



BirdEye for Sebastian Moving

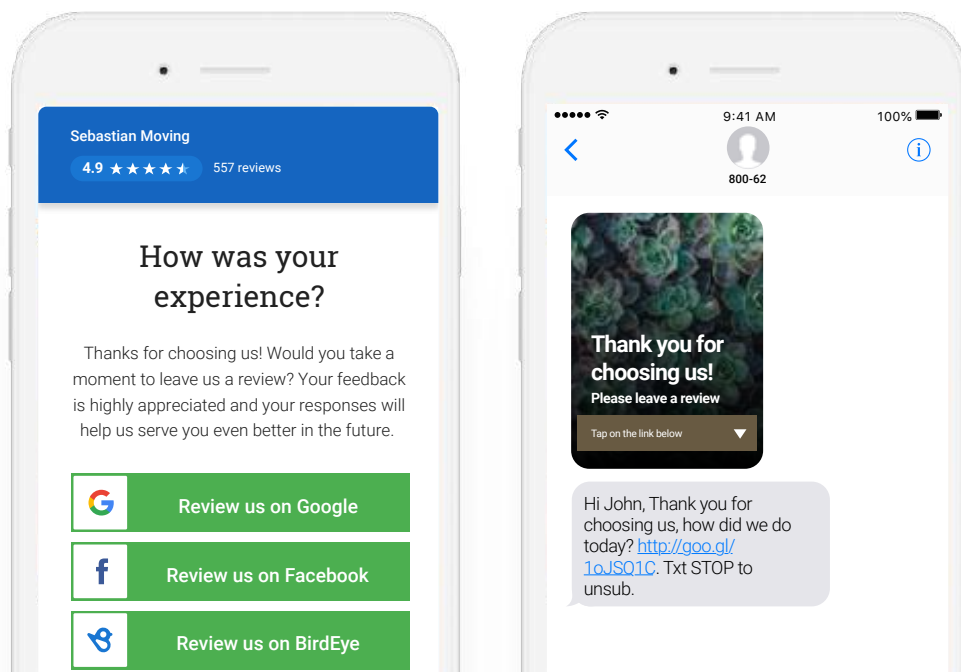
Client since: April 2016

46x more Google reviews quadruples business

Unable to collect reviews on-the-go

Moving to a new home or office is stressful enough -- choosing a company to help you should be easy. That's why Sebastian Moving and More knew they needed to strengthen its online presence to become the obvious choice. Sebastian Moving offers a full line of packing supplies and services to customers in Orlando, FL and surrounding cities. Even though their customers are pleased with their services, the company had no social proof of this since they lacked reviews on critical sites like Google and Facebook.

Before BirdEye, Sebastian Moving had 10 movers and 6 trucks. Their limited staff was busy hauling furniture between homes and buildings, and simply didn't have the time to follow-up with each customer after a service to ask for a review. In order to improve SEO and get new customers, Sebastian Moving sought a way to ask each customer at every location for a review after a service or sale -- without adding work to their day.





Automatic review generation anytime, anywhere

The BirdEye mobile app let Sebastian Moving send out SMS review requests instantly after a transaction without lifting a finger. Sebastian Moving was able to customize messaging to fit their brand, select the review sites most important to them, and route customers directly to those sites to write reviews.

Due to the strategic timing of the review requests and the easy review process, Sebastian Moving's campaigns had very high request-to-review conversion rates for both email and SMS.

Usage reports

You have **1,079** reviews, **38.7%** email conversion and **37.4%** SMS conversion.

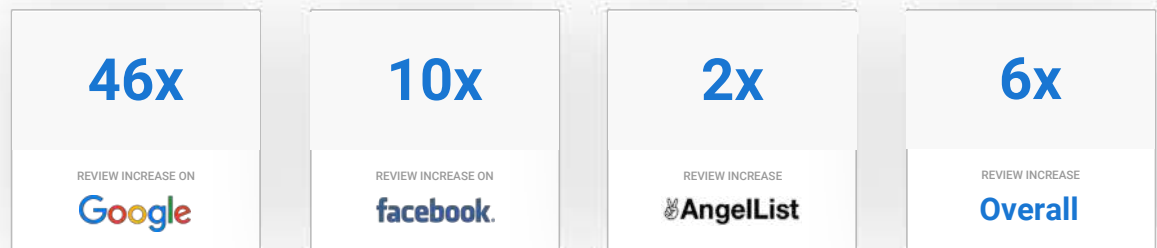


Automatic new review alerts from BirdEye notified Sebastian Moving the instant a customer posted a new review. This allowed staff to respond to any customer issues instantly before they escalated.



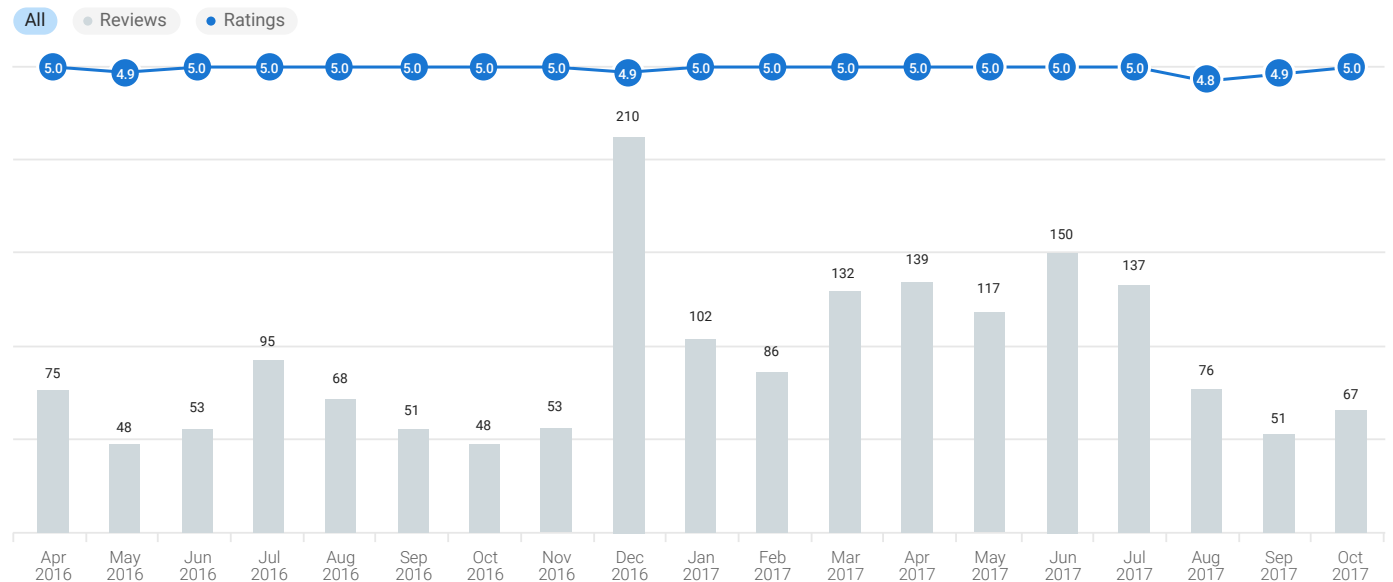
Drastic increase in Google and Facebook reviews

The automated review request campaigns were extremely effective: after 18 months with BirdEye, Sebastian Moving experienced a drastic increase in reviews across several critical sites:



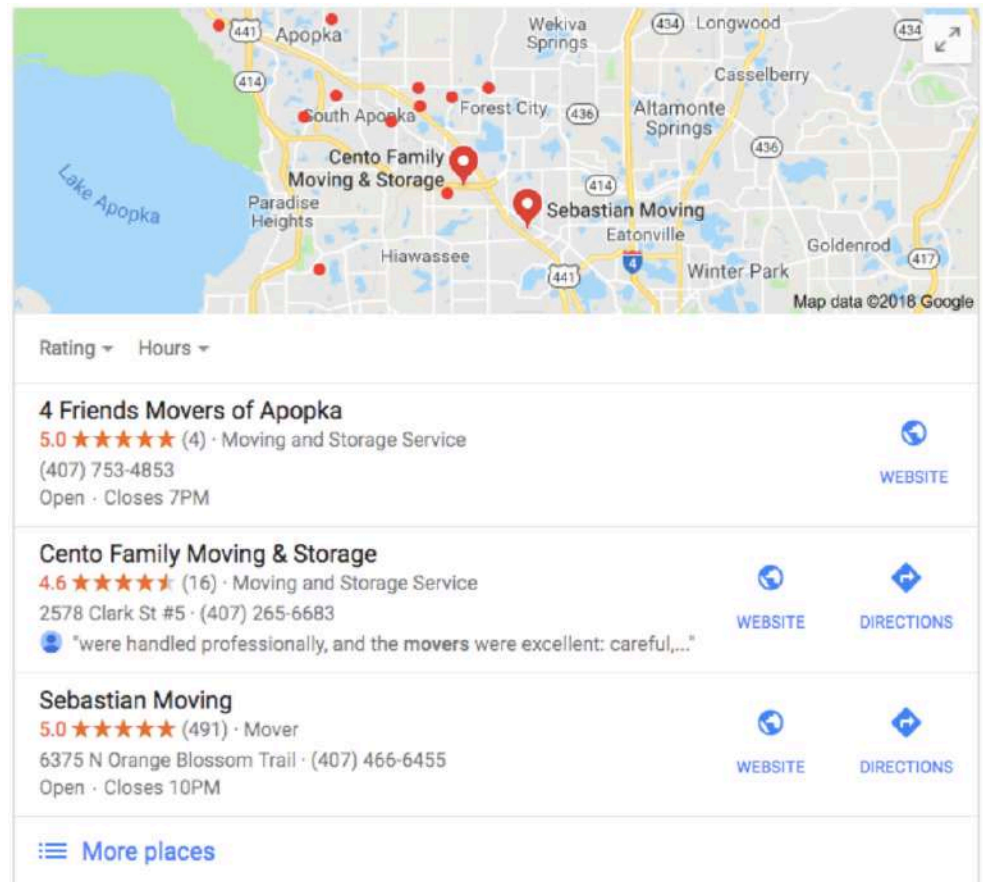
Reviews & ratings over time

Day Week Month Quarter Year





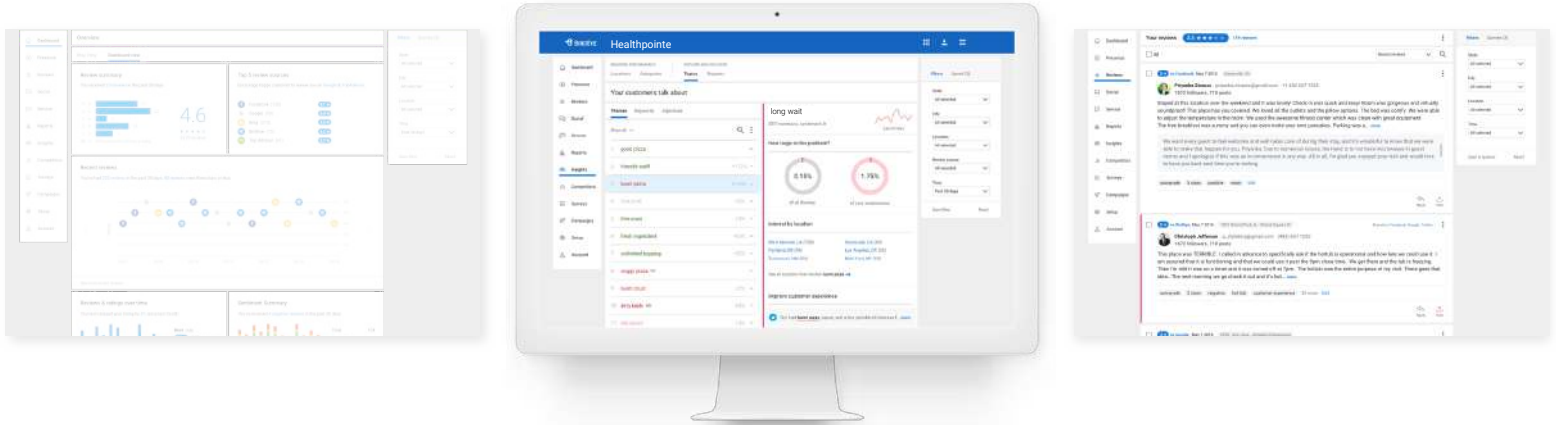
The thousands of new reviews they collected earned them a 5 star overall rating, earning them a spot in Google's coveted local 3 pack with the highest ratings from the most reviews.



This high volume of new positive reviews brought in more new customers, and after just 18 months with BirdEye, Sebastian Moving had quadrupled business, expanding to 27 trucks and hundreds of movers to accommodate the growing demand for their services. Now when customers need help with a move, they know to choose Sebastian Moving.



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/

To learn more, go to 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 the root causes 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.