

## Why RatePoint?

Whether you do business from the Web or a storefront - whether you're a small business or large enterprise - your customers and their feedback are critical to your business success. So why use RatePoint? We give you all the tools to turn customer feedback into a potent sales, marketing and customer service asset, and help you:

### Protect and Build Your Online Reputation

Every day millions of consumers flock to the Web to read and share reviews about businesses. RatePoint helps you take a common sense approach to your online reputation. We give you all the tools you need to encourage customers to speak up, and then promote that feedback. If there's a problem, RatePoint gives you an opportunity to fix it before it can impact your online reputation.

### Boost Sales and Consumer Confidence

Research indicates that more than two-thirds of consumers today refer to online reviews and ratings before making purchase decisions from on or offline businesses. RatePoint helps you capitalize on that phenomenon and word-of-mouth marketing - by enabling you to share real, honest opinions and comments from your customers, and turn shoppers into buyers.

### Improve Customer Service and Satisfaction

Studies have shown that most unhappy customers don't complain, they just look for another company to give them what they need. This means you could be losing customers without even knowing why. With RatePoint, your customers are given an interactive method to provide insightful, honest feedback (good or bad), ultimately creating a more satisfying customer experience.

### Stay Connected with Customers

Staying connected and communicating with customers can help you build loyal lasting relationships. Our e-mail marketing and survey tools make it easy for you to keep in constant contact with customers, and drive them to do more business with you.