

Acceptance Insurance + Reputation:

Elevating online brand reputation: how Acceptance Insurance redefined customer relationships and transformed business success.



Discover how Acceptance Insurance, a trusted insurance agency, revolutionized its online presence with Reputation, driving remarkable growth in star ratings, reviews, and revenue. Explore their strategic shift towards unified customer relationship management that resonates with their ethos of community support.

Neighborhood Insurance Support, Online & Offline

Over the transformative span from 2020 to 2023, Acceptance Insurance emerged as not just an insurance agency but a reassuring neighbor and ally during challenging times. Their journey of becoming an online beacon of positivity and reliability began in August 2020 when they embraced Reputation

as an integral part of their business strategy. This pivotal decision aligned seamlessly with their service vision of "Take Care of Each Other" and marked the evolution of their marketing department into a customer relationship management powerhouse.

Benefits

- Achieved a remarkable average star rating since partnering with Reputation **at 4.8**
- Improved Rep Score from a starting point of 600 to **90% of locations scoring 800 or higher** in the initial 3-year period.
- Increased annual review volume **by 27%** from beginning in 2020 - 2023

Key Stats

- Achieved a remarkable average star rating since partnering with Reputation **at 4.8**
- Achieved an impressive Rep Score range of 800-900, with **91% of locations scoring 800 or higher** (395 points above the industry average!)
- Increased annual review volume **by 27%** from beginning in 2020 - 2023

Listings Performance Since 2020:

- Achieved a **72% increase** in listing views by year three
- Increased phone calls by an **impressive 22%**
- Achieved a substantial **52% increase** in clicks to directions from the previous period
- Generated a remarkable **65% increase** in clicks to the website from the previous period
- Demonstrated that “Listing Views” **are 2x as likely to lead to “Clicks to Website,”** outperforming the industry average

— Disclaimer*: Comparison period is August 2019–July 2020 vs August 2022–July 2023

Resounding Endorsements

Two key voices within Acceptance Insurance highlighted the transformative impact of Reputation:

We are committed to achieving team mutuality through the alignment of goals across channels. In doing so, reputation management is now ingrained in our team DNA and serves as the foundation of our current and future customer growth.

— **Ken Hampton,**
EVP and CSO
Acceptance Insurance



Reputation Score encapsulates all the aspects we champion as a company, spanning from engagement to the precision of our listings”

— **Rachel Hislop,**
Vice President of Marketing and
Brand Innovation
Acceptance Insurance

From Community Partners to Online Champions

Acceptance Insurance, as an insurance provider, understood the value of second chances. With a network of over 700 agents in 300 locations, they aimed to extend their community-oriented approach online.

Navigating the Customer Shift

While online reviews and business listings were part of their marketing, Acceptance Insurance recognized the need for a unified strategy. Their past experience with fragmented tools underscored the importance of streamlined solutions. As they aimed for brand awareness, they recognized the potential of social media and superior customer experience.

Strategic Impact and Evolution

Acceptance Insurance’s transformation was evident in their strategic decisions. By implementing Reputation’s solutions for both business listings and

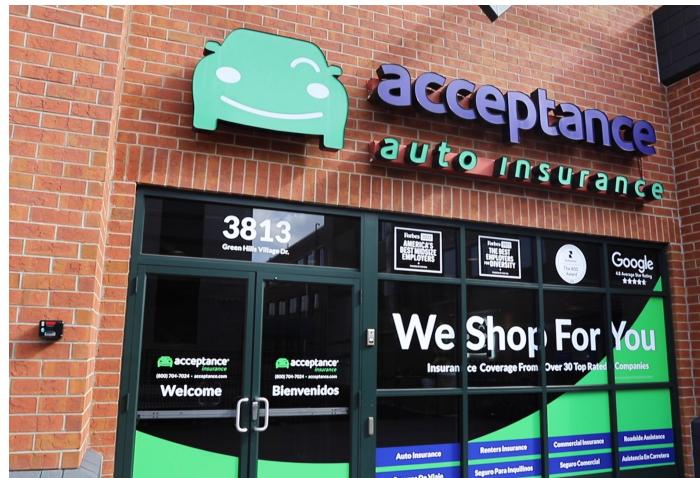
reviews across all locations, they centralized their online reputation management, offering real-time support to customers. Through proactive review requests via text and email, they significantly bolstered their review volume and positive sentiment.

Impact on Sales Agents: The Numbers Speak

Sales agents, integral to the business, became the focal point of Acceptance's Reputation journey, showcasing how teamwork at the local level with the activation of over 700 agents was instrumental in their success. The company's concerted efforts to highlight the link between Reputation Score and revenue growth proved to be not just a strategic move, but a testament to the collective dedication of their agents. As these agents recognized the tremendous value of positive sentiment in shaping customer decisions, the company's revenue experienced a notable and undeniable boost. This achievement stands as a testament to the power of collaborative teamwork and the activation of a united force working towards a shared goal. In essence, the transformation wouldn't have been possible without the synchronized efforts and commitment of each agent, underscoring the pivotal role they played in Acceptance Insurance's exceptional journey.

Embracing the Future

With a solid foundation in place, Acceptance Insurance's vision for the future is promising. Incorporating Reputation Score into the upcoming fiscal year's sales plans signals a continued commitment to delivering exceptional customer experiences and achieving remarkable business growth.



In conclusion, the journey of Acceptance Insurance is a testament to the power of strategic online reputation management. Through a holistic approach that aligns with their ethos of community support, the agency transcended its offline presence to become a shining beacon of positivity and reliability online. The impactful strategic changes they made, guided by the principles of customer-centricity, have not only elevated their brand but also revolutionized their business success with best-in-class Reputation management.

To learn more, contact us at reputation.com

About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Reputation turns feedback into the fuel to grow businesses around the world. Visit reputation.com to learn more.