

white pages
connect
Starter Pack

Best Practice Guidelines 2020

Forty
Winks

SERIOUS ABOUT SLEEP



Contents

Introduction	3
Top tips to maintain your local listings	4
Posting Guidelines	5
Imagery	6
Photo Guidelines	7
Good & Bad Examples	8
Online Review Best Practice Guidelines	9
Key Guidelines	10
How to Deal with Negative Feedback	11
Do's & Dont's	13
How to Respond to Positive Feedback	14
Soliciting More Reviews	15
More Resources	17

Introduction

We have created a White Pages Connect Starter Pack for all Forty Winks franchisees and staff to help ensure best practice standards are followed for all Forty Winks online local presences. In conjunction with these best practice guidelines, please refer to the Forty Winks online local listings and review policy to read all house rules that must be adhered to.

Remember: you are representing the Forty Winks Brand!

Top Tips to Maintain Your Local Online Listings

1

Manage & Respond to Customer Reviews

Interacting with customers by responding to their reviews illustrates that we value our customers and feedback and are willing to address negative feedback professionally when required.

2

Ensure trading hours across all listings are accurate and up to date at all times

Please note: If your hours are updated, please send an email to the NSC Digital Marketing team to update your local store page hours on the website.

3

Be Consistent

Google favors consistency across the web, consistent information is not only helpful for potential customers; it's also essential for your local online presence and organic search findability. To ensure consistency nationally for organic search optimisation, you are unable to update some aspects of your listings. For areas that you are able to update, it's important business details, including the way details are formatted (Street vs. St.), are consistent across all directory listings.

4

Keep your business information up to date

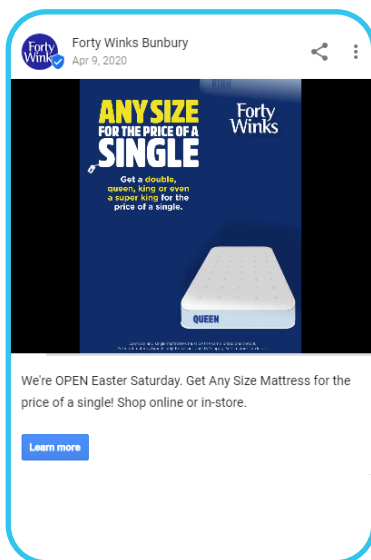
It's important to present the most accurate and up to date information on your local listings. When something about your business changes, whether it's your address, your phone number, make sure to update this information across all of your directory listings.

Posting Guidelines

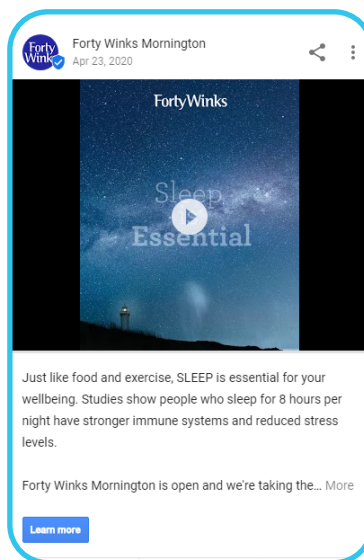
To ensure our brand appearance online is to a high standard, and to provide an engaging, positive and consistent customer experience on our local channels, the following best practice posting guidelines should be followed.

General

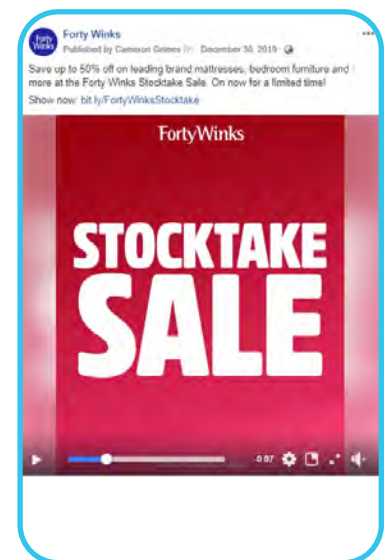
- Any content that is posted must be approved assets provided by the NSC, or pre-approved by the NSC. Approved assets include assets made available on the Marketing Toolkit for use. Any store that wishes to produce bespoke collateral, is required to follow the current LAM Briefing Process [outlined here](#) or send your proposed post or content to your State Manager for approval prior to posting.
- No other businesses are to be promoted on any Forty Winks online local listing page.
- The [Forty Winks Brand & Style Guidelines](#) must be adhered to at all times.
- Punctuation and grammar must be checked prior to anything being posted.



✓ High quality imagery / video



✓ Approved Assets provided by the NSC



✓ Copy is grammatically correct, sound and on-brand

Imagery

The NSC Marketing Team are able to upload new storefront imagery for your online listings. These photos are not something that should need to be regularly updated, however if your business store has moved, or had a refresh it's a great way to ensure this visual representation is up to date online.

Adding up to date photos of your storefront and staff is a great way to share localised information and adds a visual representation of your store. For Google, it's important to have an exterior photo so people can recognise your business when they visit.

Any store who wants to provide imagery to be uploaded to their local listings should follow these best practice guidelines. Adding photos of the storefront, products, and services to provide more information about your business is a great way to share localised information and adds visual representation of your store. For Google, it's important to have an exterior photo so people can recognise your business when they visit. To ensure our brand appearance online is to a high standard, any store imagery added to your local listing should follow these best practice guidelines.

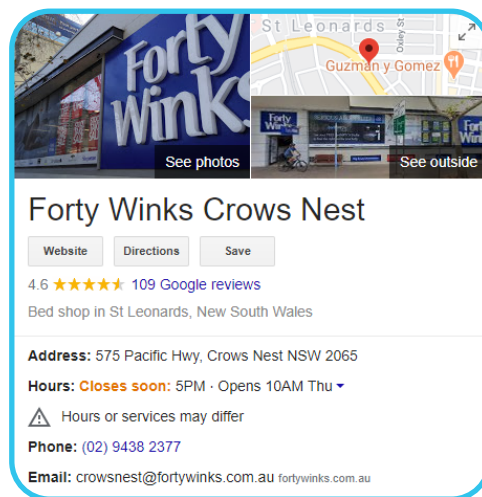
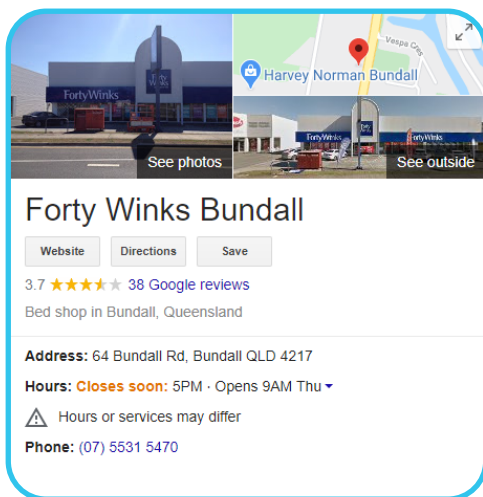





Photo guidelines

- No stock photography, Google and other platforms will remove them.
- Images that NSC can upload include exterior shots, interior photos, professional pictures of staff in uniform, and pictures of products to showcase your range. Your aim should be to present an authentic showcase of your store, products and people.
- Provide only high-quality photos that best showcase your store.
- Google My Business photos are displayed differently in mobile and desktop, so it's important to photos provided to NSC can work well and be cropped for both square and landscape mode.
- Consider the lighting, if the lighting quality is too dark or bright, we may not be able to use the image.

If your picture does have staff in it, please following these guidelines:

	Who	Store Owners and/or Managers and staff	Clear shot with maximum of 5 people
	Where	In front of the store	Forty Winks Logo to be positioned in the centre of the background of the photo
	Attire	Forty Winks branded clothing	Forty winks branded polos, jackets, shirts, etc.



Photos look best on Google if they meet the following standards:

- Format: JPG or PNG.
- Size: Between 10 KB and 5 MB.
- Recommended resolution: 720 px tall, 720 px wide.
- Minimum resolution: 250 px tall, 250 px wide.
- Quality: The photo should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

Note: If you need assistance in what imagery to supply us to upload, please contact the Marketing Team. We may be able to resize and adjust imagery if required.

Good examples



- High quality imagery of outside of store, staff in uniform
- Approved Assets provided by the NSC
- Lifestyle photography from the website to highlight product

Bad examples



- Dark or blurred images
- Advertising is not to be used for listing photos
- Unprofessional store or staff photos
- Poor quality photos of products
- Unrelated photos that don't showcase the store in a professional way

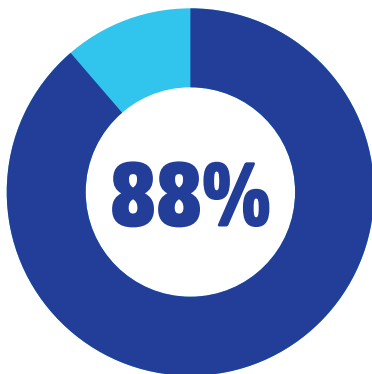
Online Review Best Practice Guidelines



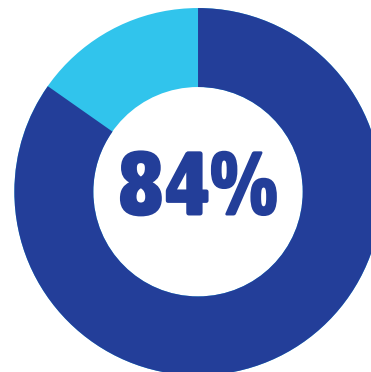
Online reviews provide consumers with information about products, services and businesses based on the experiences of other consumers. They are a form of social proof for our business and should be taken seriously. Consumers rely on online reviews to make purchasing decisions and they expect reviews to be independent and genuine to help them make more informed purchase decisions.

The importance of reviews

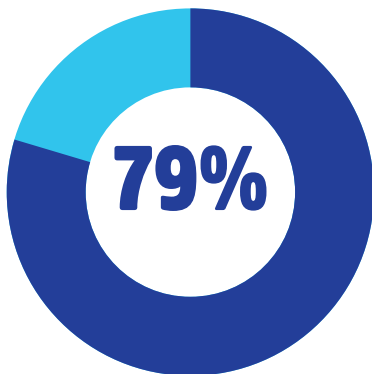
The rating of customer reviews but also reactions from business owners directly influence the buying decision of consumers in one way or another.



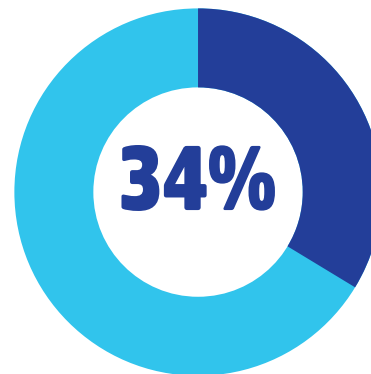
88% of consumers trust online reviews as much as personal recommendations.



84% of consumers expect a company to respond to an online review, comment or question.



79% of consumers have changed their buying decision after reading reviews.



34% of consumers that receive a response to their negative review turn around and delete that review.

Key guidelines



Key Guidelines in managing and responding to reviews:

- You should use the [Forty Winks Best Practice Review Response Framework](#) as a guide for general responses to reviews, negative feedback, and positive engagement.
- 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.
- Always address customers by name where possible.
- Sign off on all responses (e.g. Kind Regards, Sam at Forty Winks Tamworth)
- All reviews should be responded to within 7 days.
- Always proofread your responses to ensure correct grammar and punctuation.
- Never offer payments or any other incentives in exchange for reviews.
- Staff, ex-staff and anyone connected to the business, must not post reviews on any Forty Winks review websites or competitors.
- Never negatively review your competitors or have any other employee do so.
- Never use any agency that offers to generate reviews for you from non-customers.
- Never post reviews on behalf of customers — they must always be created directly by the customer in their own account on a given platform.

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

How to deal with negative feedback



Dealing with negative feedback can be challenging, so it's important to understand how best to respond to it professionally in a public forum. Responding to negative reviews professionally and openly conveys that you are willing to address issues and committed to customer satisfaction. We have a firm no tolerance policy on any responses to negative feedback that displays anger, blame-shifting or pettiness towards customers. These types of responses can be detrimental to our national brand.



Remember: An angry and public response can do a great deal more damage to our brand's reputation than one single negative review can.

Stores should take reviews seriously and where possible act on feedback and implement changes. Often repeat or consistent feedback is a clear indication that something that is hindering the customer experience is not being addressed. It's important not to ignore negative reviews so please read below on best practice steps to address negative reviews online.

1

Professional at all times

Remember to not take feedback personally, and think of your response as a chance to enhance your reputation, don't be defensive, and keep it brief. Aim to respond publicly, but take the conversation offline.

2

Don't Start an Argument

It doesn't matter if a customer's complaint is legitimate or not; the key is to listen with an open mind. Don't default into excuses, blaming, or defensiveness; that will only make the situation worse. Get all the information and try to understand their side of the story. Often, people just want to know that their concerns are being heard as much as they want to reach a resolution.

3

Show humility

It can be tough to stay positive when dealing with an unsatisfied customer. However, the difference between responding humbly with an aim to fix the issue vs. being defensive can either attract or turn away new potential customers. Showing empathy for a reviewer's complaint also helps to diffuse the situation.

4

Clear up confusion

Sometimes a bad review can result from a misunderstanding between you and your customer. If there is an answer to their problem, offer any information on your products, services, or experience to clear up the misunderstanding.

5

Own the issue

Make sure to communicate that the issue is important to you and that you are sorry the customer had the problem. Customers need to feel that you're listening and that you care.

6

Offer to fix the issue

Whenever possible, figure out a solution to the problem and offer a remedy, not an explanation. Although you can't always fix every issue, your offer to fix a reviewer's problem is a great marketing investment for the long-term. In the response, suggest that they contact you directly so you can try to resolve the issue. Follow up with that customer and work out a solution. Then post a follow up response briefly explaining the steps you are taking to correct the issue. This also offers peace of mind for future prospect customers.

7

Take it offline

It's okay to acknowledge and respond to customer complaints publicly, but ones that are particularly upset or angry, it's best to aim to keep your response brief and get the conversation offline. This enables you to take the conversation out of the public eye and communicate more directly. You can also provide them with a public phone number and email address where you can be reached (just be aware this information will be public for all to see, so select the information you share here wisely).

8

Thank the customer for sharing their feedback

They are taking the time and effort to provide valuable information about a poor experience with your brand that you might not find out about otherwise. As the business owner, you would want to know this in order to make sure this situation does not happen to other customers.

9

Fake or unwarranted reviews

If you believe a review is fake, please let the NSC staff know and we will report it to the review platform in hopes they approve removal. Unfortunately, it is very difficult to get negative reviews removed and is determined case by case by each different platform.

10

Forge Ahead & Focus on the Positive

Negative reviews are simply a reality for businesses today. In very few cases can you get a negative review deleted from a review site. Instead, work on resolving issues with customers and work to promote the positive aspects of your business across your local area marketing.

DON'T

- Blame the customer
- Shift blame onto your staff
- Accuse the customer of lying or exaggerating
- Refuse to apologise
- Refuse to be accountable
- Use unprofessional language
- Write a long-winded response
- Respond to reviews alleging illegal behavior; contact the NSC immediately if this occurs
- Do not mention Forty Winks or your store by name in your response. You want to avoid saying anything in your response that helps the negative review show up in online search results.

DO

- Apologise sincerely for the customer's bad experience
- Empathise with the distress they express
- Accept complete responsibility, as the owner of the business
- Offer something you think might make amends if the customer would be so kind as to give you the chance (a refund, a replacement product etc.)
- Express your commitment to fixing any issues that have been raised and explain what you will do/have done to remedy them
- Be as transparent and honest as possible about the cause of the mistake

How to respond to positive feedback



Responding to positive feedback shows your appreciation and lets your customers know that you are paying attention to their feedback. Responding to positive reviews reinforces your reputation and enables you to develop loyal customer relationships.

Express appreciation

Expressing gratitude reaffirms that your business is gracious and welcoming. It also lets readers know that you value and invite customer feedback.

Be specific

Avoid using generic statements. Tailor your response to the specific things called out in each Google review.

Reinforce the positive

Confirming a customer's positive experience in your response is a great way to reinforce the aspect of your business that your customer is highlighting. For example, if a customer mentions the speed of service in their review, you might respond with: "We are so glad to hear that you had a great experience with us. We train hard to make sure our team operates efficiently—glad to know it's working!"

Keep it short

It's best not to respond to every positive review with a long message because that can become repetitive for review readers.

Be timely

Consumers want to feel heard, so respond quickly to the feedback. It shows you're paying attention.



Other points to remember

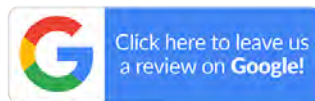
Owner responses are public relations media

The responses you write to happy or unhappy reviewers aren't just for a single customer to read - they're for all future potential customers to read. What you say to one customer signals to all others how they can expect to be treated by your business.

Review monitoring can take time

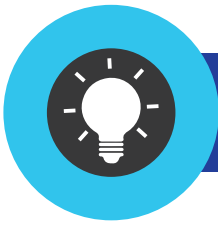
Owner responses are social media. The speed of your response times matters. Reviews and owner responses form a social interaction, and each local business must regularly monitor in order to be effectively responsive. Be aware of the typical velocity at which you receive reviews. If your business only gets 1-2 reviews a week, this means you only have to block out 15 minutes or so each week to respond to reviews.

Soliciting More Reviews



Customers who have great experiences are less likely to provide reviews, this is where we need to put more focus. By bolstering the amount of positive reviews, these few disgruntled customers will be less prominent when they do surface and it will help stores overall star ratings increase.

Overall star ratings are important as users generally do not read more than a small number of reviews before relying on consumer review results. In some cases, the most influential aspect of review information presented by a consumer review platform is the aggregated or average rating (e.g. a star rating) about a business, service or product. When keyword searching on an app or search engine, the aggregated rating is often the only content immediately visible to the user.



Here's a quick guide on how to solicit more reviews for your store:

Ask in-person for reviews (the gold standard)

There's no better way to ask for, and get, reviews than to do it in person. The person-to-person request is incredibly effective, particularly if the requester has spent a lot of time with the customer. Asking a person face to-face can garner you 7 times more reviews than asking via email. At the end of a positive transaction, we would encourage staff to personally request to customers to review the store online. At the end of the purchase is the best opportunity to do this, while it is top of mind, especially if you have established a positive relationship with the customer.

"Well hey, thanks for the feedback. We love sharing that kind of stuff with potential customers so they can feel more comfortable with choosing us. If you're comfortable with it, it'd be awesome if you could share what you said to me in an online review."

Send a follow-up email

Asking for reviews via email is a bit trickier. There are cases where you don't have a lot (or any) face time with a customer. In those instances, email may be your only option. It's best to do this a personal request from that same person that processed the transaction and have a very clear call-to-action link/button, linking to the review site.

Marketing store collateral

It's highly recommended you add a 'review us' message on all post-purchase information to a customer. This includes adding it to your email signature, your customer invoices and/or any other post-purchase communication you might provide to a customer in-store. Also offering print material (handouts, cards) at the time of service that requests a review is also a great way to solicit more reviews post-sale. Please see the Marketing Toolkit <https://apps.bluestaronline.com.au/CustomPortal/> for some collateral you can use in-store.

Store Website Location Page

If requested to NSC digital marketing team, we can add featuring links to your review profiles such as Google on your Forty Winks store location page.

Don't incentivise for reviews

As a general rule of thumb, don't incentivize for online reviews. Offering an incentive in exchange for a review may lead to a biased review that might not accurately reflect that specific customer's experience. In addition, online review sites like Yelp strongly discourage incentives for reviews and can ban your listing permanently if you breach their terms of use.

More resources

- Login to the **Forty Winks Learning Platform here** for more training:
<https://learning.fortywinks.com.au>
- **Forty Winks Review Response Frameworks Guide:**
<https://intranet.fortywinks.com.au/departments/marketing/digital-marketing/white-pages-connect>
- **Yelp Guidelines:**
<https://www.yelp.com.au/guidelines>
- **Facebook Community Standards:**
<https://www.facebook.com/communitystandards/>
- **ACCC Online Reviews Guide for Businesses:**
<https://www.accc.gov.au/publications/online-reviews-a-guide-for-business-review-platforms>
- **Google Prohibited and Restricted Content Guide:**
<https://support.google.com/local-guides/answer/7400114?hl=en>