



How to Battle Bad Reviews

Featured Speaker



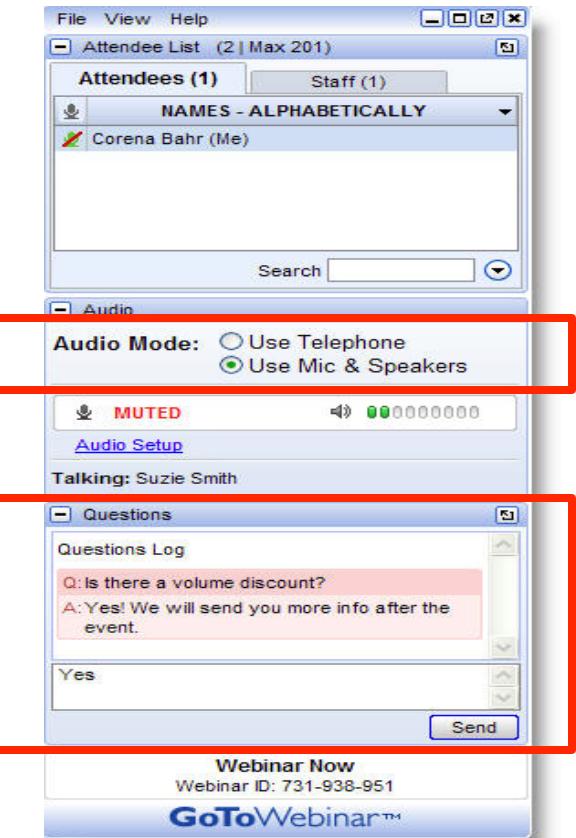
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Webinar Tips for Attendees

- You can connect to audio using your computer's microphone and speakers.
- Or, you may select “Use Telephone” after joining the Webinar.
- All lines will be muted to avoid background noise.
- You can ask questions at any time by typing them into the Questions Pane.



agenda

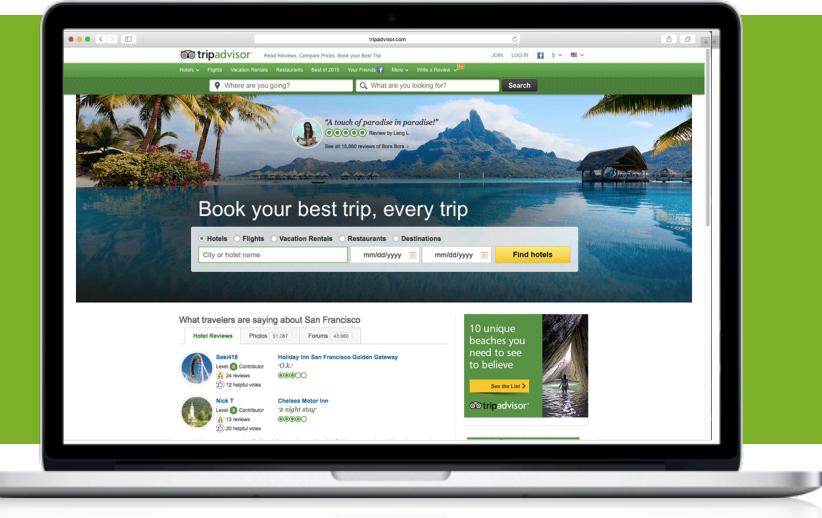
Why respond?

Who can respond?

3 easy ways to start monitoring & responding

Our Decision-Making Process Has Changed

decisions
today



Consumers visit at least
3 websites
before making a purchase

(Retailing Today, 2013)

Job seekers use on average
18 sources
before applying for a job

(Inavero, 2015)

and look at
7-8 reviews

(Inavero, 2015)

We Lean on Peers for Advice When Making Decisions

Today's Reviews Culture



retail



travel



employment

Job Seekers Want to Hear Everyone's Perspective

A photograph of a man with dark hair, a beard, and glasses, wearing a blue and white checkered shirt. He is sitting at a desk, looking intently at a laptop screen. The laptop displays a website with various job listings and filters. In the background, there are shelves with books and other items, suggesting a home office or study environment.

Although friends and family are still the most trusted source (72%),
content provided by employees is the
#2 most trusted source

are actively seeking information on a company.¹

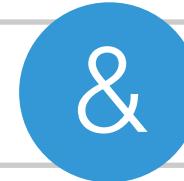
open to better opportunities.

Source: Edelman Global Trust Barometer Survey, 2015

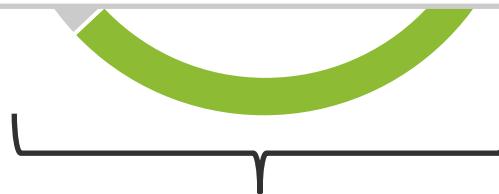
Your Reputation Transcends Employees and Candidates



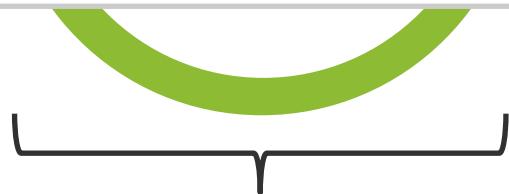
of consumers **refuse to buy** products and services from a company they **do not trust**



of consumers **choose to buy** products from a companies they **trust**



while **58%** will **criticize** that organization to a friend or colleague.



and **68%** will **recommend** those companies to a friend.

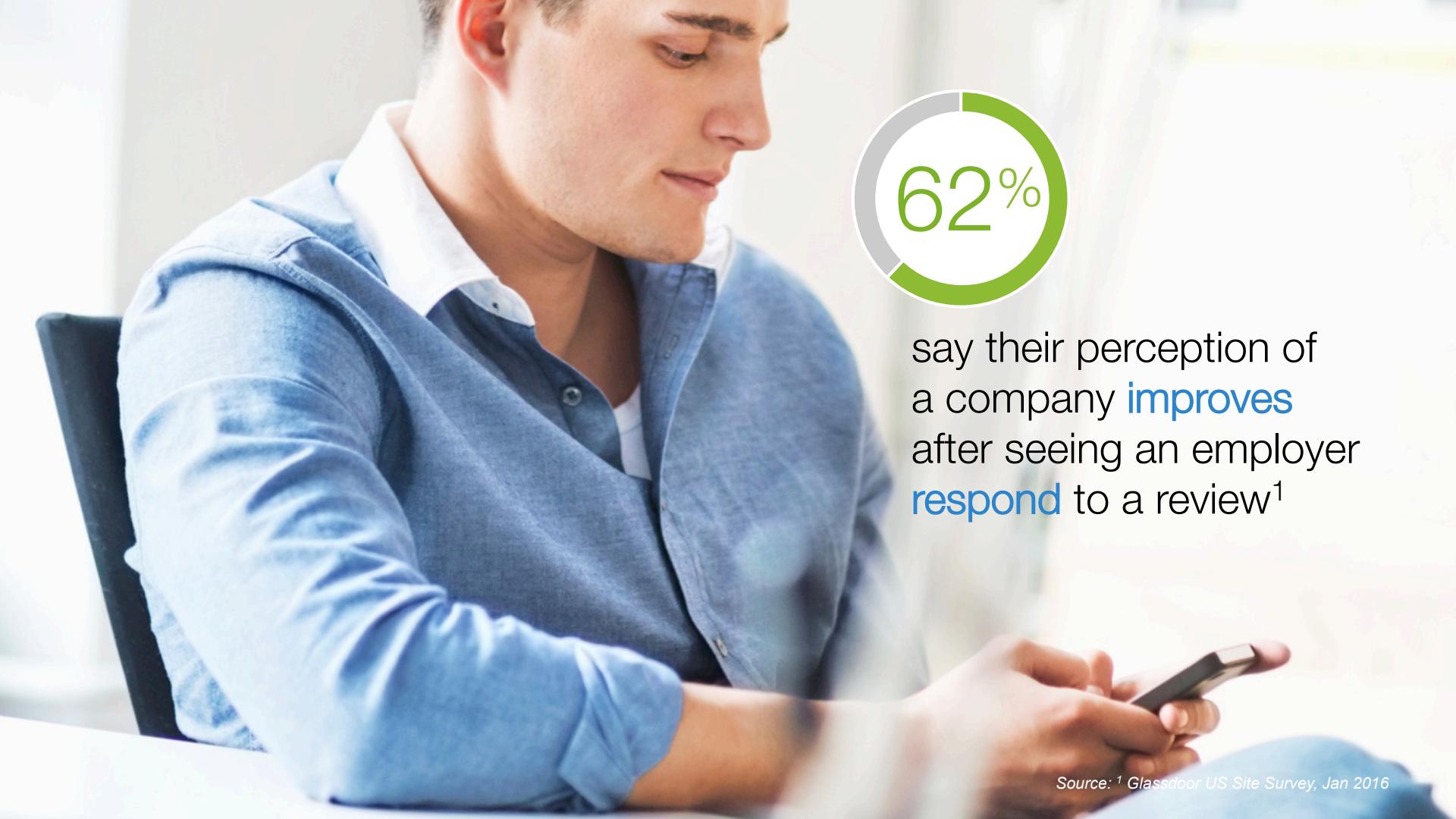
Source: Edelman 2015 Trust Barometer, January 2015

Share Your Side of the Story



of people now look
to reviews **before**
making decisions,

but **9 out 10 job seekers** still find
the employer perspective useful¹

A photograph of a young man with dark hair and a light beard, wearing a white collared shirt under a blue denim jacket. He is seated in a dark chair, looking down at a smartphone held in his hands. The background is blurred, suggesting an indoor office or study environment.

62%

say their perception of
a company **improves**
after seeing an employer
respond to a review¹

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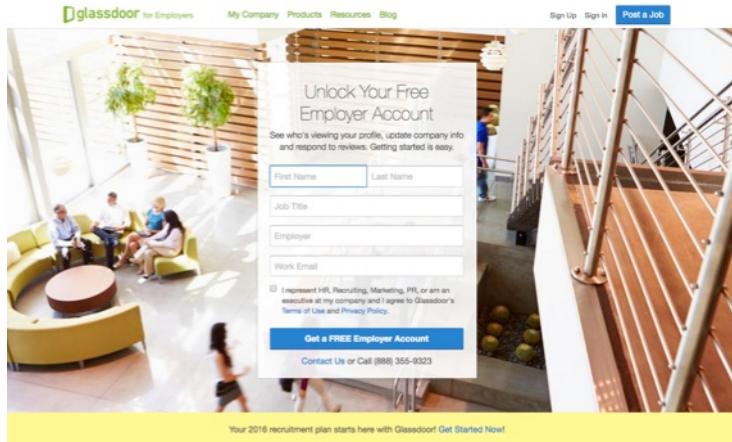
Who can respond?

- Are you in a position to speak on behalf of your company?
 - For example:
 - Executive employees
 - Human resources
 - PR/Marketing
 - Operations

Just getting started?

Gain access by unlocking your **Free Employer Account**

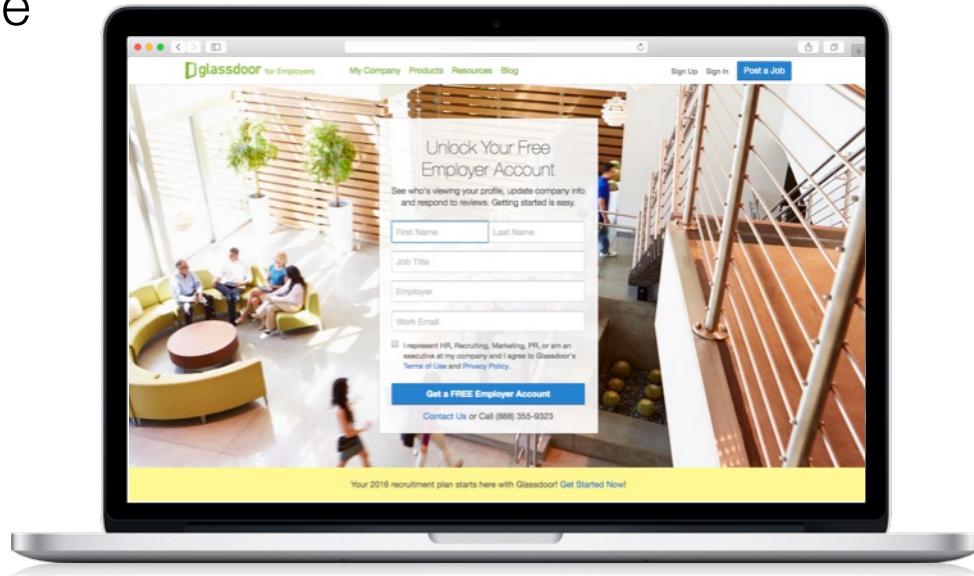
- Visit glassdoor.com/employers and fill out the form
- Go to your company page and click “Unlock Profile”



A screenshot of a company profile page on Glassdoor. The top right corner shows a red circular icon with a white dot, indicating an "Unclaimed Profile". Below this are buttons for "Follow" and "+ Add a Review". A "More" dropdown menu is visible. In the center, there is a large "Unlock Profile" button. To the right, a callout box asks "Work in HR or Recruiting? Get your free employer account" with a blue "Get Started" button. The background of the page shows a staircase with wooden railings.

Use your Free Employer Account to:

- Set up company alerts
- Invite coworkers to help manage the account
- See who is viewing your profile
- Update your company logos & description
- Respond to reviews
- Flag inappropriate content



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Tip 1: Set Guidelines



Determine your **brand voice**

- Enlist the help of your marketing team



As a leadership team, determine:

- Criteria for responding
- How to prioritize responses



Address criticism in a **non-defensive voice**



Acknowledge **+ and – reviews**

Uber's Response Rubric

Prioritize responses based on:

-  Actionable but doesn't require consulting other stakeholders
 - Respond in simple, clear English
-  Actionable but does require feedback from stakeholders
 - Ask for guidance and respond within 24-48 hours
- Actionable but sensitive in nature
 - Alert appropriate department and offer a way to take the conversation offline
-  Not actionable that is “venting/trolling”
 - Leave it alone

Tip 2: Assign Responsibility—It Takes a Team!

Determine:

-  Who will respond
 - Address by function
 - Enlist the help of other department leaders to divide and conquer
-  Cadence for monitoring
-  Curate template responses you can tweak/add

Agency-Monitored, Home Depot-Inspired

- ✓ Social Media Ambassador Team **collaborates** with agency
- ✓ **Hands-on involvement** from employment marketing, branding, HR, talent acquisition and recruiters
- ✓ **Support** from PR, legal and associate relations departments as needed

Agency-Monitored, Home Depot-Inspired

- ✓ Agency maintains centralized hub for reviews and planned responses
- ✓ Prioritization based on the urgency and gravity of the concern
- ✓ Social Media Ambassador Team reviews and approves responses
- ✓ Offer advice or resources to address concerns

Tip 3: Implement a Feedback Loop

- ✓ Share interview feedback with hiring teams
- ✓ Consolidate trends to shed light on areas for improvement
- ✓ Use Glassdoor data to measure and inform engagement programs

Pro Tip: Launch an Employee Engagement Campaign

- Incorporate into:
 - Interview process
 - Onboarding
 - 90-day check ins
- Utilize email signatures
- Discuss at company all hands meetings
- Download free tools at
glassdoor.com/employers



Pro Tip: Spot Trends With Built-In Tools

- Word clouds
- Filter reviews by:
 - department
 - Location
 - Date
 - Rating
 - popular

Employee Review Pros



A word cloud visualization showing positive terms from employee reviews. The most prominent words are 'great company', 'great benefits', 'work environment', 'free lunch', 'work life balance' (with 'sausalito' nearby), 'helping people', 'work from home', 'jobs and companies', 'coming to work', 'dog friendly', 'catered lunches' (with 'dogs' nearby), 'company culture', 'find jobs', 'great people', 'smart people', 'unlimited pto' (with 'yoga' nearby), and 'great culture'.

Employee Review Cons



A word cloud visualization showing negative terms from employee reviews. The most prominent words are 'new hires', 'comp plans' (with 'quotas' and 'amazing' nearby), 'sales team' (with 'territories' and 'awesome' nearby), 'org sausalito', 'mill valley', 'growing pains', 'hard work', 'company is growing', 'sales floor', 'constant change', 'bay area', 'fast paced', and 'high expectations'.

POWER PANEL

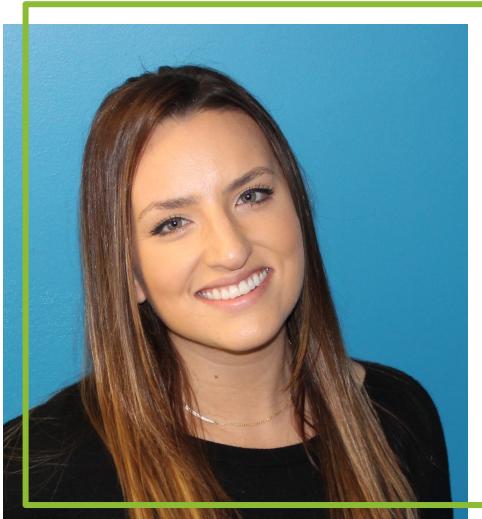


Boost Your Brand on Glassdoor

July 26, 10:00AM PT

glassdoor.com/employers/events

Questions?



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