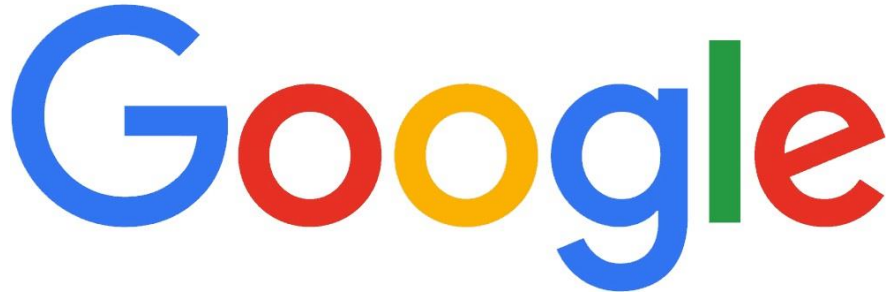


Review us on 



Customer Satisfaction


Jefferson
TELECOM

Jody Schulte, Marketing Manager

Background

- Jefferson Telecom was started in 1938
- Internet, TV, landline, and an agent for UScellular for over 30 years
 - 100% fiber for our service area
 - 2,000+ broadband customers
 - 1,700+ landline customers
- 15 employees



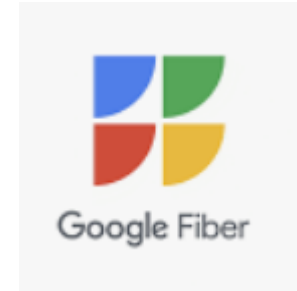
What Is Your Google Rating?

- 5.0 with 3 Reviews
- 4.9 with 197 Reviews
- 4.9 with 105 Reviews
- 4.5 with 10 Reviews
- 4.3 with 4 Reviews
- 4.2 with 25 Reviews
- 4.2 with 16 Reviews
- 4.2 with 6 Reviews
- 4.1 with 59 Reviews
- 4.0 with 66 Reviews
- 4.0 with 44 Reviews
- 4.0 with 6 Reviews
- 3.9 with 181 Reviews
- 3.9 with 11 Reviews
- 3.6 with 48 Reviews
- 3.5 with 4 Reviews
- 3.5 with 4 Reviews
- 3.4 with 27 Reviews
- 3.3 with 14 Reviews
- 3.2 with 45 Reviews
- 3.1 with 41 Reviews
- 2.8 with 51 Reviews
- 1.0 with 1 Review

Actual Google review ratings from Iowa telecommunication providers.

Des Moines Internet Providers

- CenturyLink: 4.6 Stars with 8 Reviews
- Google Fiber: 3.5 Stars with 2 Reviews
- Mediacom Communications: 2.2 Stars with 953 Reviews
- Windstream Communications: 1.5 Stars with 34 Reviews



Top 5 Reasons Why Google Reviews Are Important



1. Trust & First Impressions

- Seth Godin stated, “people don’t do business with you until they know you, like you, and trust you.”
- Reviews tell a story about the quality of your services or products and how you will be treated.
- Online reviews make shoppers feel like they will get the same level of service as the people who wrote the reviews received.
- People aren’t just looking for a product or service; they are looking for a great experience with your business.



2. Your Reputation Is On The Line

- Stats show that most customers will not even contact you if you don't have at least 4 out of 5 stars.
- There is no way for your prospective customers to know the difference between a legitimate review and a fake one.
- What do you do if you have a bad review? You must RESPOND.
- The hard truth – If you don't have good reviews, you're losing business.
- Start working on your reviews. Not having any reviews is only slightly better than having poor reviews. Without any reviews people will assume that your business has not performed well enough for anyone to take the time to leave a positive review.

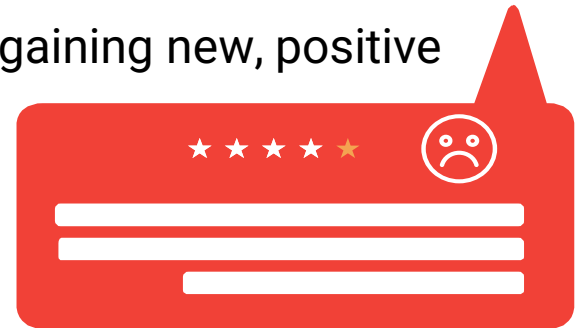


How to deal with a bad review . . .

4 Step Process:

- 1) Admit it – acknowledge the situation
- 2) Explain it – tell them what is happening and why it is happening
- 3) Promise it – move the customer towards putting them towards the future.
Come up with a solution
- 4) Follow-up – check in with the customer weekly/monthly

Once you have addressed the poor review, 'bury it' by gaining new, positive reviews and then move on.



3. Achieve Higher Organic Ratings

- Google uses online reviews when considering the placement of its local organic rankings.
- Online reviews are a strong indicator of whether or not people like your business.
- Stats show that people look for a local service or product with 40+ reviews (57% of shoppers only need to see 11+ reviews).
 - If you have 5 reviews and your competition has 36 reviews, who do you think will get the first call?



4. Customer Feedback

- 78% of shoppers trust online reviews as much as personal referrals.
 - 91% for 18-34 age group
- Honest look in the mirror
- Learn areas of improvement



5. More Customers Are Reading Reviews Before Buying

- Consumers are reading reviews before they decide to shop with a local business.
- More people are using mobile devices over desktops to search out businesses
 - First thing they will read are your reviews.
- Trend of businesses receiving more calls from their Google Local Listing than from their own website.

Additional Benefits of High Google Review Rating

- Potential employees investigate your business prior to applying
- Relocation for individuals and businesses
 - Broadband is key! Who will they choose as their service provider?

Case Study – Jefferson Telecom

First Google Rating was November 27, 2016

Phillip

★☆☆☆☆ Nov 27, 2016

Wireless internet is garbage

(owner)

Nov 28, 2016

Phillip, we are sorry that you are currently having WiFi issues. WiFi issues can be hard to track down and may be caused by a variety of natural elements. Please give us a call at your earliest convenience so we can fix your WiFi issue you are experiencing. 386-4141.

Racy

★★★★★ Jun 29, 2018

I really like the way these guys treat me and everyone. Pretty great prices, great customer service.

(owner)

Jul 18, 2018

Racy, thank you for the review. We will pass this along to our staff to let them know your appreciation.

K B

★★★★★ Feb 8, 2019

The user didn't write a review, and has left just a rating.

(owner)

Feb 8, 2019

Thank you for your ranking of Jefferson Telecom. Is there anything that we could have done to have earned a 5 star ranking? If so, please contact us at 515-386-4141 as we want to ensure an exceptional experience with our staff and our services. We appreciate your business.

Review Cards



Review Webpage – www.jeffersontelecom.com/review

Your Feedback Matters

[Home](#) > [Your Feedback Matters](#)



As a small local business, reviews keep us alive! Your feedback not only helps us, it helps other potential Jefferson Telecom customers. If you have enjoyed your experience, we would kindly ask for you to share that with a positive review.


Review us now – [click here.](#)

If there are areas we could improve upon, please call Jefferson Telecom at 515-386-4141, option #3 as we want to hear more about your experience and work to make it right.

Now let's hear from some of our Jefferson Telecom customers . . .

"We have an older house like many residents of Jefferson, and we were constantly having issues with the Internet being slow or not working. When we switched to the eero, we instantly noticed a difference. We haven't had any problem since Dave installed it. He told us in older homes with plaster walls, old cast iron pipes, etc.. regular Wi-Fi

Educate Customers on Importance of Reviews



Let Others Know What You Like About Jefferson Telecom

Think about the last time you purchased an item online. Did you research the item by looking at multiple sites and reading reviews before making a decision? If so, you're not alone. Most people do the same.

Customer reviews are integral to the shopping process and similar to getting referrals from friends. That's why your feedback matters. Reviews on social media are a powerful tool that can help Jefferson Telecom and other businesses in our community continue to grow and thrive.

Here's what reviews do:

- **Help others find a local business online.** When people search for a business, one of the first things they'll likely see is what others have to say about it. Google takes review ratings from multiple sites into consideration when determining the order of businesses it returns in local searches. In fact, according to LocalSEO Guide, online reviews and specific keywords influence local search engine visibility more than any other factor.
- **Help to give a business credibility.** People who leave reviews have nothing to gain or lose. They had an experience, good or bad, and want to share it. And guess what? People are going to listen. Studies show that close to 90% of consumers trust online reviews as much as personal recommendations.



Jefferson Telecom
Published by Jody Schulte · May 3 ·

Tech Tip - Did you know the power that online reviews have for a business? Roughly 77% of people read customer reviews before committing to a purchase. If your business has online reviews, this instantly creates a sign of trust and authenticity. The impact is even more powerful in a small community such as Jefferson. This is an easy way to help any business in town. You can leave a Google review by simply searching for the business. On the right hand side you will see a ... See more

us on Google
JEFFERSONTELECOM.COM
Your Feedback Matters - Jefferson Telecom
As a small local business, reviews keep us alive! Your feedback not only helps us, it helps other potential Jefferson Telecom customers. If you have enjoyed your experience, we would kindly ask for you to share that with a positive...

1 Like 4 Shares

Seed Packets:

- Purchased seed packets in bulk
- Printed labels for each packet
- Staff gave out packets to customers during each interaction and ASKED for the review.



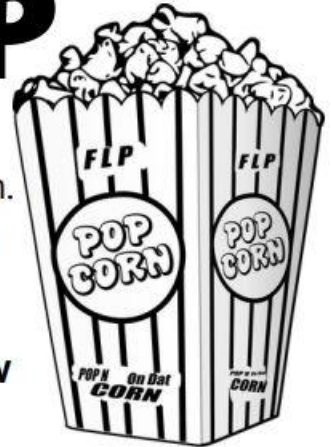
Microwave Popcorn:

- Purchased microwave popcorn in bulk
- Printed labels for each packet
- Staff gave out popcorn to customers during each interaction and ASKED for the review.

Your REVIEW
Helps Our
Business **POP**

Thank you for choosing Jefferson Telecom.
If you have enjoyed your experience, we
would kindly ask for you to share that
with a positive review on Google.

www.jeffersontelecom.com/review

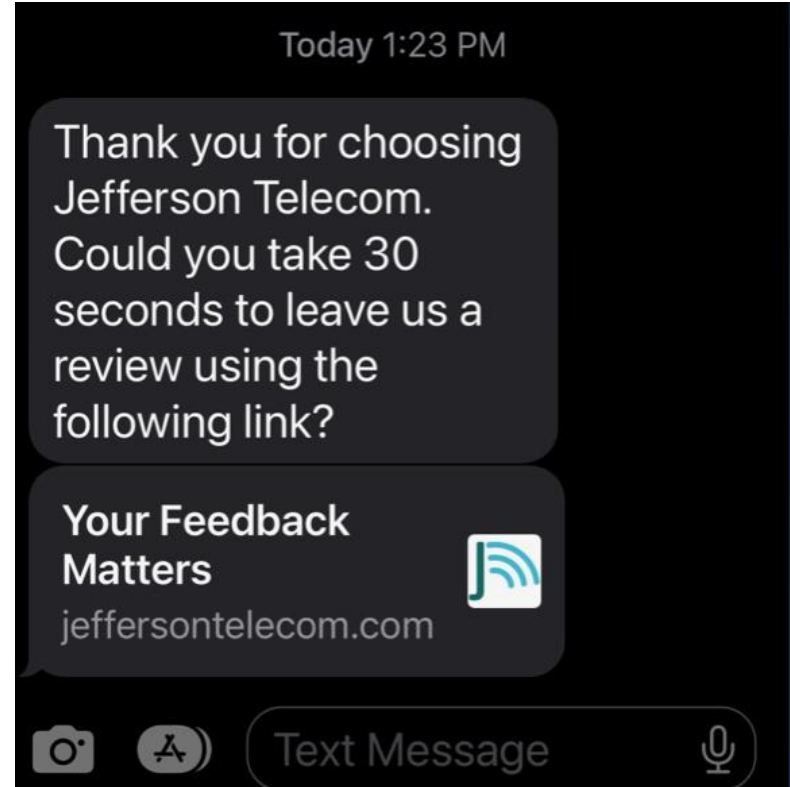


Updated Review Cards



Customer Follow-up

- Email the customer for feedback
- Text customer with a link asking for a review:
 - “Thank you for choosing Jefferson Telecom. Could you take 30 seconds to leave us a review using the following link?”
 - Generate the link from Google



Empower Staff to Gain Reviews

- Offer an incentive
 1. Point system for all staff – Must receive 4 or 5 star
 2. Incentive program for technicians – Leave behind piece with a Google Review QR code.
 - Customer mentions technician's name they are rewarded each quarter.
- Simply ask the staff for their help.
- Give them a “script” – How do you ask for a review?
- Make it easy for a customer to leave a review. Don't over complicate it.

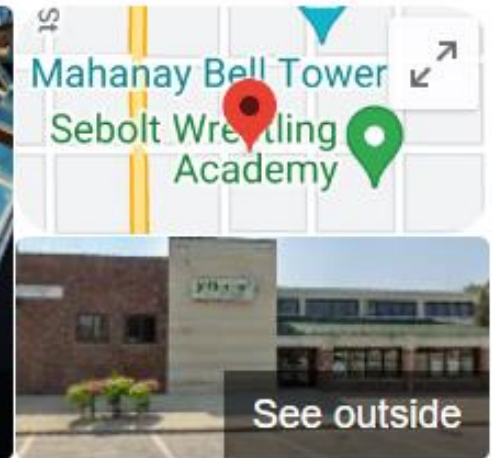
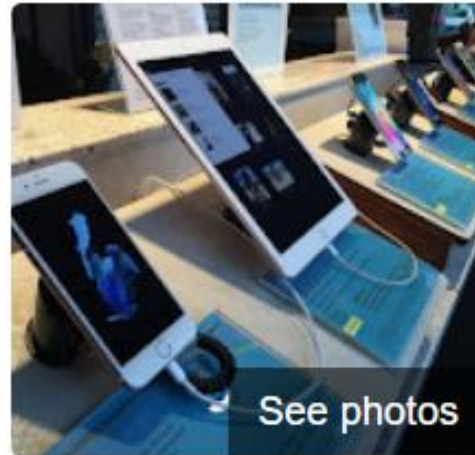
Conclusion

- 4.9 Rating
- 197 Google Reviews and counting
- Last 5 months average 20 reviews per month

Jefferson Telecom

4.9 ★★★★★ 197 Google reviews

Telecommunications service provider in Jefferson, Iowa



Missing Google Reviews

Google has a strict review policy

2 Reasons Why Google Reviews Are Missing:

1) Prohibited and Restricted Content

- Google analyzes all reviews and will remove reviews that look like spam, fake reviews, offensive language or a conflict of interest.

2) Format-specific criteria for text reviews and captions

- You cannot solicit only positive reviews, actively discourage negative reviews, or pay for reviews.

9 Reasons Why Google Reviews Are Not Showing

- 1) Embedded Links in Google Reviews
- 2) Google Review Marked as Spam
- 3) Fake Google Reviews
- 4) Google Reviews Temporarily Disabled
- 5) Your Business Is Newly Listed on Google
- 6) Your Google Business Profile Is Inactive
- 7) The Reviewer's Account Is Inactive
- 8) Your Google Business Profile Has a Duplicate
- 9) Your Business Has Changed Locations

Do's and Don'ts of Reviews

Do:

- Have a process in place. Who is in charge of managing your Google page? Are multiple people responding to reviews?
- Respond to all reviews in a timely manner (1-3 days)
- Address negative reviews, don't ignore them. You are being watched on how you respond.
- Make it easy for customers to leave reviews.
 - Call to action in emails, staff asking customers, etc.

Don't:

- Ask your employees or family members to post a review or create false reviews.
 - In our small communities people see through this.
- Pay for reviews
- Argue online with a customer or perspective customer.
 - Remain professional and encourage to take the conversation offline. Call in, email, etc.

Questions

Jody Schulte

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515-386-6021

