

Forty Winks Online Local Listings & Review Policy

White Pages Connect

March 2020

Introduction

To ensure the value and trust of the Forty Winks brand is protected online, we have created the following policy. This policy covers the responsibility all Forty Winks Franchisees have regarding the management of online local business listings and reviews.

Our franchisees are able to opt in for the White Pages Connect platform. This platform allows stores access to manage their local online business listings and reviews in one place. This includes Google My Business, Facebook and many other local listing providers.

The intention of this policy is to provide our franchisees with a set of clear and defined rules and regulations that must be adhered to online, regarding the management of local online business listings and reviews using the **White Pages Connect Platform**.

White Pages Connect House Rules

Any franchisee or store who has access to White Pages Connect is required to adhere to the following house rules.

General

- To ensure brand consistency and protection, franchisees are not permitted to activate independent accounts on any existing online platform as per our **Forty Winks Social Media Policy**. Management of local listings must be managed through White Pages Connect only.
- Any posts or review responses, must be proofread ensuring all copy is grammatically correct and following correct punctuation. This is crucial to maintain our Forty Winks brand standard.
- No other businesses are to be promoted on any Forty Winks online local listing page.
- Any spam, advertisements or endorsements of any other commercial organisation on local listings, should be reported to the NSC Digital Marketing Team to flag with Google or Facebook for review.
- Any comments, posts, reviews or links to information that is abusive, offensive, illegal, profane, or defamatory toward a person, entity, belief or symbol, or contains inappropriate graphic content should be reported to the NSC Digital Marketing Team to flag with Google or Facebook for review.

Local Business Listings

- **IMPORTANT:** Through White Pages Connect, stores are able to send out local posts on local business pages including Google My Business and Facebook. Any content that is posted must be approved assets provided by the NSC, or pre-approved by the NSC. Approved assets includes assets made available on the [Marketing Toolkit](#) for use. Any store that wishes to produce bespoke collateral, is required to follow the current [LAM Briefing Process](#) or send your proposed post to your State Manager for approval prior to posting.

- To provide an engaging and positive customer experience on our local channels, posting guidelines outlined in the **Best Practice Guidelines** included in your **White Pages Connect Starter Pack** should be followed.
- To ensure our brand appearance online is to a high standard, any store imagery added to your local listing should follow our **Best Practice Guidelines** included in your **White Pages Connect Starter Pack**.
- Updates to business hours should be regularly reviewed and updated in the platform for your local listings, when required. NSC Digital Marketing team are still required to be contacted should you need to update your store listing page on our Forty Winks website.
- It's important for national brand consistency and organic search results that no business names and the way they are formatted are changed. The format of all store names is to remain: Forty Winks <store location> (E.G Forty Winks Springvale)
- Your email address must be your customer facing store email address provided to you by NSC. Eg. springvale@fortywinks.com.au. This is not to be store owner email addresses or other.

Local Business Reviews

- Reviews and queries are to be responded to within 7 days of the customer posting.
- You are encouraged to respond to all queries, reviews and comments, both positive and negative. Responding to reviews and queries, builds customer relationships further post-sale, and shows potential prospective customers you value them throughout the customer journey.
- Responding to negative reviews can be challenging, however it is important that these are not taken personally and are addressed professionally as this publically conveys that Forty Winks are willing to address issues and are committed to customer satisfaction. It is vital to our brand that any negative reviews are responded to professionally and are not defensive or dismissive towards the customer. You should use our **Best Practice Guidelines** included in your **White Pages Connect Starter Pack** as your point of reference for responding to negative reviews. We will have a no tolerance policy on any responses that put our brand at risk, this will result in instant removal of the response and written notice sent to the Store Owner.
- For customer and staff safety and privacy, no reviews or public responses should contain any personal information, this includes contact information other than the store details.
- If you feel a review is unjust or abusive and may be breaching Google or Facebook review policies, please flag this with Forty Winks NSC Digital Marketing team so that we can escalate this to Google or Facebook for review.
- You should not solicit others to write reviews about your business or a competitor's business if they have not experienced the Forty Winks product. The ACCC considers such conduct to be misleading.
- Staff, ex-staff and anyone connected to the business, must not post reviews on any Forty Winks review websites or competitors.
- If you believe a review may be fake and you have no records of this customer, you are encouraged to report this with Forty Winks NSC Digital Marketing team so that we can escalate this to Google or Facebook for review. The ACCC recommends that consumer review platforms remove reviews which they know to be fake.
- Any indecent, infringing, defamatory, obscene, misleading, slanderous or unlawful material or statements about Forty Winks, its products and its people, or that violates the legal rights

of others should be reported to the Forty Winks NSC Digital Marketing team so that we can escalate this to Google or Facebook for review.

- Flagging reviews with Google or Facebook: If you believe a review violates Google or Facebook policies, you can flag with the NSC Digital Marketing Team to escalate with the platform for review. Only flag content that violates policies. Don't flag content that you don't like but is still factually accurate and relevant. Google or Facebook don't get involved when merchants and customers disagree about facts, since there's no reliable way to discern who's right about a particular customer experience.
 - Read the Google policy before flagging content:
https://support.google.com/contributionpolicy/answer/7400114?hl=en&ref_topic=7422769
 - Read the Facebook Community Standards:
<https://www.facebook.com/communitystandards/>

Strike Policy

Forty Winks NSC will be monitoring all national local listings and reviews. In order to ensure that information online about our brand follows guidelines and is consistent, legal and constructive. We will instantly remove posts or responses that are deemed inappropriate, misleading or do not adhere to the above White Pages Connect house rules.

Forty Winks NSC has the right to amend or remove responses and posts if it does not adhere to our brand guidelines or house rules. Written notice to the store will be sent following such action.

The following process will take place for any **serious misconduct** using the platform:

- **Strike 1:** In the event that the above White Pages Connect House Rules are not adhered to, Forty Winks NSC will update or remove the content or response and revoke access for the user(s) of that store. The Head of Marketing will provide written warning to the Store Owner. Access will then be re-instated once discussed and resolved and closely monitored.
- **Strike 2:** If there is a second serious occurrence, access to the platform will be revoked for a 6 month period and written notice will be sent to the Store Owner by the Head of Marketing. If your access is revoked due to serious misconduct, you will still be required to cover the cost of the Sensis Connect license for your store for the full 12 month period and your listings and reviews will not be managed.

Forty Winks NSC understand there will be an education and trial period during the initial implementation and set-up. Upon sign up of White Pages Connect, we will provide each Franchisee and store with a **White Pages Connect Starter Kit** and training on best practices. Following implementation, we will continue to provide guidance and ongoing support when required.

If in doubt of a response or post on a listing, please send your proposed content or response to your State Manager for sign off, prior to posting online.

Customer Review Responses

You can should use the **Forty Winks Best Practice Response Framework** as a guide for general responses to reviews, negative feedback, and positive engagement. This will be provided to you in your **White Pages Connect Starter Pack**.

Some general guidelines on responses:

- Always address customers by name.

- Use the best practice response frameworks as a guide, but personalise these responses where possible, by acknowledging what the customer bought or something relevant to their experience in-store.
- Sign off on all responses (e.g. Kind Regards, Sam at Forty Winks Springvale)
- All reviews and questions should be responded to within 48 hours.
- Always proofread your responses and ensure correct grammar and punctuation.

Glossary and More Information

- Forty Winks Social Media Policy
- White Pages Connect Starter Pack: Provided during on boarding
- Google's Posting Policy:
https://support.google.com/contributionpolicy/answer/7400114?hl=en&ref_topic=7422769
- Facebook Community Standards: <https://www.facebook.com/communitystandards/>
- We encourage all staff members to read the **ACCC Managing online reviews policies** here:
 - <https://www.accc.gov.au/business/advertising-promoting-your-business/managing-online-reviews>
 - <https://www.accc.gov.au/publications/online-reviews-a-guide-for-business-review-platforms>