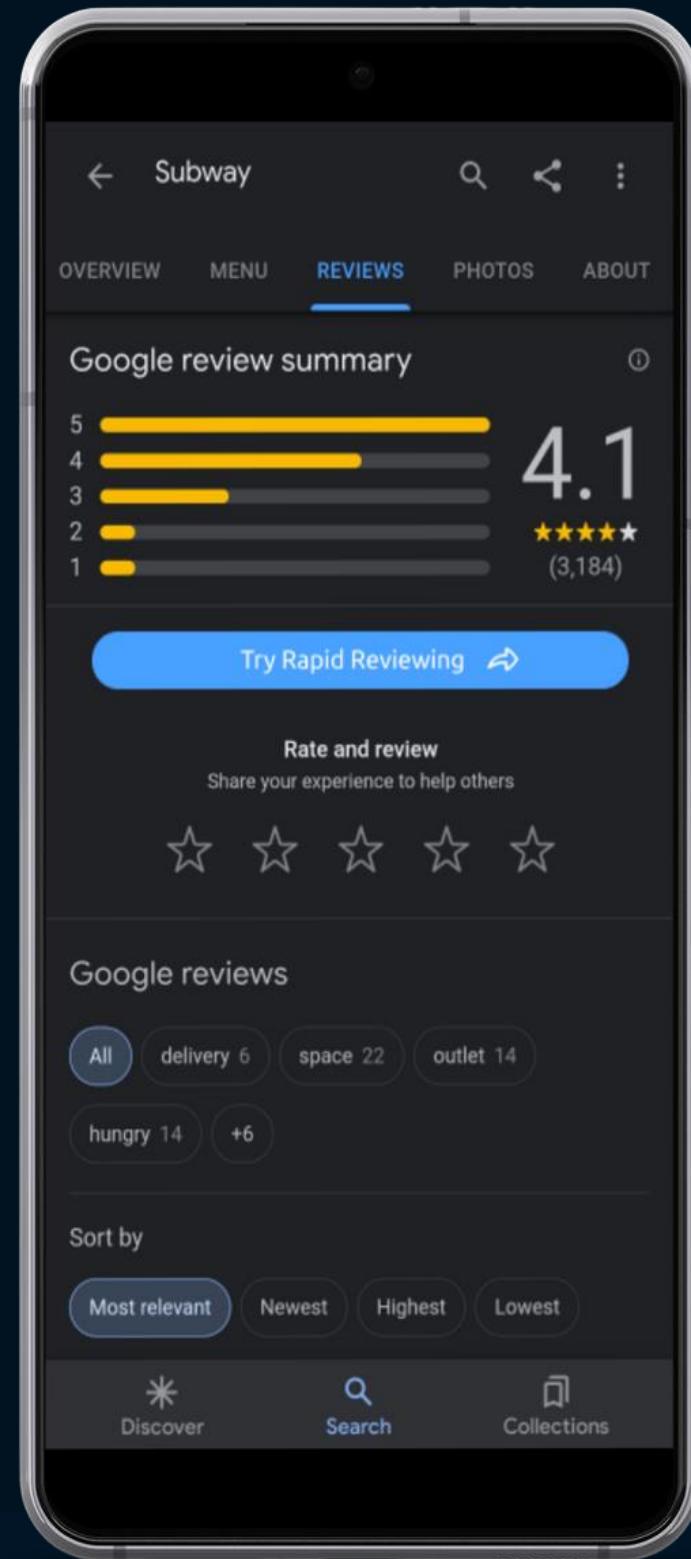
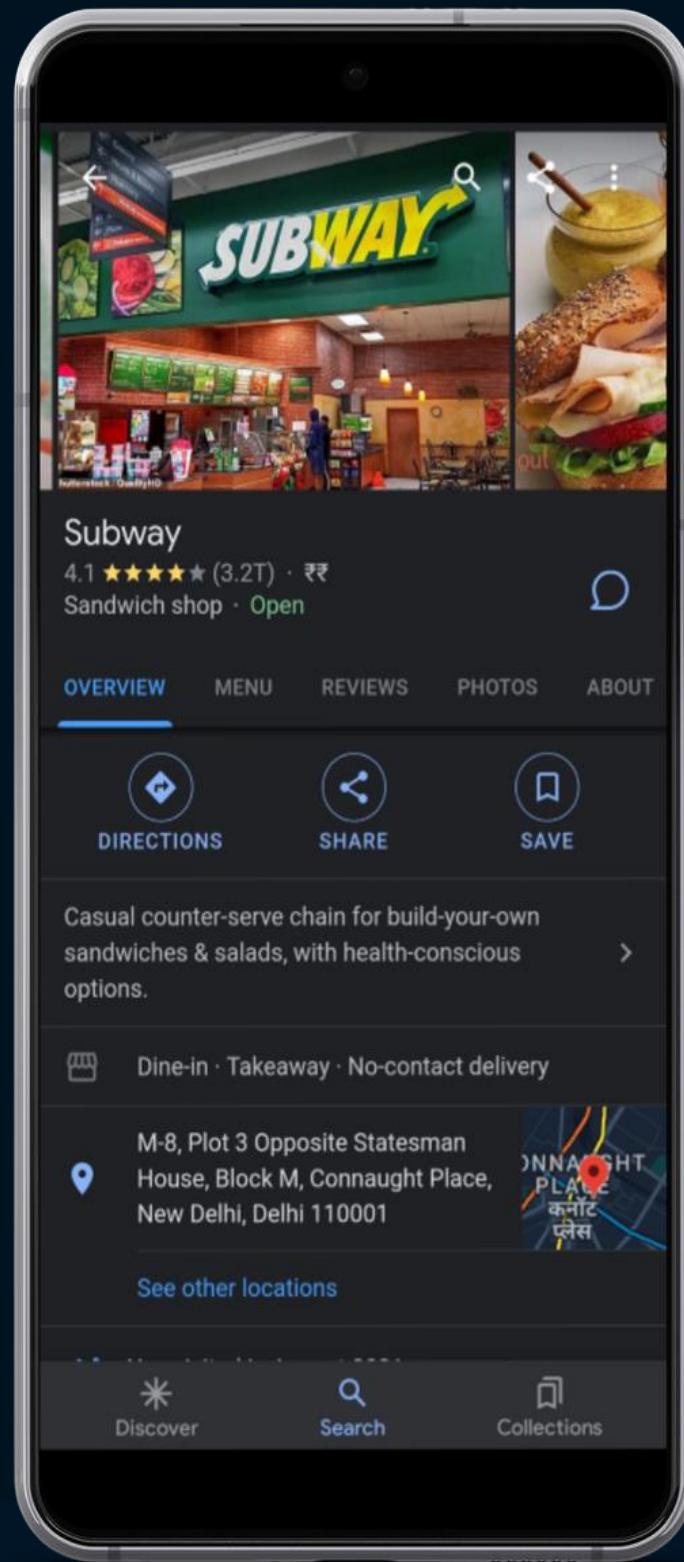
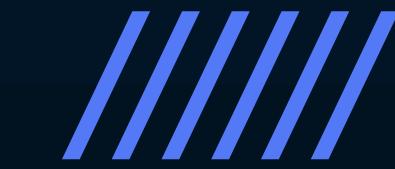
The all-new reviewing system uses AI/ML Models to help making reviewing easy and less time consuming

FEATURES

1. This system will allow users to just select common keywords based on the past trend of that company and companies in the similar field using AI and ML making reviewing faster.
2. The Users will not have to type the review themselves. Instead, just tap on the keywords viz. Liked the food, value-for-money, etc. and submit reviews just in a few taps.
3. If the user wants, He/she will be able to submit custom reviews normally also.
4. The AI/ ML Models will constantly learn from the new reviews added improving the recommendations and overall efficiency of Rapid Reviews



WIREFRAMING



SOLUTION 3 //

Incentivized Reviewing

Improved Incentive system to promote users to review the places they visit increasing reach and image of businesses

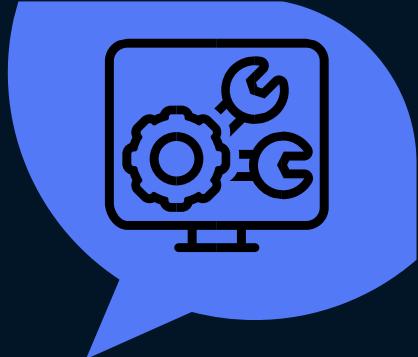
FEATURES

1. The system is based on providing coupons/discounts for the businesses the user reviews about for their next visit.
2. It solves 2 problems at one time - Firstly, Promoting the users to review organically increases the credibility of the business, and Secondly, Providing coupons for the next visit will help increase business and revenue as the user will be more inclined to visit the next time because of the discounts earned.
3. Proving offers and discounts for the business the person reviewed about is the main aim of this system



ROLLOUT PLAN

The rollout of the new features will be in systematic manner one by one prioritizing them based on the RICE model



Design and Development

- Market Research and understanding customer segments
- Design and feature development



Beta Launch

- Launching features one by one by priority order
- using marketing tools to increase reach of new features



Feedback and Success metrics

- Analyzing the user feedback of the new features
- Improving them based on feedback and stats



Release

- Rolling out the final version of the product

Feature

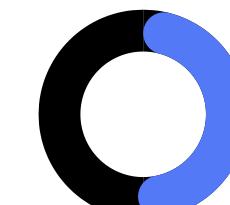
Reach
Out of
10



Impact
Out of 5



Confidence
Out of 100%

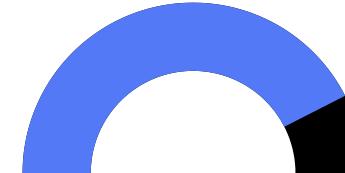
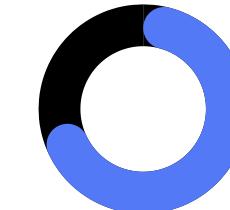
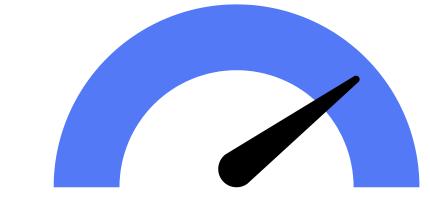


Effort
Out of 5

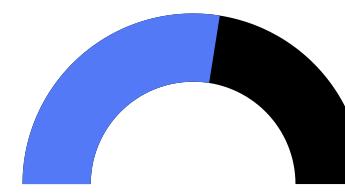
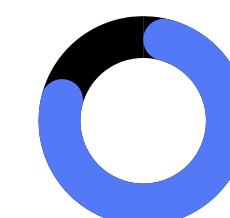
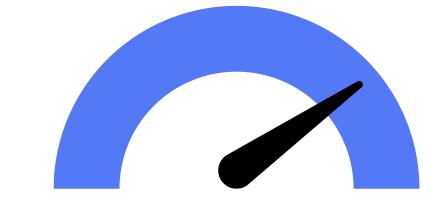


RICE
Score

77



85



91

SUCCESS METRICS



Satisfaction score

Taking feedback and reviews of new proposed chatbot at the end of each session



Increase in reviewing by users

With better incentives and Rapid Reviewing, the number of reviews posted should increase at a good rate



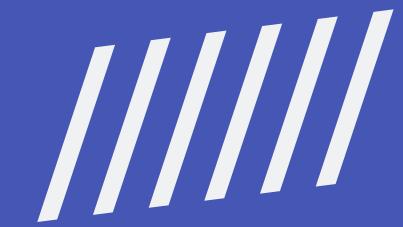
Adoption & Engagement

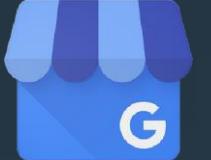
Increase in daily/monthly active users and new users



Increase in new customers and customers returning to the stores again

With better incentives to return and more reviews online, Business of stores will grow





Thank You

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