

5 Reasons Why Every Restaurant Should Outsource Online Review Management

With the Internet's rising influence on customer decisions everywhere, online reviews have quickly become something that can make or break your business. Now more than ever, it's essential for restaurants to generate, monitor, and respond to their online reviews in order to ensure ongoing success.

For the hospitality industry in particular, reviews are indispensable. More and more people are choosing to go to restaurants solely based on the reviews they read online. When visiting an area that they're unfamiliar with, travelers also turn to online reviews because they provide unmatched insight into what to do, where to stay, and where to eat. The further people are from home, the more reliant they are on online reviews.

When restaurants respond to their reviews, they are able to humanize their brand by letting both past and prospective customers know that their voice matters. At the end of the day, a bad review with a great response can get a customer through the doors again for a second chance.

But here's the thing: effective online review management is not easy. That's why we came up with five reasons why every restaurant should outsource their online review management.

1. It's time-consuming.

Online review management requires a lot of time that you don't have. Not only is it necessary to generate the reviews themselves, but it's also vitally important to monitor and respond to them on a regular basis. Time spent managing online reviews adds up quickly, and extra time is something that restaurants don't have all too often.

2. It requires a lot of manual labor.

Managing online reviews on your own requires a lot of effort from multiple people. Online review management involves manual and mental labor in the forms of reading reviews and typing thoughtful responses. At the end of a long shift, the last thing you want to do is sit down and manage the online presence of your restaurant.

3. It distracts from more urgent business needs.

Restaurant managers, chefs, and waiting staff alike have specific duties that are essential to smooth business operations. If you're supposed to be focused on the tasks in your job description but you're too busy trying to stay on top of online reviews, it is likely that more urgent business matters are being overlooked or postponed. In the long run, it's highly

cost-effective to outsource online review management because employees' time can be spent much more wisely.

4. Outsourcing ensures higher quality review management.

Let's be honest: most restaurant employees are not experts when it comes to online review management. The truth is that specialized professionals are the ones who know exactly how to appease customers and ensure they keep coming back. Coming up with targeted ways to respond to reviews can be tricky. So why not invest in a managed service that has a team of expert responders who can do so on your behalf? The top-notch quality of responses will work wonders for your business.

5. Outsourcing is way less stressful.

Let's conclude with some real talk: it's a whole lot easier to rely on someone else to do the job for you. Running a successful restaurant usually involves keeping employee stress levels at a minimum, and online review management is just one more thing that you'd rather not worry about. Luckily, a lot of stress can easily be avoided by outsourcing your online review management to a reputable service. A stress-free option that *works*? Score!

You might be wondering where exactly you can find an excellent online review management service that you can trust. Here's the good news: Our service, KR1STNA FORM, is the essential component that you need to transform online review management for your business.

Our platform provides hospitality businesses with a turn-key solution that generates, monitors and responds to online reviews on today's most influential review sites like Google, Yelp, Facebook, TripAdvisor, and more. You can utilize our review management service on its own or choose our package option that additionally includes powerful email marketing services.

KR1STNA FORM promises to:

- Continuously generate positive reviews from everyday customers
- Actively listen to what customers are saying about your business
- Promptly respond to reviews in order to resolve issues and strengthen your brand's image

Are you ready to invest in the long-term success of your restaurant? Let's revolutionize your online review management.