Online Reputation Management (ORM) Strategy for Zeno Health and tools used

horizontal line

## 1. Monitor Zeno Health’s Online Presence

Platforms to Monitor:

* Google Reviews (store feedback)
* App Store & Play Store reviews (Zeno Health app)
* Social Media: Instagram, Facebook, Twitter (X), YouTube
* Blogs, news portals, Quora, and online forums.

## Tools to Use:

* Brandwatch - Social media monitoring, audience insights, and brand sentiment tracking
* CisionOne - PR and media monitoring across online news, TV, and blogs
* Google Analytics - Monitor website traffic, bounce rate, engagement, and conversions
* SEMrush / Ahrefs - SEO audits, keyword tracking, competitor analysis, and content performance
* Google Alerts - Free tool to track new brand mentions
* Social Listening Tools (e.g., Brand24) - Track social conversations in real time
* Appbot - Track app review trends and sentiment

## KPIs to Track:

* Sentiment Score (via Brandwatch)
* Star Ratings (Google & App Stores)
* NPS (Net Promoter Score)
* Website Bounce Rate & Conversion Rate (via Google Analytics)
* Keyword Rankings and Traffic Share (via SEMrush / Ahrefs)

## 2. Handling Negative Reviews

A. Categorize Feedback:

* Delivery delays
* Staff/store issues
* Product unavailability
* App performance

B. Response Guidelines:

| Complaint Type | Tool | Response Timeline | Response Example |
| --- | --- | --- | --- |
| Store or Staff Complaint | CisionOne (if picked up by media) | Brandwatch Within 6 hours | “Thank you for informing us. We’ll escalate this to the store manager and ensure it is resolved.” |
| App Bug/Issue | Appbot | Within 8 hours | “We apologize for the inconvenience. Kindly update your app and let us know if the problem continues.” |
| Delivery/Product Issues | Google Reviews/Social Media | Within 4 hours | “We’re sorry to hear that. Please share your order ID so we can help you personally.” |

Escalation Team Flow: Customer Support → Social Media Team → Store Manager or Tech Support (depending on issue)

## 3. Build Positive Sentiment

A. Proactive Review Collection:

* “Rate & Win” prompts in-store and in-app
* Thank-you cards with QR code for Google Review
* Personalized follow-ups with loyal customers

B. Leverage Influencers & UGC:

* Identify regional health bloggers via Brandwatch
* Collaborate with micro-influencers sharing real savings on medicines
* Feature positive YouTube reviews or Instagram stories

C. Share Customer Wins:

* Post testimonials like: “I saved ₹500 on heart medicine last month with Zeno Health!”
* Weekly “Zeno Saver Story” on social media
* Share community drives and local impact

## 4. Monthly Reputation Dashboard

| Week | Activity | Tools Involved |
| --- | --- | --- |
| Week 1 | Sentiment Report & Review Trends | Brandwatch, Appbot, Google Reviews |
| Week 2 | SEO & Content Audit | SEMrush, Ahrefs |
| Week 3 | Influencer/UGC Campaign | Brandwatch |
| Week 4 | Analytics Report + ORM Insights | Google Analytics, CisionOne |

## Crisis Management Protocol

Trigger: 3+ negative reviews in 24 hrs, media article, or viral social post

Action Plan:

* Monitor closely via Brandwatch & CisionOne
* Draft response with PR + legal
* Public clarification/apology within 12 hours
* Internal team briefing