

# GAMIFICATION

## Points Guide

Using the ReviewBuzz  
Rewards System



# Welcome to the ReviewBuzz Points Guide!



Getting your company active online is, in and of itself, worth the effort. But we like to have even more fun with it. Our built-in gamification tracking system automatically tallies your employee's points for you, so all you have to do is look! Let's begin by discussing email points.



## Email Requests:

Our most successful clients are those who send out email review and survey requests. As the experts on how to achieve a positive online reputation, we have an exciting Point System for your CSRs and Dispatchers.

**Every Email Captured = 50 Points**  
**Every Email Request Sent = 25 Points**

The purpose is to ensure that all of your customers are receiving feedback requests, which ultimately will increase your cumulative review and survey numbers. Requesting reviews with BuzzCards is still very important, but the email request system provides precise tracking and helps to ensure that your whole team is involved in the feedback generation process.

The totals for how many emails are captured & sent can easily be tracked under "Reporting" and "CSR Performance." The total points can be found with all the other Team Member's points under "Manage" then "Team Member Points."



## Reviews:

Each person who participates in earning reviews receives points for their excellence. Here's how the points for reviews are calculated:



### Service Pros:

Every Review Attempt = 250 Points

Every Completed Review = 250 Points



### CSR/DSR's:

Every Review Attempt = 75 Points

Every Completed Review = 75 Points

**What does this mean?** Every Review Attempt = Once your customer goes through the ReviewBuzz review generation portal, we record that review attempt and award your team members with points.

Every Completed Review = If the customer completes the review on a review or social media site, they then get the rest of their points!

These are the default points for your Team Members. You can change these anytime by going to your Manager Dashboard. Under the Settings tab, choose Team Members, and in this section you will see where you can change the total points for a completed review to 0, 50, 100, 500, or 1000.



## Yelp Reviews:



### A Yelp review is worth 1,250 points

Your team gets 5 times as many points for a Yelp review written by a qualified Yelper - a person who is consistently using Yelp. The reason is because these are very difficult to attain due to Yelp's filtration system, which hides non-qualified Yelper's reviews. Additionally, Yelp is heavily integrated in search results for smart phones and search engines, which will display companies based almost exclusively on their Yelp rating. Therefore, an increase of Yelp ratings can directly affect your business in a significant way. So when you do receive a review, it pays off.

**You also get the 250 points from the review attempt, a total of**

**1500 Points.**

**Tip:** The purpose of giving extra points for Yelp reviews is to reward Service Pros for reviews that are **not** filtered by the Yelp filtration system. We recommend that when you do receive a Yelp review, double check to make sure that this review is not filtered. If it is, remove the points – if it is not then celebrate your Yelp review!



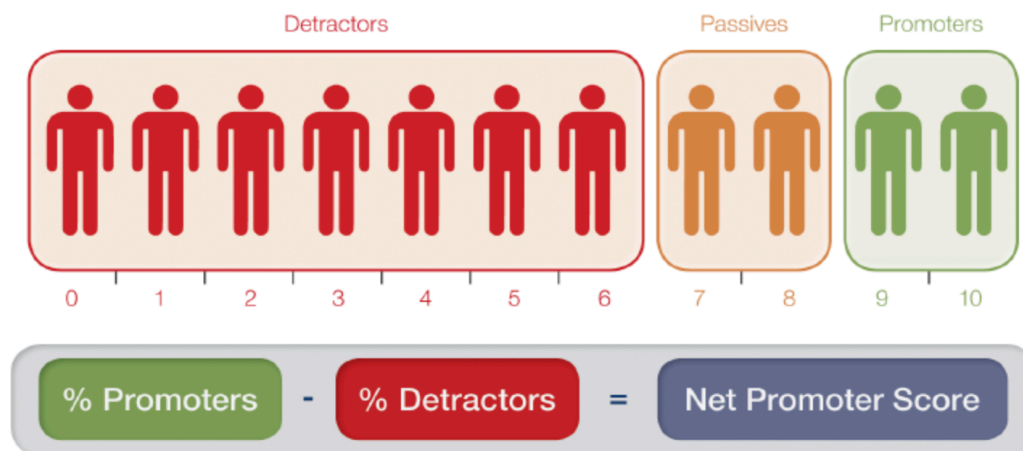
## Surveys:

For those ReviewBuzz customers with the Survey feature – your employees receive points for surveys as well!

### Every Survey With A Score Of 9 Or Better Is Worth 150 Points

Surveys are less difficult to attain and are therefore awarded with fewer points. However they are very valuable so of course they are worth rewarding! Keep in mind that not every survey is created equal – some will be glowing representations of your Service Pro's superior customer service, but others will be complaints. Complaints are more likely with surveys than reviews.

That is why a survey needs to be a 9 or better rating – your employees only receive points for creating Promoters, not just Passives or Detractors. Recall the Net Promoter Score or NPS:



What these categories mean is that the Detractors are those customers who will complain or be negative about your company in some manner. Passives don't really care either way and won't say anything. It's the Promoters who are the shining stars of the surveys, and the only ones who will assist your company in attaining a positive reputation.