Reputation Ally User's Guide

Ratings, Reviews, & Messaging Management System
by Etna Interactive
Version 3: 8/17/22

Welcome to Reputation Ally! We developed this powerful, easy-to-use online ratings, reviews, and messaging management system for the specialized needs of medical practices. The power of Reputation Ally for your practice is that it simplifies a variety of important tasks you need to do to build and maintain a positive online reputation.

Table of Contents

What Can Reputation Ally Do for Your Practice?

Reputation Ally is a single tool for:

- Viewing, requesting, and responding to patient reviews on the 3rd party review sites selected when your account was configured by Etna (such as Google and Facebook).
- Requesting patients rate their satisfaction directly with your practice (1st party surveys) after a procedure. (Premium accounts only.) These surveys can be focused on a specific procedure, provider, and office location.
- Managing communication from multiple sources such as SMS (text messages) and social media platforms with integrated direct messaging.
- Incorporating a feature block and reviews page on your site that displays patient reviews left on 3rd party sites in real time to ensure a feed of fresh, customer-generated content to your site. (Additional one-time charge.)
- Supplying 1st party survey results to dynamic star-rating feature blocks targeting specific procedures on the associated pages. (Premium accounts only.) (Additional one-time charge.)
- Displaying your overall star rating in the footer of every page (combines 1st and 3rd party reviews).

★★★★★ 5/5 28 reviews

- Displaying your overall star ratings alongside recent reviews in real time. (Additional one-time

A Reputation Built on Results

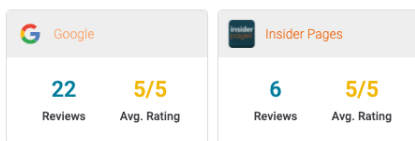| Excellent service and knowledge. An incredible partner for the practice.	ETNA has been managing our website for several years now. The team at ETNA has always been super-responsive...	Etna has been a great addition to my online marketing team. I have used several different providers,...	I've been using ETNA for over 10 years and they are the best of the best! We have a great relationship...
★★★★★ Mar 15, 2021	★★★★★ Nov 13, 2020	★★★★★ Oct 14, 2020	★★★★★ Oct 05, 2020
G Google	G Google	G Google	G Google

]

Read More Featured Reviews ›

You deserve an online marketing partner that helps you achieve the kind of growth you want while delivering world-class customer service. At Etna Interactive, that's what we do, but you don't have to take our word for it. You can see what our partners have to say about us on the industry's most popular ratings sites. Updated in real time using our own Reputation Management product, these reviews can give you a sense of what it's like to partner with us for your digital marketing needs.

charge.)

G Google		Insider Pages	
22	5/5	6	5/5
Reviews	Avg. Rating	Reviews	Avg. Rating

Featured Reviews

G ★★★★★ Google   Mar 15, 2021

Excellent service and knowledge. An incredible partner for the practice.

Business Owner replied on Apr 11, 2021:
Thanks Bryant! We couldn't ask for a better or more supportive partner. ~Ryan

Getting Started

Reputation Ally provides a rich set of features that make it easy to build and monitor your online reputation by:

- Viewing and replying to patient reviews and ratings posted on 3rd party sites.
- Asking patients via email and/or text message to post a review of their experience with your practice on 3rd party review sites.
- Managing communication from multiple sources such as SMS (text messages) and social media platforms with integrated direct messaging.
- Asking patients to rate their experience with your practice and their satisfaction with their results by completing a simple survey (1st party survey). (Premium accounts.)
- Filtering and analyzing various metrics for your overall reputation management by generating reports that are categorized by types that correspond to the features enabled for your account.

Before using these powerful tools, you will need to set your password and log in to your account.

Welcome to Etna Interactive (Admin Account)!

Initial Log In

Use the welcome email from Etna to access your Reputation Ally account for the first time. If you did not receive a welcome email after your account was created, contact your Etna account executive.

1. Open your welcome email and click Sign-in.
2. Use the username and password provided in the email to sign-in.

Note: The Set Password link will expire after 14 days.

Hi

You've been added as a user to Etna Interactive (Admin Account). Log in now to start getting new reviews, rank higher than your competitors, and grow your business!

URL:
https://reputation.etnainteractive.com

Username:
@etnainteractive.com

Password:

Sign-in

Sign Into Your Account

Once you've set your password, you can access your Reputation Ally account by:

1. Go to https://reputation.etnainteractive.com/ in a web browser.
2. Enter your email and password.
3. Click the blue **Sign in** button.
4. If you don't remember your password, you can reset it by clicking on "Forgot password?" You will be sent an email with instructions.
5. When you log in to your Reputation Ally account, you will arrive at the Overview dashboard by default, where you will see a high-level overview of your reputation data.
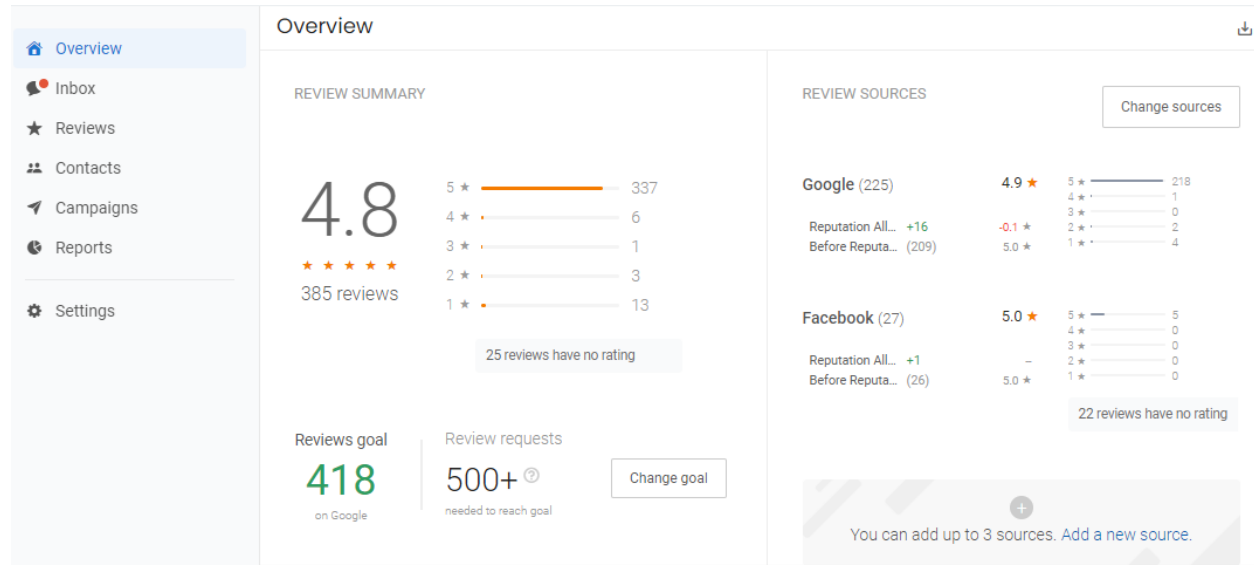
etna interactive

Sign in

Email

Password

Sign In

or

G Sign in with Google

Forgot password?

Overview

The first screen you will see once you're signed into Reputation Ally is the dashboard that includes various tools in the left navigation, accessible from every screen, and an overview of your reputation data.

Note: Your dashboard may vary slightly from what is shown here because we are continually making enhancements to this product.

Inbox: Read and reply to all communication including messages from webchat, SMS (texting), and voicemail; Google, Instagram, and Facebook messaging; reviews left on 3rd party sites; and responses to surveys you send to patients.

Reviews: Read and respond to reviews posted by patients on 3rd party sites.

Surveys: create and manage patient feedback surveys.

**Contacts:** manage contact information for patients and leads.

Campaigns: automate and manage campaigns for requesting patient feedback.

Reports: collect and review various metrics for your online reputation.

Settings: maintain your Reputation Ally account.

Requesting a Single Review

Online reviews are a critical part of marketing your practice. Positive reviews build trust, provide social proof, and draw new patients to your practice. Use the blue Quick button (looks like a paper airplane) in the upper-right of the screen to immediately request a review from an individual patient.
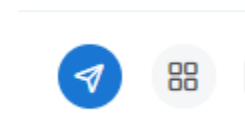
Note: We recommend waiting 90 days after a patient's procedure before soliciting a review to avoid reaching out too early in the recovery process.

The capabilities of the Quick button vary with each type of account as follows:

- Standard: Request a review
- Premium: Request a review, survey, or customer experience.

The Quick button displays the following window (in Premium accounts, you will need to select Review from the first popup):

Send a review request to

🔍 Name or phone number or email

⊕ New contact

If the patient is already in your contacts, enter their name, phone number, or email address and select the contact from the suggestion list. Otherwise:

1. Click on **New contact**, fill in the patient's name, phone number, and email address.
2. Click on **More** to change whether you want to send your request as an email, text message, or both.
   Reputation Ally will automatically create an email or text message with the patient's first name using Etna's default template. You can edit templates by going to Campaigns > Templates.
3. Click **Send**.

Example Review Request Email and Text Message

Etna Interactive
5.0 ★★★★★ 28 reviews
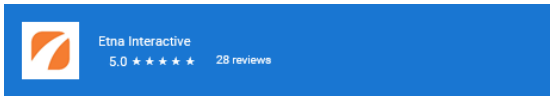
Liana, share your story!

Hello Liana,

Honest reviews from patients like you can be tremendously helpful for new patients looking for a trustworthy provider.

Please take a moment to share about your recent experience at our practice on any of the review sites via the links below.

Thank you in advance; we truly value your opinion.
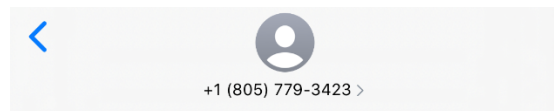
Sincerely,
Etna Interactive

G   Review us on Google

If your experience wasn't great, we want to make it right.

Contact us directly

Etna Interactive
(866) 374-3762
709 Fiero Ln STE 43, San Luis Obispo, CA 93401

+1 (805) 779-3423 ›

Text Message
Today 9:34 AM

Hello Liana! I'd like to thank you again for choosing Etna Interactive. Please leave us a review.
https://cx.page/7wry1s

Creating a Contacts List

You can use a contacts list to request reviews from multiple patients with the **Campaigns** tool.

1. Click on **Contacts** in the toolbar on the left.
2. Click the blue **Add contacts** button on the left and select **Bulk import** from the dropdown.
3. Download a sample spreadsheet by clicking on the link at the bottom of the screen.
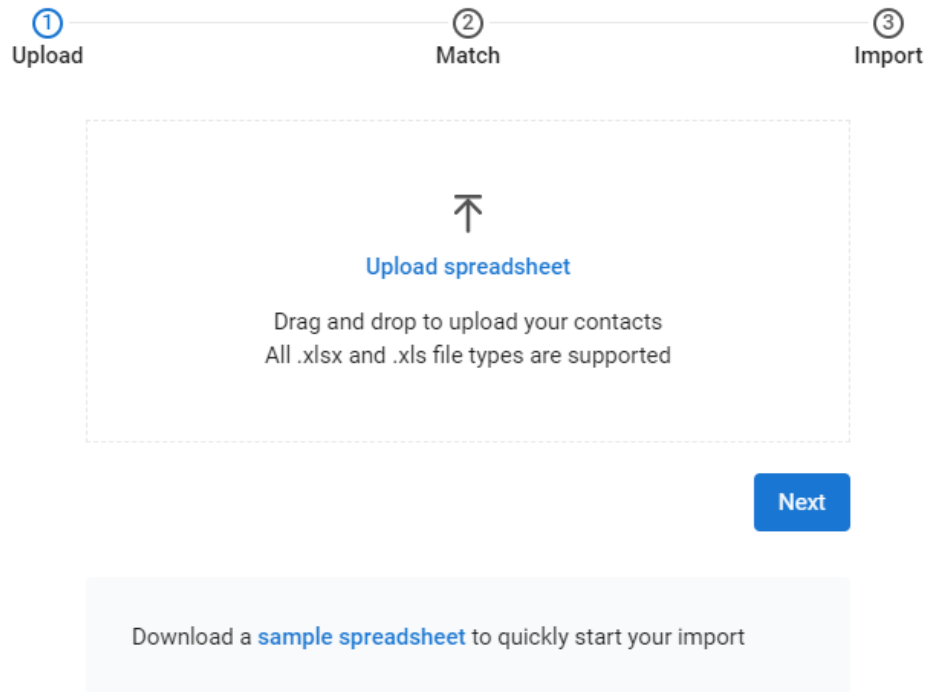
4. Add contact details to the spreadsheet after row 2 as follows:

Note: Do not write over the first 2 template rows.

- Email or phone number is required.
- First and last name are recommended.
- Multi-location practices must also provide the "Business ID" for the associated location.

Sample Spreadsheet

	A	B	C	D	E	F	G	H	I	J
1	**First Name**	**Last Name**	**Email***	**Mobile Phone***	**Country**	**Permissions**	**Employee Email**	**Referred By Code, Email or Phone**	**Tags**	**<custom-field-1>**
2	Example: John	Example: Doe	Required Example: johndoe@yahoo.com	Required Example: (123) 456-7890 (Only if Email column is blank)	Example: US (Select from the dropdown)	Example: Email and Text opt-in (To allow all communications) Email opt-in (To allow only email communication) Text opt-in (To allow only text communication) Email and Text opt-out (Stop all communications) Default: Email and Text opt-in	Example: johndoe@yahoo.com	Code email or phone of the customer that referred this contact . Example: johndoe@yahoo.com or (123) 456-7890 or 12345	To tag Contacts that are uploaded in this batch, enter the tag for each Contact in the rows below. For multiple tags, separate them by a comma. Example : VIP customer, New patient	To create a new custom field for Contacts, add the custom field name in the header above, and enter the value of the field for each Contact in the rows below. Add one column for each new custom field.
3										
4										
5										
6										

5. When complete, save the spreadsheet.
6. Upload the saved contacts list by dragging and dropping it into the open Reputation Ally window or by clicking **Upload spreadsheet**.
7. Click the blue **Next** button.
8. Map the spreadsheet column to the contact fields.
9. Click **Start import**.
10. Each upload is tagged with a date. Take note of the tag for this batch of contacts—you will reference it when sending out a campaign.

Requesting Multiple Reviews

Instead of using the **Quick** button to request a review from a single patient, you can use the **Campaigns** tool to send a review request to more than one patient at a time of your choosing. You will need to create a contacts list before starting this process.

Note: Reputation Ally automatically prevents review requests from being sent to patients who have had a procedure within the past 90 days to avoid reaching out too early in the recovery process. This number can be adjusted with the **Campaigns** tool.

1. Click **Campaigns** in the left toolbar and then **Campaigns** from the top menu.
2. Create a new campaign by clicking on the blue **Create campaign** button.

Create your first campaign

Connect with customers via email and text.

Create campaign

3. Select an option from the menu. The easiest way to start is to choose **Review** (all accounts) or **Survey** (Premium accounts only).

Create your first campaign

Connect with customers via email and text.

Custom
Create a custom template
here

Review
Ask customers to write a review

Survey
Ask customers to take a survey

Customer experience
Create a customer experience template
here

4. Choose how you'd like the request sent: email or text. You can also choose "text first (if no number, send email)" to default to the best practice of sending a text whenever possible.

5. Click the blue **Choose recipients** button and select the patients in your contacts list. You can do a bulk upload in Standard accounts.
6. In **Filter by field,** you can search for patients using various filters such as source and date created.
7. Click the blue plus button to **Add a filter**.
   Select field: Tags
   Condition: in
8. From the Tags dropdown, select the most recently uploaded contact list (tagged with date of upload).
9. Configure the campaign by choosing when to schedule your review request and when to send reminder emails.
10. Click the **Get reviews** button to the send campaign to patients or **Finish later**.

Sending Replies Using Inbox

Your practice can receive communication from a variety of channels such as SMS (text message), Google messaging, and reviews on 3rd party sites. Instead of monitoring each of these channels separately, **Inbox** provides a single access point for communication with your patients and potential leads.

Inbox uses the following color-coded icons for quick scanning:

- Red dot on the Inbox label: new messages
- Blue dot to the left of the contact's name: unread message
- Green, orange, or red circle: contact's happiness score based on rating
- Green flame: new lead
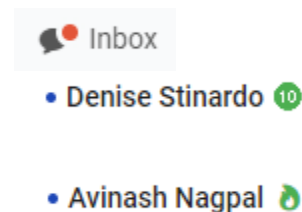
Note: Etna can help you connect to your Google, Facebook, Instagram, or Twitter account so you can reply to messages and reviews in Reputation Ally.

1. Click **Inbox** (chat bubble) in the left toolbar.
2. Choose the interactions you want to view:
   - All interactions from messages, leads, reviews, and surveys
   - Messages from text (SMS), webchat, voicemail, Google, Facebook, Instagram, or Twitter
   - Leads (new contacts reaching out for the first time) from webchat, Google, Facebook, and referrals
   - Reviews on 3rd party sites
   - Surveys sent by your practice via email or text (Premium accounts)

The right panel shows the entire conversation history with an individual contact.

3. Hover over the contact's name for their contact information. Hover over the circle to the left of their name for the survey/review associated with their happiness score.
4. You can send a reply to any communication in your **Inbox**. The process varies with communication channels:
   - **Reviews on a 3rd party sites** (Facebook, Google): click the blue **Reply** button.

- **Messages** (webchat, SMS, surveys): enter your reply in the message box at the bottom of the screen or choose a templated reply and click Send.
- Use the **Assign to** dropdown to have another team member reply.

Viewing Reviews

Reputation Ally gives you convenient access to patient reviews and ratings for your practice posted on 3rd party sites. To view your reviews and ratings, simply select **Reviews** in the toolbar on the left.

Note: You can ask patients to post reviews and ratings on 3rd party sites using the **Send Review Request** (standard accounts)/**Quick Send** (premium accounts) button at the top right of the screen OR the **Campaigns** tool described earlier in this guide.

The **Reviews** tool displays the total number of reviews and overall star rating that combines 1st and 3rd party reviews for the selected sources which can be changed by filtering.

Filter Review Sources

Filter by at the upper right of the screen refines how your reviews are displayed based on the following options:

- **State**: (If applicable) Select state(s) of the location(s) to view.
- **City**: (If applicable) Select city/cities of the location(s) to view.
- **Location**: (If applicable) Select location name(s) to view.
- **Review source:** Leave as "All" to display reviews for all review sources or choose the data source to display, such as specific 3rd party review sites (Google, Facebook, etc., and/or 1st party surveys).
- **Time period:** Select the calendar year of the reviews to display.

Filter by

State ⌄

City ⌄

Location ⌄

Review source ⌄

Time period ⌄

See all filters

All   Haven't replied ⓪

99 reviews   4.9 ★★★★★   🔍   Recent reviews ⌄   Bulk actions ⌄

Sort & Display Reviews

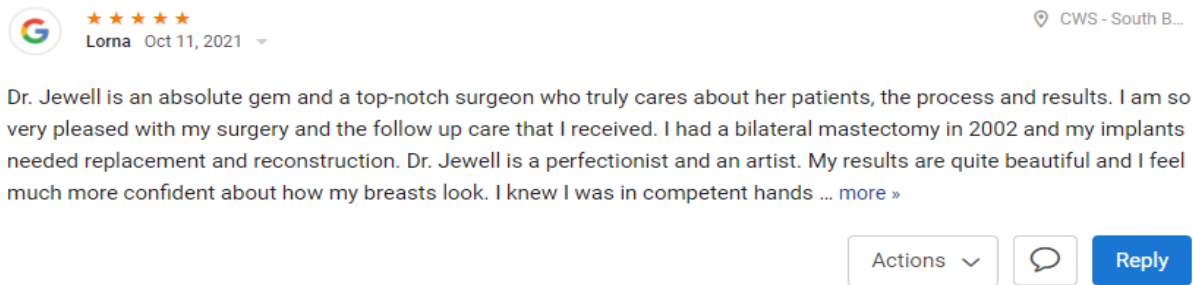Other helpful tools that help you display the reviews that are most important to you include:

- **All** or **Haven't replied**: Displays the reviews you'd like to see.
- **Magnifying glass:** Searches for reviews based on keywords such as a specific procedure name.
- **Recent reviews:** Lists the most recent reviews first. You can also sort on oldest, lowest rated, highest rated, and location.
- **Bulk actions:** Performs specific actions on all reviews, such as comparing their accuracy or downloading or emailing them all.

Replying to Reviews

An important part of managing your online reputation is replying to reviews of your practice posted on 3rd party sites.

Watch video: https://www.youtube.com/watch?v=pcZ-Nuf47Jw

Example Google review

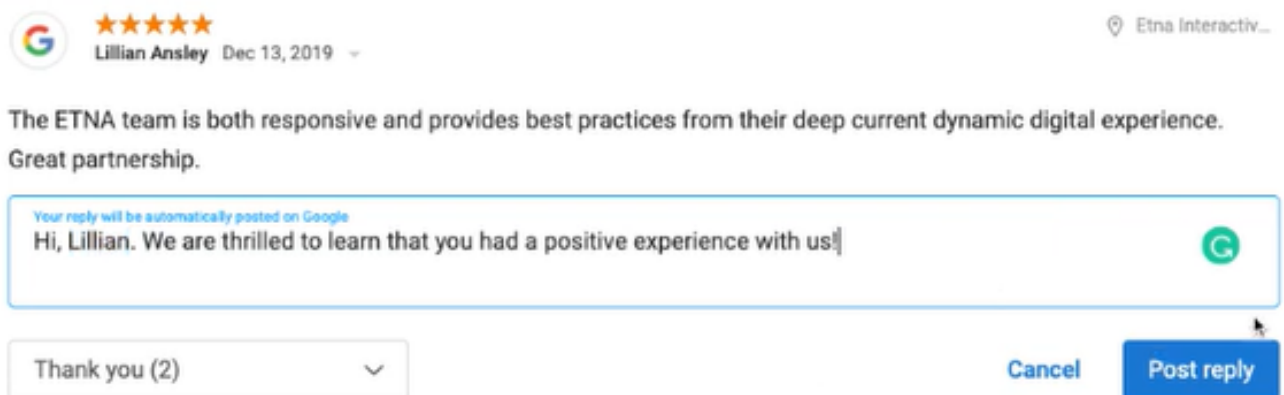1. From the **Reviews** tool, click on the blue **Reply** button below the review to write your response.

Note: Your Google and/or Facebook account must be connected to Reputation Ally before you can reply to a review from within the platform. Etna will configure this connection during account setup.

2. You can either write your own response or use a templated response.

- To write your own response, enter it in the box.

- To use a prewritten response, click **Use a reply template** and choose from several generic apology or thank you responses (these can be edited in Settings). Reputation Ally automatically fills in the contact's first name.
3. When you have finished your reply, click the blue **Post reply** button.

Monitoring Review & Rating Activity

Reputation Ally can display the number of reviews and ratings your practice has received with the **Reports** tool in the toolbar on the left.

1. In **Reports**, click on the **Review reports** tab to review your reputation data and filter by review sites and timeframes. To save the results, download a pdf or Excel spreadsheet or email an Excel spreadsheet of all reports to a specified address.

2. From the **Review reports** dropdown, select **Over time** for a bar chart and graph. You can click the three dots and lines icon for tabular list of your reputation data that can be filtered by review sites and timeframes.
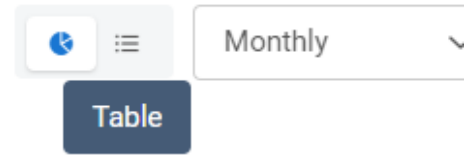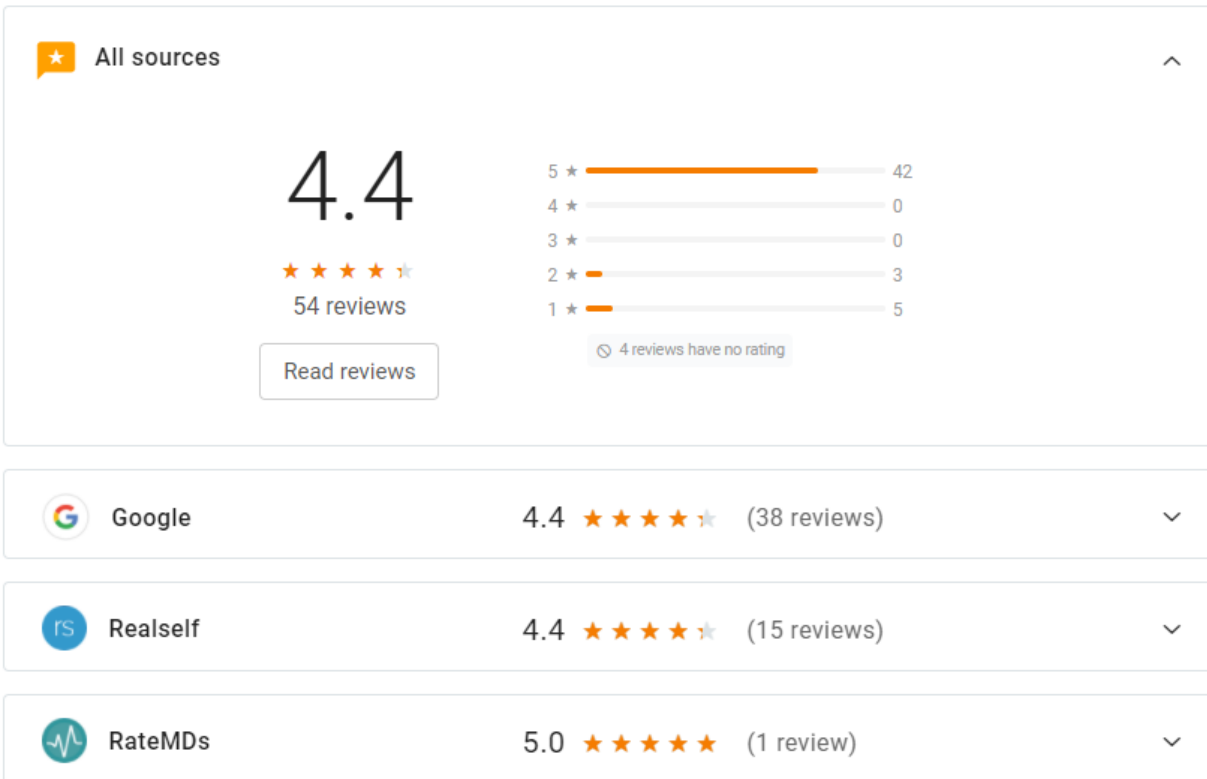

Reviews & ratings over time
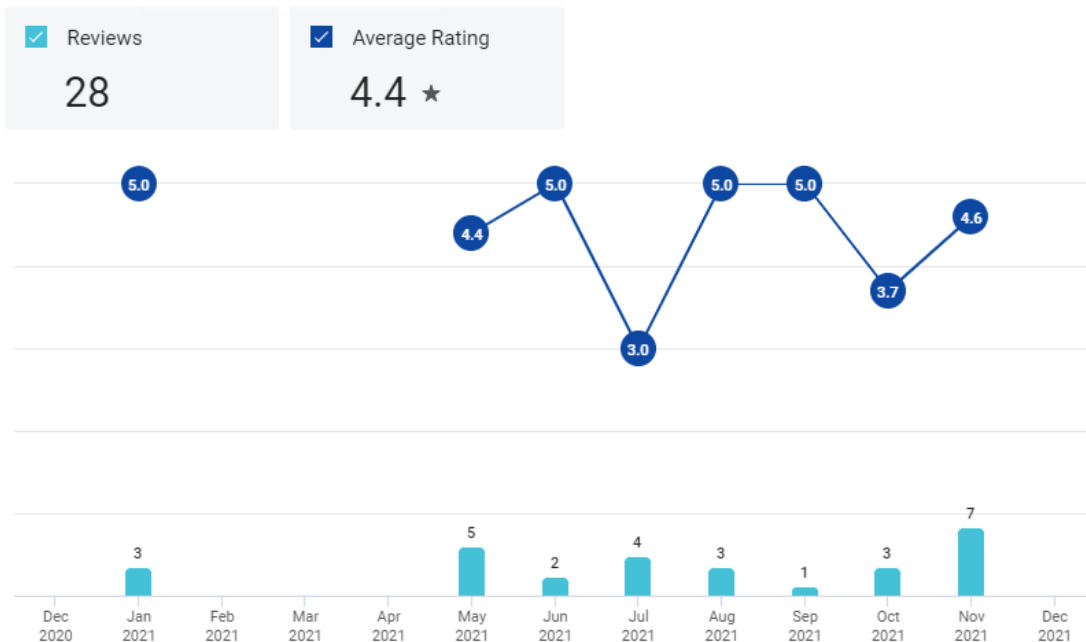
3. From the dropdown, select **By source** to see patient reviews and ratings grouped by rating site.

Reviews & ratings by source

Actions ⌄

⭐ All sources   ⌃

4.4

★ ★ ★ ★ ⯪

54 reviews

Read reviews

5 ★	▬▬▬▬▬▬▬	42
4 ★		0
3 ★		0
2 ★	▪	3
1 ★	▬	5

🚫 4 reviews have no rating

G Google	4.4 ★ ★ ★ ★ ⯪ (38 reviews)	⌄
rs Realself	4.4 ★ ★ ★ ★ ⯪ (15 reviews)	⌄
RateMDs	5.0 ★ ★ ★ ★ ★ (1 review)	⌄

Maintaining Your Account

Reputation Ally provides a variety of ways to customize your account for the needs of your practice.

Adding a User

You can add new users your Reputation Ally account either individually or multiple users at once.

1. Select **Settings** from the left toolbar nav.
2. Scroll down to **Account** at the bottom of the page and select Users.
3. You will see a list of all current users.
4. Click the blue **Add user** button at the top right of the screen.
5. From the **Add users** screen, click the blue **Add user** button on the left to add a single user.

6. Fill in the fields for the new user: first and last name, email address, and mobile phone number (optional).

Note: Send email invite is selected by default.

- If you leave this button **On**, Reputation Ally will send the new user an email with login details.
- If you do not wish to send an email invite, select **Off** and create a password for the new user. You can directly share the username (Email ID) and password you created with the new user.

7. Click the blue **Next** button on the upper right.
8. Select the user's role from the dropdown. It is usually appropriate to select Client Admin because it is the least restrictive role.
9. Click the blue **Next** button.
10. Choose notifications.
11. Click the blue **Save** button.

Updating Notification Settings

By default, your Reputation Ally users are notified instantly when your practice receives 1 to 5-star rating responses to your practice's review requests and any responses to survey requests (Premium accounts only).

To change these notification settings for one or more users:

1. Go to Settings, Account, Users.
2. Hover over the 3 dots to the right of the user you want to update.
3. Choose Manage Notifications.
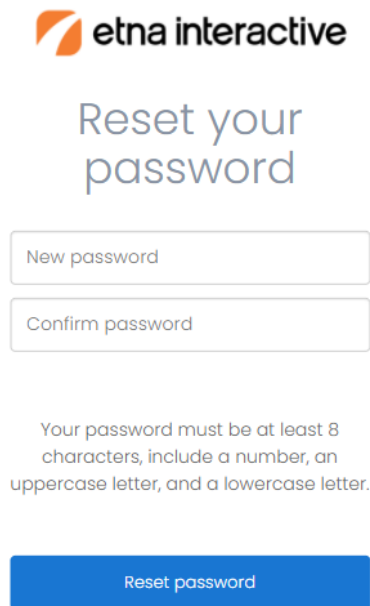4. Update the notifications and click the blue **Save** button.

Support

Resetting Your Password

If you are unable to log in to Reputation Ally (https://reputation.etnainteractive.com/) or you do not remember your credentials, use the following process to reset your password:

1. Click Forgot password? at the bottom of the screen.
2. On the screen that follows, enter the email address associated with your Reputation Ally account and click Continue.
3. In the e-mail you receive from Etna Interactive, click the Change your password button.
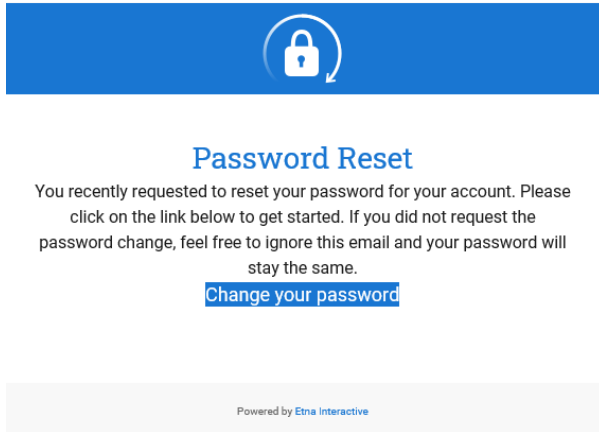
4. Enter your new password in the **New password** and **Confirm password** fields.
5. Click the Reset password button.

Additional Help

Call 866-374-3762 or email your account executive for additional help or to ask questions that are not covered in this guide.