Kona Cleaners
Client since: October 2014

3x More Reviews Month over Month and Increase in Customer Satisfaction with CX Templates

ReviewMyDryCleaner is a white-label partner of BirdEye. Using the BirdEye platform, ReviewMyDryCleaner helps dry cleaning companies across the United States get new reviews and improve customer experience.

One of ReviewMyDryCleaner's customers was Kona Cleaners, a 16-location dry-cleaning business based in Orange County. The business realized that more customers were coming in through online reviews. Naturally, that led the company to BirdEye.

New Reviews, Automatically

Before going to the BirdEye team for help, Kona Cleaners was manually inputting review requests. The process would take up too much employee time while too few review requests were getting sent out.

KONA CLEANERS
Family owned and operated since 1950

"BirdEye has helped us build a great brand reputation and understand our customers better than ever. It's affordable, user-friendly, and more than pays for itself with the new customers we get through online reviews."

Dave Troemel
General Manager

BirdEye helped implement feedback request automation, connecting the platform directly to Kona Cleaner's Customer Relationship Management system. This helped the business to send out feedback requests to customers right after they received the service.

Because of automation, Kona Cleaners was able to send a whopping 85x more requests compared to the previous quarter. As an added bonus, employees no longer had to spend time sending out these review requests manually.

85x

MORE REVIEW REQUESTS
SENT USING AUTOMATION
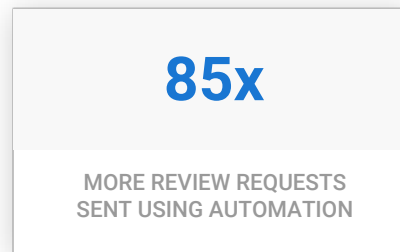
Easy Review Management

Requesting reviews wasn't the only process that was being handled manually. Kona Cleaners's employees were manually responding to reviews. The process was taking up lots of employee time. Reviews were often not being responded to in a timely manner.

BirdEye advised Kona Cleaners to use automatic templates for positive reviews. That means that employees had more time to manually respond to negative reviews that required more individual attention.

Keeping Customers Happy with CX Templates

Kona Cleaners was looking for a way to measure the overall customer sentiment. The business wanted to know whether customers were having good or bad experiences. With this knowledge, Kona Cleaners could alter business operations to improve overall customer experience. BirdEye advised the business to use our customer experience template.

With the customer experience template, customers are sent emails where they have the option to choose how likely they are to recommend a company on a 1-10 scale. Customers who answer "9" or "10" are considered "promoters".
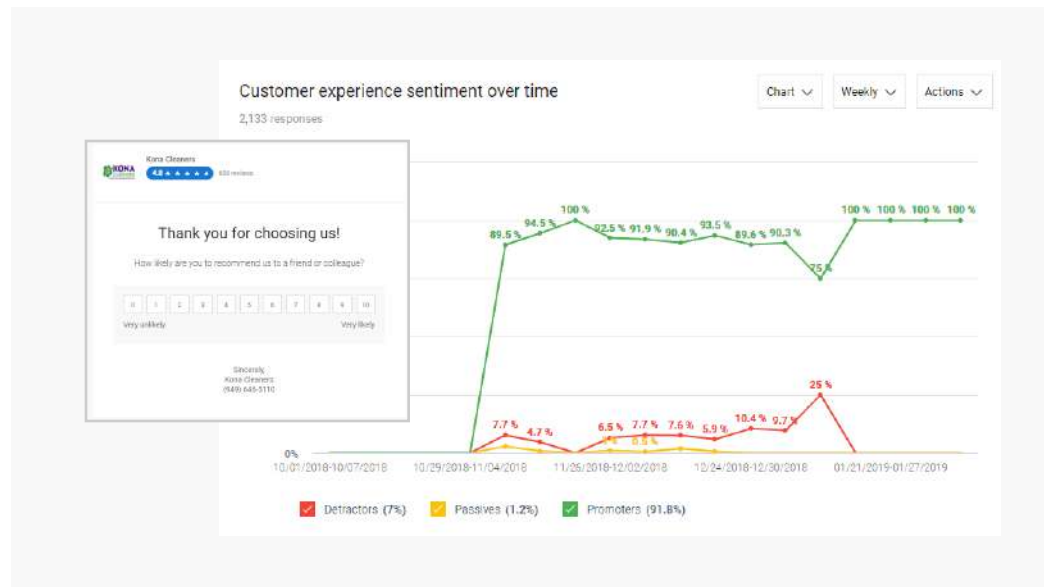

Kona Cleaners could see the breakdown of how many of its customers were falling into the three NPS categories- Promoters, Passives, and Detractors.

The sentiment click data revealed that Kona Cleaners was doing fantastic. Their NPS score stood at 85 - an astonishing feat. Kona Cleaners now had an accurate gauge of their overall customer experience. They also had the ability to see week-to-week fluctuations in customer opinion.

Customer Experience templates can be linked with review requests if the business chooses. Instead of a regular review email, a customer will get a request to take an NPS survey and then an option to review the business afterward, regardless of what sentiment the customer expressed on the survey.

BirdEye advised Kona Cleaners to link the Customer Experience template with review requests. Results were astonishing - Kona Cleaners received over 3x more reviews quarter over quarter with an additional increase in overall review rating as a result of the campaign.
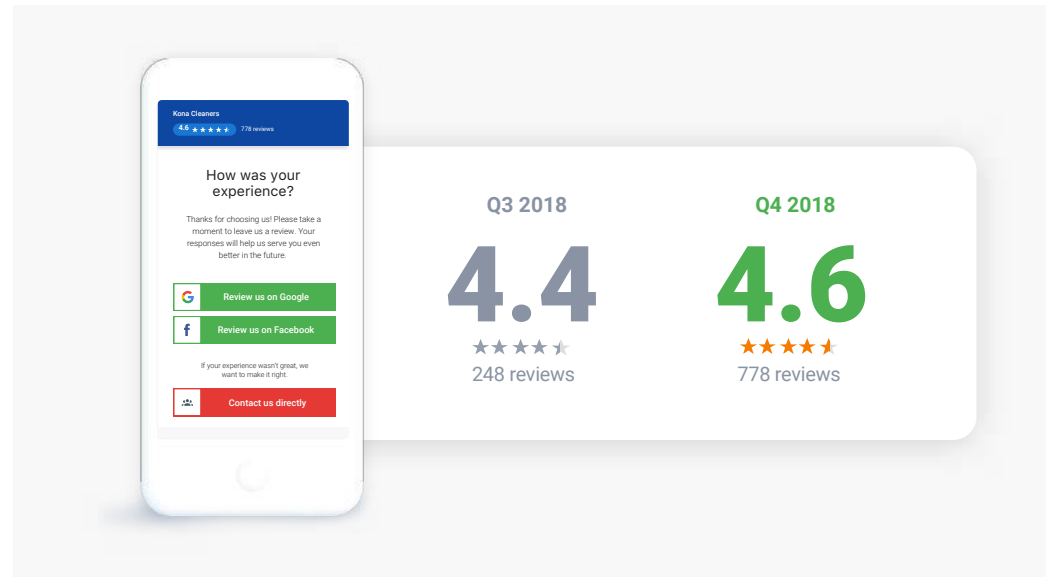
Encouraging Employees to Collect Reviews

Kona Cleaners wanted to make sure that each one of its employees was performing up to expectations. Unfortunately, there was no way of measuring customer opinion. Supervisors could not constantly be looking over employees' shoulders to see how they were doing.

BirdEye's platform allows incoming reviews to be linked to individual employees in an "Assisted by" section. This helped Kona Cleaners understand how many review requests were being sent by individual employees.
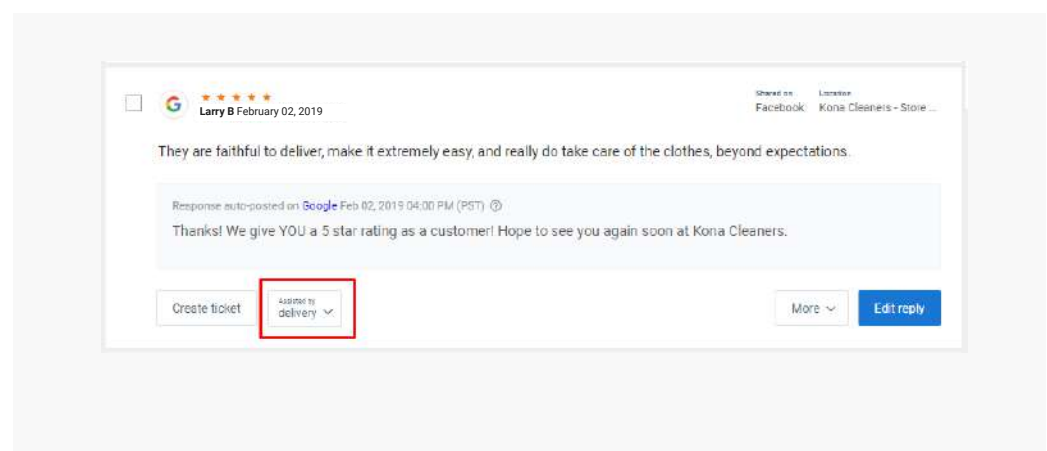
This change helped create a different kind of culture at each location. Reviews functioned as a competitive leaderboard where every employee strived to excel and reach the top.

Driving Growth with BirdEye

With review requests, instant responses to feedback, NPS surveys, and employee performance tracking, Kona Cleaners can build customer loyalty and adapt to customer sentiment more efficiently than ever before.

About BirdEye
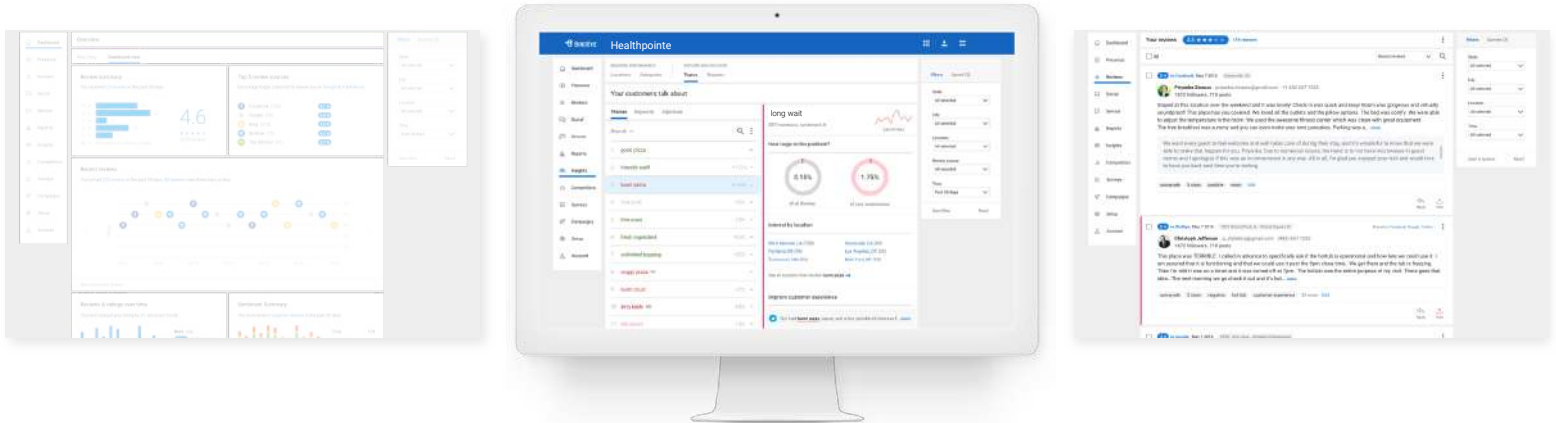
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, 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.

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 and Twitter.

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.