

The State of the Feedback Economy in 2022

Letter from Joe Fuca, Reputation CEO

How often does your company respond to customer reviews? What is Twitter telling you about your customers' perceptions of your industry? What are you learning about employee sentiment on sites such as Glassdoor?

If you don't know the answer to these questions, then it's time to rethink how you run your business. The Feedback Economy — fueled by customer and employee sentiment — is here. Only companies that understand how to win in the Feedback Economy will succeed in the long run.

Winning in the Feedback Economy means being an active participant. Like the retailers who learn about emerging consumer tastes on TikTok. Or businesses that rely on Glassdoor, Reddit, Twitter, LinkedIn and other sources in order to get real-time feedback from the front-line staff who define customer service. And, of course, the many, many businesses who work with Reputation to manage their customer feedback, learn from it, and grow their business.

You have a say in your future by treating customer and employee sentiment as the currency of the Feedback Economy. *The State of the Feedback Economy in 2022* will help you do that.

This is but a snapshot of the state of the Feedback Economy. We've looked at "in the wild" review sources like Google, Glassdoor, and social media sites to see how people are talking about your brand outside the reach of Net Promoter Scores. We've rolled up all that sentiment to share how customers are talking about industries such as automotive and retail.

You'll learn about important trends that are influencing the reputation of businesses. We showcase the Reputation Scores for the Top 10 leaders within automotive, healthcare, and retail. We also share the leaders who are doing the best job mastering the Feedback Economy, and concrete tips for leveraging that feedback into higher revenue and better visibility on Google search results.

This is our first-ever comprehensive assessment of the Feedback Economy. I hope you read it, learn from it, and help us improve it.



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Welcome to the Feedback Economy

Welcome to the [Feedback Economy](#). It is powered by the conversations taking place on every touchpoint in the digital customer journey — from customer ratings to product reviews to social media conversations between friends. Thanks to digital, one person's opinion of a business can ripple across the entire consumer landscape with lightning speed — and live on as a permanent stamp of approval or badge of shame for the brand.

The Feedback Economy touches every industry, at all times. Consider:

Retail: 90% of consumers read a review before making a purchase, and 72% read multiple reviews.

Automotive: 80% of consumers say reviews are important when selecting a dealership, and 64% will travel more than 32 kilometers to visit a top-rated dealership.

Private Healthcare: Review volumes in the private healthcare sector have [tripled in the last year](#).

The companies that win in the Feedback Economy go beyond responding to reviews.

They also learn from them, which improves how they operate. With [social listening](#), businesses can also uncover consumer preferences before their competitors can, and then act on them.

Businesses still learn a great deal about themselves by surveying their customers — but real action in the Feedback Economy goes beyond that. Now, the Feedback Economy is flourishing in the wild — on social media, Google, and many other unstructured touch points where people talk about your brand all the time, making it more challenging, but more rewarding, for businesses to get customer feedback more immediately and broadly. For example, Reputation's top 50 customers have seen a 44% growth in social media mentions between 2020 and 2022.



The Feedback Economy is changing in a profound way. The voice of the employee is just as important as the voice of the customer. Companies in every industry are being rocked by the Great Resignation. [When front-line workers leave](#), customer experience (CX) suffers. Our own *2021 Retail Reputation Report* revealed a noticeable drop in shopper sentiment especially in categories related to service, courtesy, and staff. In private healthcare, patients' opinions of hospital staff were the main drivers of both positive and negative sentiment online.

Here we examine some essential components of the Feedback Economy, including a snapshot of review volume and sentiment across industries in recent months, employee sentiment, and social sentiment. Because Google wields an inordinate impact on the customer journey, we also examine trends in how people are interacting with brands' Google Business Profile listings.



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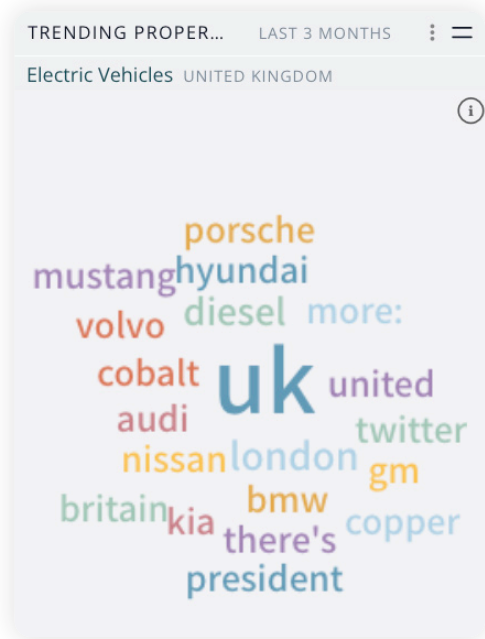
Social Listening Insights

Businesses are recognising the value of social listening at a time when consumer behaviour can change dramatically and shape brand perceptions 24/7. This became even more apparent during the Covid-19 pandemic, as businesses everywhere realised that traditional ways of analysing consumer sentiment and purchasing behaviour were too dated and slow.

Let's take a look at a global example of how social listening can help uncover important insights into consumer thinking.

At Reputation, we leveraged our social listening tools to study how consumers are talking about two white-hot issues influencing the reputation of these industries right now: petrol prices and electric vehicles (EVs).

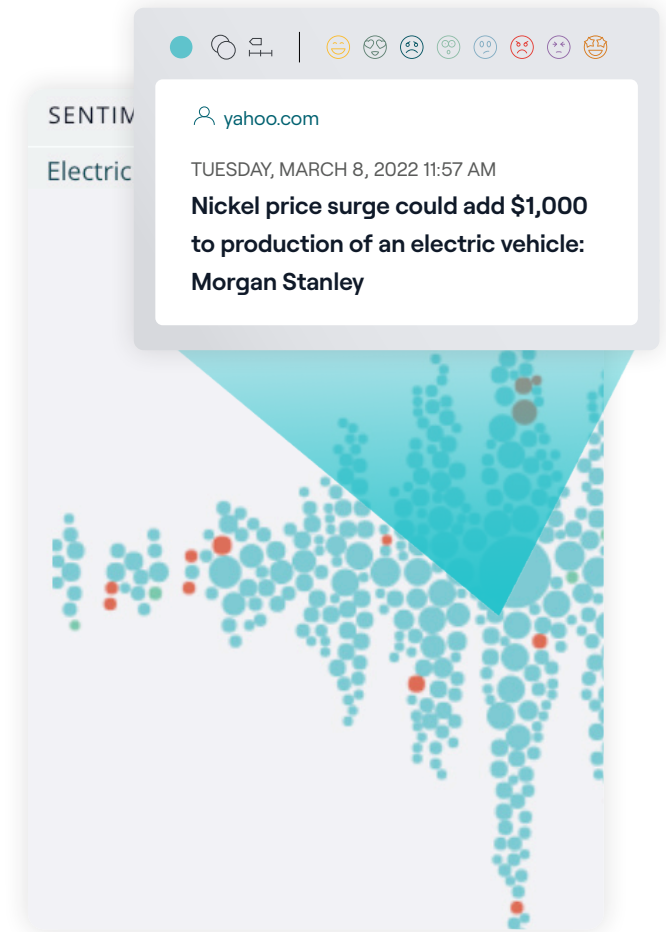
Electric Vehicles: Trending Topics, Reach, and Discussion Volume



Our analysis showed that the conversation about EVs is a complicated one, overlapping with many topics that define the news landscape.



That conversation is getting amplified by news media and influential public figures.



The data shows that the discussion of EVs has intensified throughout 2022. The level of intensity varies as public figures and media respond to (and generate) news.

As we examined all the ways that people and organisations are discussing EVs on social media, we concluded that EVs present many challenges and opportunities for auto dealers and the established Original Equipment Manufacturers (OEMs), such as:

Opportunity: A spike in petrol and diesel prices is contributing to a renewed conversation about EVs. In addition, social listening reveals that early adopters are open to switching from Tesla back to classic brands, which means that the public is becoming more aware that EVs are bigger than Tesla. But OEMs need to earn trust. We also noticed people on Twitter are complaining about the quality of EVs from OEMs. OEMs may want to follow the example of BMW, which seized on growing public awareness of EVs by receiving widespread coverage from a Super Bowl ad featuring Arnold Schwarzenegger.

- **Challenge:** Tesla isn't the only upstart challenging OEMs. Social listening reveals that more are emerging, such as Vinfast in Vietnam and Hozon in China. OEMs need to be vigilant about the rise of upstarts and lean into advantages such as their dealer relationships.

➔ **Challenge and opportunity:** Fire safety concerns. A viral story about Lithium-ion batteries in electric cars catching fire onboard a cargo ship renewed an ongoing conversation about the safety of EVs. OEMs and dealerships can learn from this real-time feedback from consumers to educate the market on the safety of EVs.

When we dug deeper into petrol and diesel prices, we found that they're just as much of an issue for the retail industry as any other. Costco had the highest number of social media mentions of any brand associated with petrol prices, and that's because prices at Costco have been more affordable amid inflationary prices. On the one hand, the most popular trending adjective for Costco is "cheap." Our findings show that people are desperate to find affordable petrol prices, and they're taking social media for any help they can get.

← Tweet



Ray4Tesla ⚡🚗☀️🌱
@ray4tesla

2022 looks very strong for Tesla. Due to 📈 prices surge, many BMW, Mercedes & Lexus owners around me have either placed orders or are looking into Model Y/3. This is irreversible trend. Exciting to see Giga Berlin & Giga Texas come online & Giga SHA expansion completed soon.

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Forbes ✓
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Electric Car Fire Risks Look Exaggerated, But More Data Required For Definitive Verdict.



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Consumer Sentiment Across Industries

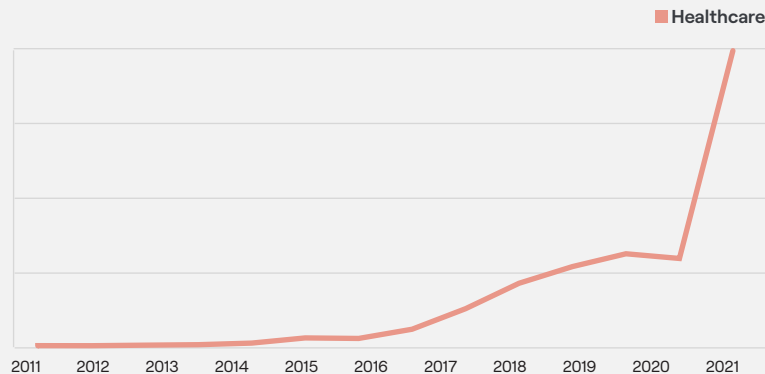
Consumers' opinions are being shaped not only by other consumers but also by employees of the companies they do business with.

Our Data Science team examined trends in review volume and employee and consumer sentiment to understand the state of the Feedback Economy. We also examined patterns in Google Business Profile traffic, where consumers are increasingly reviewing brands and learning about them.

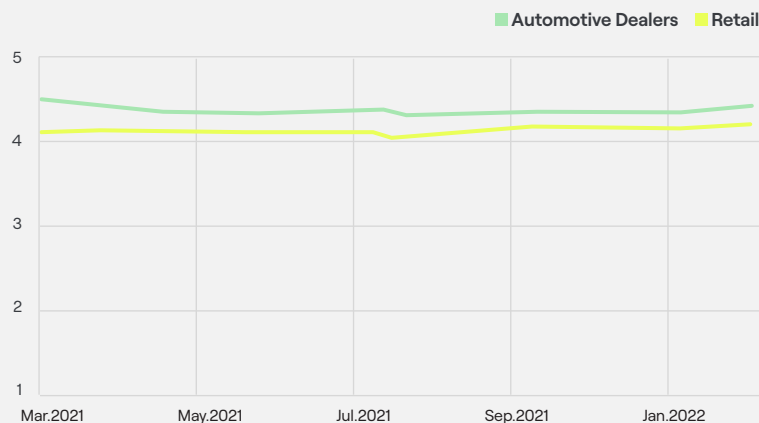
Here's what we found.

Review Volume and Sentiment Over Time

UK Private Healthcare Total Reviews Over Time



Rating Change by Industry (Last 12 Months)



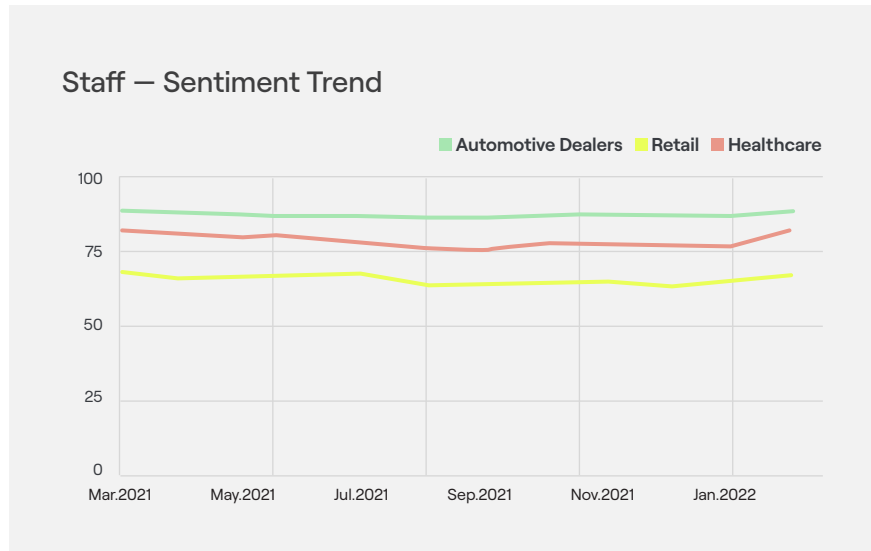
Overall, review volumes and average star ratings fluctuated and then evened out year over year. We saw mixed results among industries – such as healthcare volume increasing and retail decreasing. Businesses need to ask for more reviews and listen to them to improve sentiment.

- **UK Private Healthcare** data shows three times more reviews in February 2022 versus February 2020.



Industries can improve sentiment by addressing the major drivers of negative sentiment. The biggest driver of negative sentiment in automotive is pricing. For private healthcare, 'affordability' is a major driver along with 'waiting times'. For retail, drivers of negative sentiment consist of price, limited inventory, and the service provided by store associates.

Sentiment about Front-Line Employees Fluctuated



Customers' opinions of front-line employees declined throughout 2021 before improving somewhat to even out year over year. But sentiment about retail store associates dipped year over year.

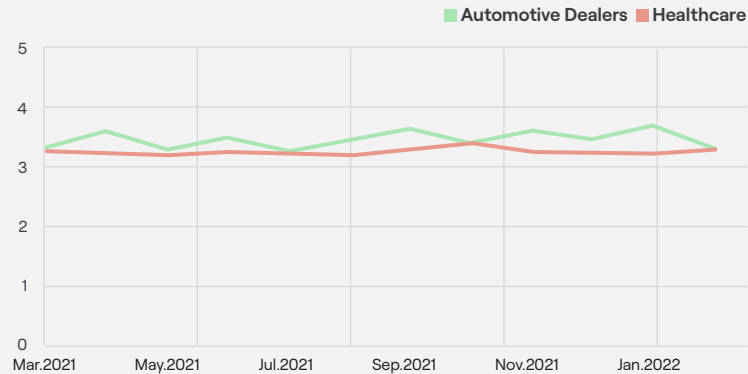
Sentiment about automotive staff is highest; sentiment about retail store associates is lowest.

How To Address Negative Sentiment

- **The automotive industry** can counter the effects of negative customer sentiment about high car prices and shortages by leaning into the value of its frontline staff, including sales and service. Our analysis shows that shoppers actually mentioned the inventory shortage in a positive context when they felt that a dealership's employees were going the extra mile to help them find a car.
- **Retail in particular is showing the effects of the Great Resignation.** Sentiment for customer service-related categories, such as courtesy and staff, have been dropping. But reviews that mention specific store associates by name showed an increase in sentiment. This finding tells us that when store associates provide personal service, shoppers respond positively. It also underlines the importance of retailers addressing the labor shortage by empowering employees to deliver great service.

Employee Sentiment **Varies by Industry**

Employee Sentiment (Last 12 Months)



The topics that matter most in all industries: people around them, compensation, and management. Industries can improve sentiment by responding to those issues in particular.

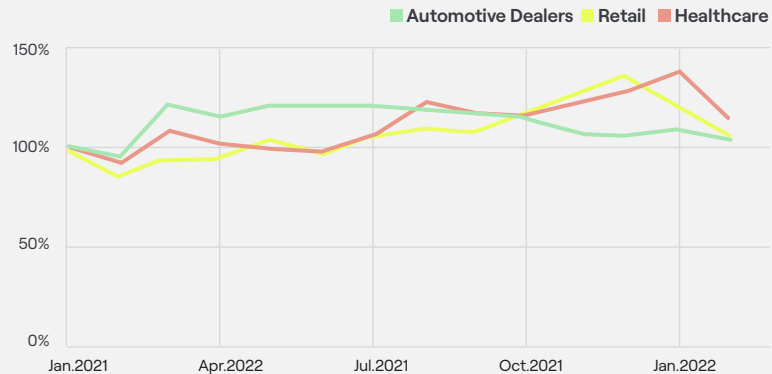
- **Globally, Healthcare** has seen the lowest movement in employee sentiment. Nurses in particular report increasing dissatisfaction about compensation and management.



By addressing the concerns of employees, businesses can improve the customer sentiment regarding front-line staff.

Google Business Profile Actions and Views Are Up

Views



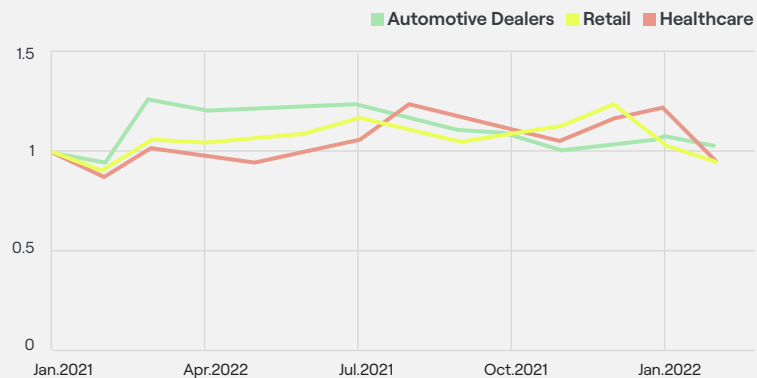
Actions (defined as someone clicking on a Profile to call a location, visit a website, or get directions to a location) increased by 7% to 10% between February 2021-2022. Views increased by 10% to 22%.

- **Healthcare** saw the biggest increase of views and actions, and Google has become the most popular source for searching for a private healthcare provider.



Google Business Profiles are the most important way for any location in any industry to be found when people do local searches.

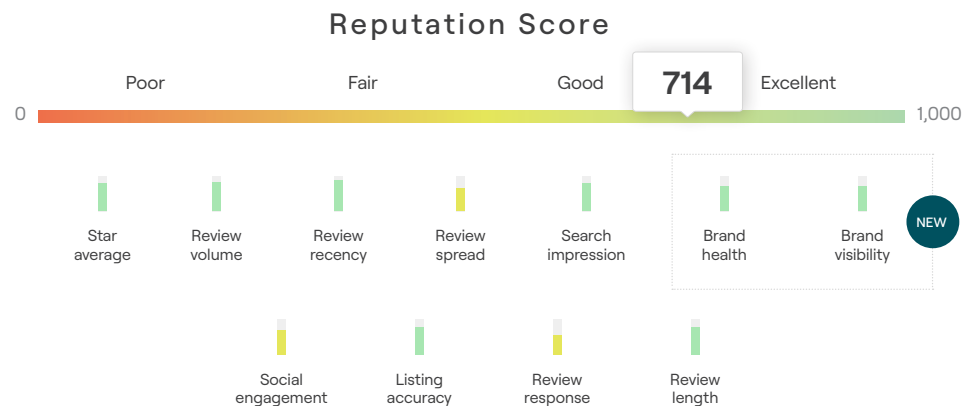
Actions



Top 10 Cross Industry Rankings

Who are the leaders in the Feedback Economy?

Reputation Score measures a location's sentiment, visibility, and engagement across key elements — from star average to review volume — and accounts for the harder-to-track unstructured data that other tools overlook, such as tweets, Facebook posts, and other comments that appear on social channels every day.



Top 5 Private Healthcare Groups

We ranked the top 5 largest private healthcare groups using our proprietary Reputation Score. To arrive at a healthcare group's Reputation Score, we evaluated acute care hospitals within each healthcare group and aggregated their scores.

Rank	Group	Reputation Score	Sentiment	Visibility	Engagement
1	BMI	629	70%	63%	85%
2	Ramsay	504	56%	51%	74%
3	Nuffield	496	56%	54%	33%
4	HCA	442	56%	60%	42%
5	Spire	452	48%	55%	31%

Top Automotive Brands

We ranked the top 30 UK automotive brands. To take a look at insights and rankings in detail be sure to read our *2021 Automotive Reputation Report*: reputation.com/auto-report/

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Hyundai	715	83%	64%	86%
2	Kia	686	79%	59%	85%
3	Toyota	671	81%	58%	94%
4	Renault	660	77%	63%	90%
5	Lexus	658	82%	57%	86%
6	MINI	626	75%	55%	84%
7	Mazda	619	74%	60%	77%
8	Honda	606	74%	55%	77%
9	Nissan	603	72%	60%	79%
10	BMW	600	64%	61%	80%
11	Audi	585	63%	65%	83%
12	Tesla	583	84%	57%	24%
13	Volvo	581	72%	55%	73%
14	Suzuki	577	75%	54%	66%
15	MG	577	71%	58%	63%



We are delighted to have achieved the biggest growth of any other automotive brand in the last 12 months. This is testament to the great work carried out by the team within Renault UK Customer Experience combined with the fantastic levels of engagement seen throughout our dealer network.

Verity Mercer,
Head of Customer Experience
and Quality,
Groupe Renault UK

Top Automotive Brands continued

We ranked the top 30 UK automotive brands. To take a look at insights and rankings in detail be sure to read our *2021 Automotive Reputation Report*: reputation.com/auto-report/

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
16	Peugeot	575	68%	59%	73%
17	Ford	571	69%	58%	75%
18	Vauxhall	568	68%	49%	74%
19	Fiat	564	68%	57%	71%
20	Skoda	556	68%	57%	68%
21	Citroën	549	66%	57%	74%
22	Jeep	543	66%	56%	72%
23	Land Rover	539	58%	59%	82%
24	Volkswagen	533	64%	57%	72%
25	Mercedes-Benz	532	63%	57%	73%
26	Dacia	530	81%	50%	90%
27	Mitsubishi	526	71%	53%	54%
28	Jaguar	522	59%	57%	80%
29	Seat	501	65%	52%	66%
30	Alfa Romeo	498	63%	55%	66%



Our retailers have quickly recognised the role that online review presence and good listings management can play in driving positive customer experience. E-reputation management will continue to be a core element in our customer excellence plans for Renault, Dacia and Alpine brands in 2022.

Verity Mercer,
Head of Customer Experience
and Quality,
Groupe Renault UK

Top Retail Brands

We ranked the top 20 retailers in the UK. To take a look at insights and rankings in detail be sure to read our *2021 Retail Reputation Report*: reputation.com/retail-report/

Rank	Brand	Reputation Score	Sentiment	Visibility	Engagement
1	Bensons For Beds	602	67%	64%	68%
2	Travis Perkins	596	76%	52%	76%
3	Pets at Home	595	77%	60%	2%
4	Lidl	578	74%	60%	0%
5	John Lewis & Partners	561	71%	60%	0%
6	H&M	530	69%	56%	9%
7	New Look	504	68%	52%	27%
8	Furniture Village	503	51%	65%	54%
9	Boots	502	64%	59%	10%
10	Morrisons	499	64%	52%	56%
11	ASDA	494	53%	66%	4%
12	Zara	485	58%	58%	2%
13	Marks & Spencer	469	64%	50%	12%
14	Tesco	461	56%	56%	8%
15	Matalan	427	55%	56%	12%
16	Debenhams	426	60%	46%	21%
17	The Co-operative Group	407	64%	45%	27%
18	Mango	381	61%	44%	28%
19	Next	348	60%	43%	25%
20	Holland & Barrett	302	67%	39%	32%



Reputation is our solution
to customer listening.

It is our comprehensive
method of listening to,
replying to, and monitoring
customer reviews. We really
needed to understand our
customers better, so we
sought a solution whereby
we could listen and
respond to all customers to
generate insights to inform
our decision making.

Michael Scarfe,
Research Lead,
Westfield/Scentre Group

The 800 Club

Reputation honours and recognises businesses that have received a score of 800 or higher on their reputation, as it indicates they are managing their online reputation effectively.

In addition to the top organisations we've ranked in this report, there are thousands of individual business locations across multiple industries that were recognised with our 800 Award this year.

Learn more at reputation.com/800-award



4 Recommendations for Winning in the Feedback Economy

1

Centralise CX data. Businesses should consolidate CX data into a single view to accommodate the proliferation of unstructured data. This means investing in a single automated platform to collect, house, and report unstructured and structured data to have a complete picture of customer feedback. Funnel those insights to all customer-facing employees so that improvements can be made quickly.

2

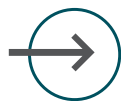
Enact an employee experience program. Businesses need to proactively and constantly monitor employees' opinions of their own experience. Constantly gauging the pulse of employees, listening to feedback, and improving the overall experience can help improve retention.

3

Optimise for Google. It's important to build up Google Business Profiles with powerful content such as text optimised for search, compelling visual content, and offers that will convert consumers to customers. Since Profiles are review hubs, businesses need to actively monitor reviews and respond. High-quality, positive reviews will boost a location's visibility in Google Search.

4

Prioritise social media engagement. Social sites are also sources of both real-time sentiment and customer acquisition. Engaged users are more likely to become valuable leads for your business. Keep all your social profiles updated. Respond to customer comments and use social listening to capture real-time feedback about your brand, competitors, and trends.



Earn a Higher Reputation Score

Executing each of these actions should inevitably lead to a higher Reputation Score. Requesting and centralising feedback, along with optimising your Google Business Profiles, shows that you value the voice of the employee and your customer experience. Couple that with acknowledging the challenges and inquiries they address in their feedback, and you'll be winning in the Feedback Economy in no time.

About Reputation

Reputation is changing the way companies gather and act on customer feedback to drive decision-making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that companies use to learn from and grow. Reputation turns feedback into the fuel to grow businesses around the world. Visit reputation.com to learn more.

Learn more about how to boost your
brand perception with our [social solutions](#).

