

2023 BAROMETER

based on Google reviews. ■



BAROMETER

Introduction

Online reviews have never been more strategic!
They influence our daily decisions as much as they
influence the companies' brand image and SEO.

The weight of e-reputation in the decision-making process has been accentuated by two complementary trends. On the one hand, consumers want to know all the details before making a choice. On the other hand, more than 80% of shoppers search on Google before going to the shop. Whether they like it or not, Internet users encounter the opinions of other consumers in their customer journey.

This is reflected in the figures: in 2022, the number of Google reviews increased by 4% compared to last year, which means an average of 41 reviews per outlet.

In establishments, the staff is often aware of the challenges of e-reputation. The response to reviews is increasingly local. This is the case at Decathlon, Giant in Poland and The Mattress Warehouse for example, where the head office has successfully handed the management over to the shop teams.

At Partoo, we can't help but see the boom of reviews as a great opportunity for retailers. Customer reviews are a valuable source of information for progress, self-assessment and reinvention.

To help you do this, here is our annual barometer of customer reviews: it analyses the online reputation of our clients. It is also an opportunity to share best practices with you, to improve your management of online reviews.

Happy reading!



Thibault Renouf
CEO Partoo



METHODOLOGY

The Barometer is carried out by analysing data from **72 504** points of interest in our international markets, ie **458** Partoo customers who had a total number of **2 959 059** customer reviews on Google Business Profile in 2022. The selected customers had all subscribed to Partoo's Review Management product (our centralised review management tool) in 2022. All data has been reviewed and represents the reality as of 31 December 2022.

The survey is also based on various aspects: response rate to the reviews, average rating of the company, diversity of replies to the reviews, number of reviews received, response time, etc.



SUMMARY



**A constantly
increasing number of
reviews**



**More satisfied
customers... and they
are the ones to say it!**



**Businesses are
responding more and
faster**



**Keyword analysis to
go even further**



Review Booster :
the best way to get
more reviews



TOP 15
companies with the
best e-reputation



Messages:
brands rely on
conversational
commerce



Local SEO tips to end
on a high note



A CONSTANTLY INCREASING NUMBER OF REVIEWS



2 959 059

This is the total number of reviews left on the business listing of 2 959 059 points of sale of our 458 clients who have subscribed to the Review Management.

+4%

The increase in the number of reviews between 2021 and 2022, reaching over 2 900 000 million comments

41

On average, retailers have 41 reviews per point of sale, compared to 38 in 2021. It represents an increase of +4%.



SECTORS
WITH
**THE MOST
REVIEWS**

SPECIALISED STORES

209 reviews / point of sales



FALABELLA COLOMBIA
852 reviews / point of sale

HORECA

243 reviews / point of sales



MCDONALD'S
305 reviews / point of sale

RETAIL

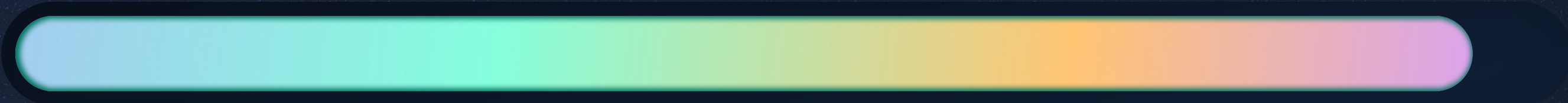
167 reviews / point of sales



DECATHLON
446 reviews / point of sale

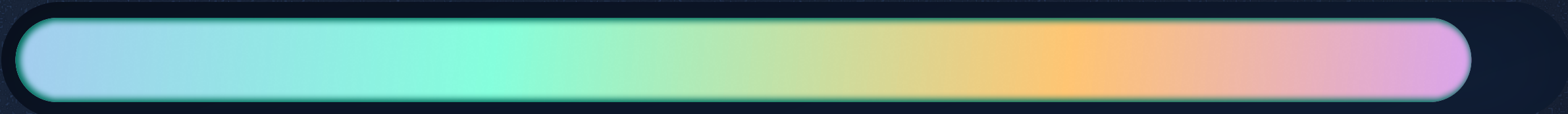
SECTOR
WITH THE
BEST
PROGRESS

HEALTH



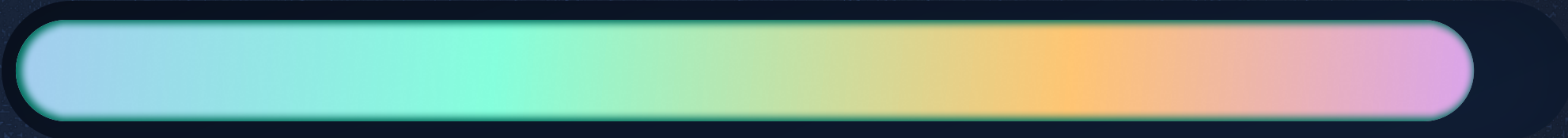
+47% REVIEWS RECEIVED 2022

BANKING & INSURANCE



+44% REVIEWS RECEIVED 2022

BEAUTY



+27% REVIEWS RECEIVED 2022





TOP Brand

focus on the company with the
best progress



SUCCESS CASE

91 %

reviews treated
within 9 days

Decathlon Switzerland

With over 1 697 stores in 60 countries and regions, Decathlon is the largest sporting goods retailer in the world.

Decathlon has been using Partoo since 2021, in Switzerland and UK for example, they have given their local store managers access to the platform, helping to best manage reviews left by customers online.

This has been seen in their impressive e-reputation, an average rating of 4,37 stars on Google in the past year!

445

reviews / POI

4,37

average rating
Google



**MORE SATISFIED
CUSTOMERS...
AND THEY ARE
THE ONES TO
SAY IT!**



4,11/5

Average rating of customer reviews in 2022.

Improving your score is a daily challenge for companies. Asking for regular reviews from satisfied consumers is a good way to improve your online reputation. The proof: the average score in our study went from 4.0/5 in 2021 to 4,11/5 in 2022.





TOP Company

focus on the company with the
best progress



SUCCESS CASE

Shawarmer

Shawarmer is a quick-service restaurant chain in the Kingdom of Saudi Arabia. True to the name, they specialise in the popular Middle Eastern shawarma sandwich. Their dishes can be found in 22 cities in the Kingdom of Saudi Arabia with over 150 locations.

Shawarmer joined Partoo in February 2021, for the first time in 2022 they celebrated an 4 average rating on Google across their restaurants, thanks to Review Management product. For them, e-reputation matters to build brand loyalty.

+36



increase of reviews in 2022 from 2021

238

Number of reviews / POI

+12



increase in rating vs 2021

[DISCOVER SHAWARMER SUCCESS CASE](#)



3 TIPS

**to improve your
average rating**



Answer to all customer reviews with a personalised message, whether the feedback is positive or negative



Be responsive, devote time daily to reply to customer reviews



Ask customers to leave reviews. You can do this verbally, by SMS, by e-mail or even with a QR code



How customer reviews increase your web-to- store traffic?

Want to dig deeper into the subject? We've written a comprehensive guide about the importance of customer reviews for local businesses.

It's designed to help you:

1. Understand the explosion of Google reviews in retail
2. Learn how to respond to reviews with a dual objective: boost your customer relations and your SEO
3. Analyse the content of your reviews (examples of our clients Carrefour, Maxi Zoo and Undiz who stand out on the most feared themes)

DOWNLOAD THE GUIDE





**BUSINESSES ARE
RESPONDING MORE...
AND FASTER**





59%

**response rate to reviews
(textual and non-textual)
versus 48% in 2021**

On average in 2022, a user waited 15 days for a response to his/her review. Versus 60 days in 2021.



TOP
PERFORMING
SECTORS
IN TREATING
REVIEWS

HEALTHCARE

80% of reviews treated
in 7 days



GRUPO PARDINI

99% reviews treated in
9 days

SERVICES

84% reviews treated in
12 days



SMART FIT

100% reviews treated in
13 days

RETAIL

76% of reviews treated
in 4 days



SWISS COLLECTOR

100% reviews treated in
1 day

HOW

**to rganise responses to
customer reviews?**

Plenty options may work just fine: handing over control to the managers of your local establishments, appointing a person at the head office or subcontracting with an agency...In all cases, replies should be framed by giving clear instructions and an editorial line to follow.



WHY

**should you respond to
customer reviews quickly?**



It is the best way to stay in control of your e-reputation



It shows that you take compliments and criticism into consideration. And that you are committed to improving and enhancing the customer experience



You send a positive signal to potential customers who read the reviews and your replies



A complete checklist for a successful web-to-store project

Here's a guide that could be useful if you want to fine-tune your web-to-store strategy and optimise your local SEO.

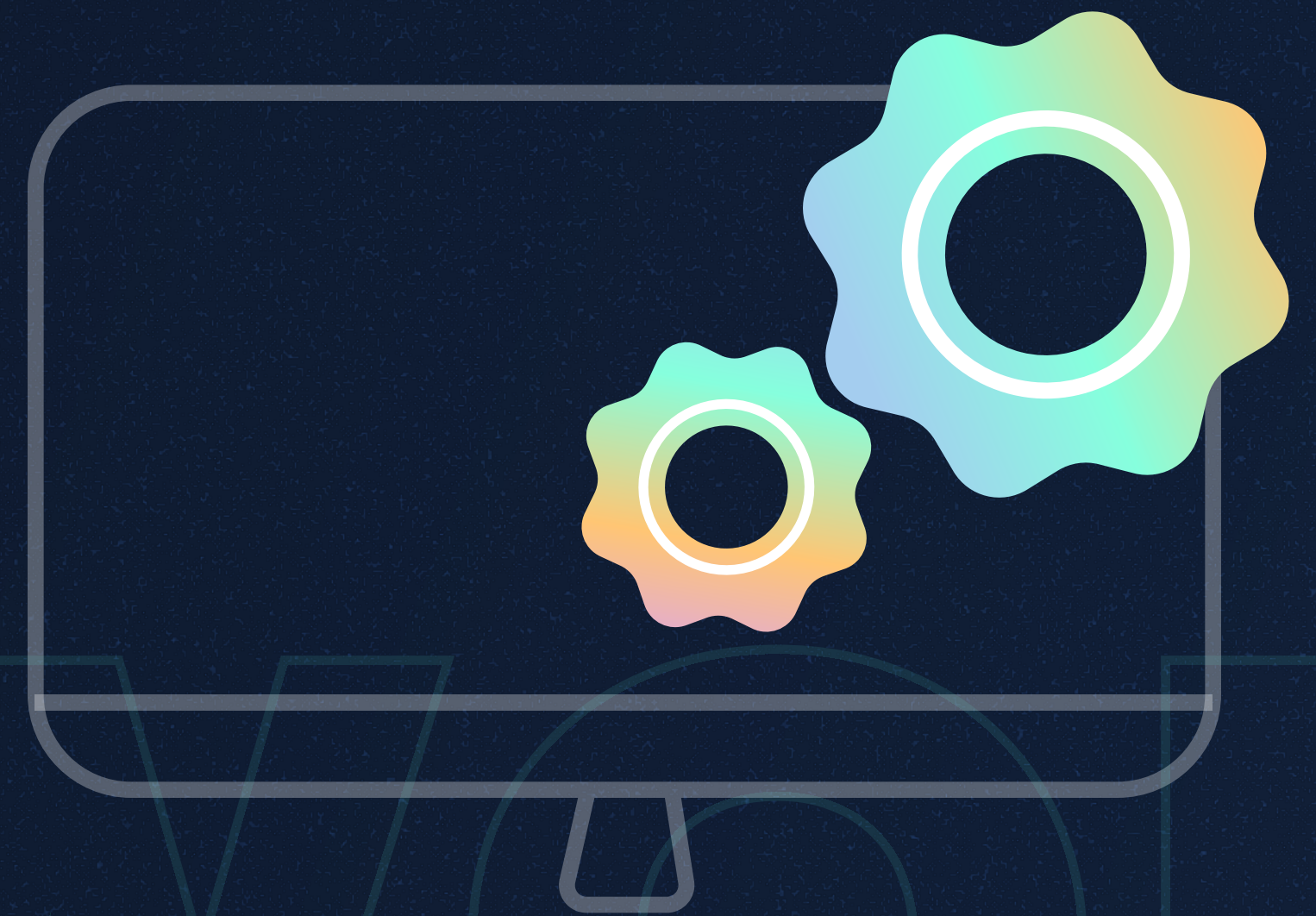
Discover how to:

- Manage your store locator and the information specific to each of your establishments
- Learn how to manage your online presence, especially via Google Business listings
- Take into account and respond to online reviews
- Mobilise internal resources to manage this long-term project

DOWNLOAD THE GUIDE



A **KEYWORD** ANALYSIS TO GO EVEN FURTHER



This analysis (carried out on the textual content of Google reviews) takes into consideration different keywords - experience, price, waiting time, etc - to determine the customers' satisfaction or dissatisfaction.

We analysed the reviews containing these keywords: **Price, Service, Waiting time, Experience, Stores, Variety.**



THE 6 WORDS ANALYSED

PRICE



LILI PINK
4,56 / 5

When the keyword “**Price**” is mentioned, **Lili Pink** has the highest average score.

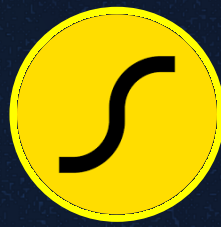
SERVICE



KIA
4,93 / 5

When the keyword “**Service**” is mentioned, **KIA** has the highest average score.

WAITING TIME



SANAUTOS
4,03 / 5

When the keyword “**Waiting Time**” is mentioned, **Sanautos** has the highest average score.



EXPERIENCE



SHAWARMER
4,12/ 5

When the keyword “**Experience**” is mentioned, **Shawarmer** has the highest average score.

STORES



FASTNED
4,48 / 5


When the keyword “**Stores**” is mentioned, **Fastned** has the highest average score.

VARIETY



AL-OTHAIM SUPERMARKET
4,44 / 5

When the keyword “**Variety**” is mentioned, **Al-Othaim Supermarket** has the highest average score.



Messaging : how to benefit from **conversational** commerce

At Partoo, we believe that conversational commerce is the future of online shopping. Want to know more before you start?

This guide is for you. It analyses:

- The explosion of conversational commerce
- Messaging and business: real-life examples
- Messages by Partoo: how to manage your messages
- Success stories: Stellantis & King Jouet

[DOWNLOAD THE GUIDE](#)



Review Booster : the best way to get more reviews

With the Partoo Review Booster, our partners can easily encourage their customers to leave a review through SMS invitations.

DISCOVER REVIEW BOOSTER

98%

On average, SMSes are opened by 98% of users, compared to 20% for email. That's why we encourage you to use SMS to ask your satisfied customers more reviews.



Sébastien Blum

Head of Solutions
Partoo

Getting more positive reviews is essential for both networks and independent retailers. How can you do this? By asking your satisfied customers to post reviews on your Google listings! But it's not enough to just ask, you also need to give them a simple way to do it. That's what the Partoo Review Booster is all about.

Thanks to this tool, you can invite your satisfied customers to post reviews on your business listings via SMS invitations. This way, you receive more reviews, improve your average rating and increase your chances of being chosen by Internet users.

TOP 15 Companies

Among our international clients who have subscribed to the Review Management, this ranking represents those who have best managed their online reputation in 2022.

Congratulations to all!

1st



Decathlon CH

91,15

2nd



Leroy Merlin PT

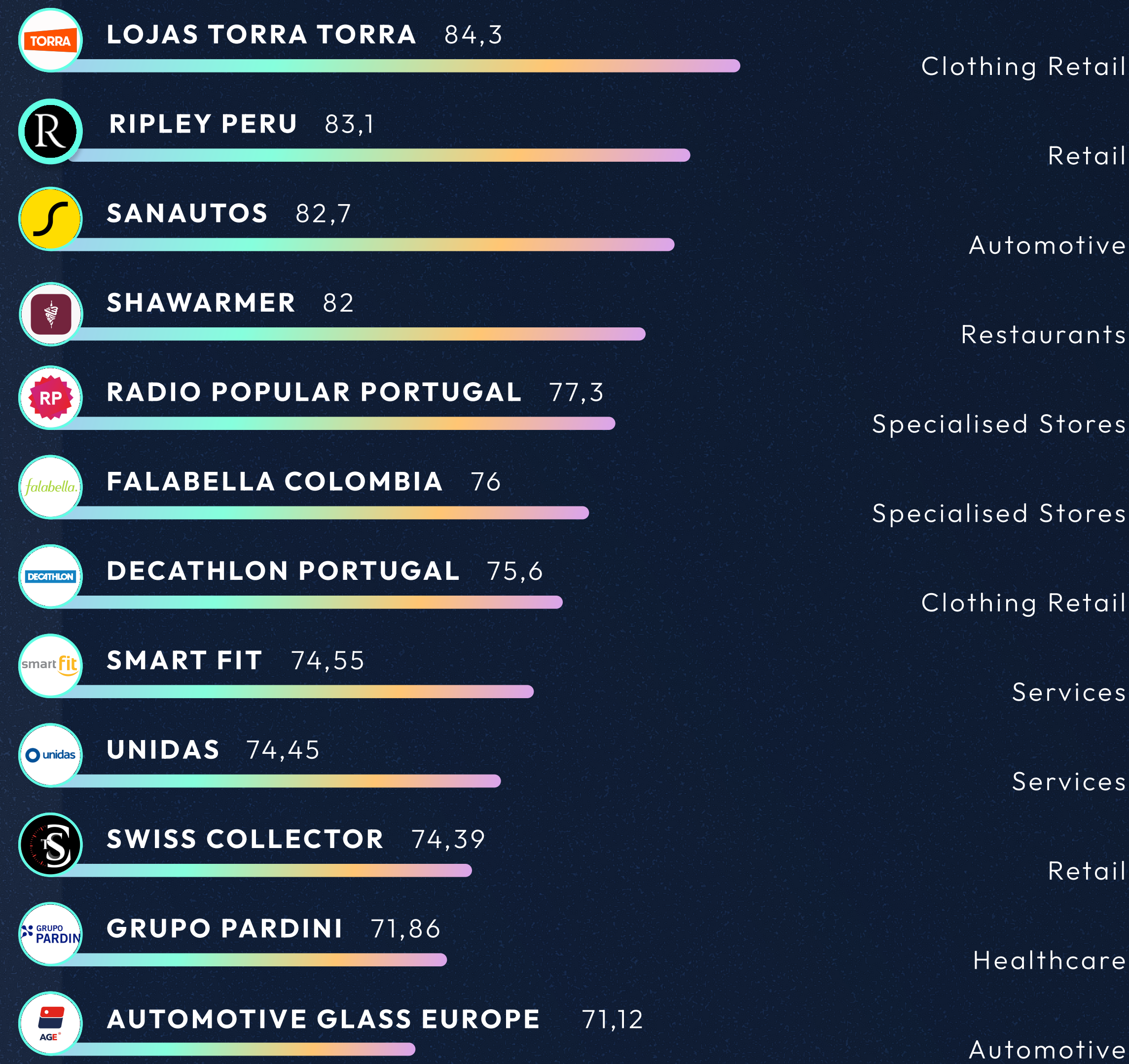
90,23

3rd



Decathlon UK

88,72



It is based on 5 specific criteria with a specific weighting:

- *National average score: 30%.*
- *Number of reviews per POS: 25%.*
- *Response rate to textual reviews: 20%.*
- *Response time: 15%.*
- *Diversity of replies: 10%.*



Review Management :

Why is it so important ?

- The vast majority of Internet users find it very important to read customer reviews before making their choice. It is the number one criterion to affect purchasing decisions
- A good online review management tool allows you to centralise and manage all your reviews without being overwhelmed
- It is an opportunity to analyse and track your e-reputation in order to progress and identify areas for improvement

More info on review management and customer reviews

Here is a list of content that should interest you in consolidating your online review management strategy. On our blog, we keep a close eye on the latest news and trends in reputation management.

- [Review management: definition and strategies for managing reviews](#)
- [Consumer study: Consumers behaviour with online reviews](#)
- [Google now showcases Local Guides' expertise in reviews](#)

[DISCOVER MORE ARTICLES](#)



7 **MESSAGES :** brands rely on conversational commerce

93% of your potential customers prefer to send a message rather than call. Today, companies can no longer ignore the potential of messages. To keep up with the times, they need to take over the dedicated tools and prepare for the era of conversational commerce

Source Forbes

DISCOVER MESSAGES



HOW

to exploit the conversational marketing trend?



Managing conversations

Define response rules: who responds? Within how long? In what tone?



Enable notifications

You will be notified each time you receive a message.



Avoiding inappropriate content

Violence, bullying, intimidation, racism, etc.



Customising Messages

Personalise your messages, with short and simple sentences.



Messages must **be treated within 24 hours**. Beyond this deadline, Google reserves the right to **disable the functionality**.

If you have any questions, please do not hesitate to contact Google Support via the Partoo application.



Inform clients

Communicate the option to be reached via business message.



Don't hesitate to relaunch

If no reply is received, it is recommended to relaunch the conversation the following day!



Optimise your “away” messages

Communicate response hours and provide alternative channels to reach you (telephone, e-mail, ...).



Optimise your welcome messages

Present your business and take it in the direction that best represents you.



65% of messages are about purchase intent



8 Local SEO: tips to end on a high note

Optimising your Google Business Profile is a prerequisite to rank well on Google and to maintain your e-reputation. It is a key element for your web-to-store strategy.



Post Photos Attributes

Regularly adding posts, photos, and attributes to your listings improves your local SEO. It's a competitive advantage that must not be underestimated.



COMPANY WITH THE MOST GOOGLE
POSTS IN 2022



RADIO POPULAR
105 posts/POIs in 2022

COMPANY THAT ADDED MORE
ATTRIBUTES IN 2022



AREAS
added 1 369 attributes across all POIs in 2022

COMPANY THAT ADDED MORE
PHOTOS IN 2022



GIGANTE GRUPO INMOBILIARIO
2 011 photos were added by the company
125 were added by its customers in 2022

Podium of sectors with the most photos

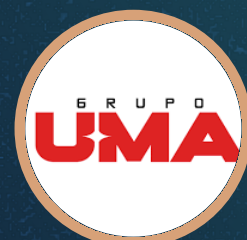
Average of 882 photos per company



FOOD DISTRIBUTION
Grupo Modelo- 21 934 photos



HORECA
Mc Donald's - 3 802 photos



AUTOMOTIVE
Grupo UMA - 4 912 photos

Podium of sectors with the most posts

Average of 1 649 Posts per company



SPECIALISED STORES
BBVA Mexico - 6 685 Posts



SERVICES
Orange - 5 092 Posts



AUTOMOTIVE
Europcar - 15 293 Posts





GET FOUND



Presence management

- Multi-diffusion
- Optimisation
- Social networks



Store locator



GET CHOSEN



Review

- Centralisation
- Response templates
- Boost reviews



Messages

