Thanks to ReviewTrackers, Gibsons Restaurant Group (Gibsons) in Chicago is able to efficiently monitor and manage online reviews for all its restaurant locations across major review sites. The company is also extracting valuable customer insights from reviews in order to engage more effectively and reinforce customer service as a hallmark quality of Gibsons restaurants.

**THE CHALLENGE**

Customer service philosophy requires listening to customers

Gibsons Restaurant Group (Gibsons), which originally opened as Gibsons Steakhouse in Chicago in 1989, has grown to include multiple restaurant concepts, including Hugo’s Frog Bar and Fish House (located in Chicago and Naperville), Hugo’s Frog Bar and Chop House (Rosemont), Quartino Italian Wine Bar, LUXBAR, the Montgomery Club, the Polo Bar, RL Restaurant, ChiSox Bar and Grill, and Gibsons Bar and Steakhouse (the original is located Chicago, with additional locations in Oakbrook and Rosemont).

A key growth driver of Gibsons’ business is the company’s unwavering customer service philosophy. This is why — as diners began to share their opinions and experiences on review sites like Yelp, TripAdvisor, Foursquare, and Google+ (among others) — Gibsons stressed the importance of tuning in and joining the conversation.

“Our company assigned an employee to log in to multiple sites to gather and review the reviews left by our customers,” says Isolina Pagan, Manager for Gibsons Restaurant Group. “The reviews were then forwarded to the individuals who needed to view them.”
Manually monitoring reviews is frustrating and time-consuming

This was a sound plan, but there were problems with execution. Manually monitoring reviews of multiple business locations on multiple review sites proved to be inefficient and it consumed one of the team’s most valuable resources: time.

“Having to log in to multiple sites every other day to retrieve new reviews was very time-consuming,” says Pagan.

She also cited inefficiencies in the process of forwarding reviews to different individuals, including Gibsons’ restaurant managers and stakeholders. “Having to make multiple E-mails to different people, alerting them of reviews that needed to be addressed, and not knowing who saw the reviews and who did not” also became points of frustration.

THE SOLUTION

Multi-location review monitoring made easy — saving time and money

Thanks to ReviewTrackers, the company is now able to efficiently track reviews of 12 restaurants across 15 major review sites, including Yelp, TripAdvisor, Foursquare, and Google+.

According to Pagan, Gibsons no longer has to rely on a single employee to visit 15 review sites to find and collect reviews. Managers and stakeholders simply have to log in to the interactive ReviewTrackers dashboard to access all the review data they need. It’s all automated.

“We, as a team, have saved time and money,” she says. “The company no longer has to pay someone to spend countless hours collecting the reviews and sending out e-mails.” So far, Gibsons has collected 10+ years’ of review data and over 29,800 reviews.

Timely alerts create unique opportunities to engage

Pagan also cites ReviewTrackers’ customizable review alerts and notifications as one of the platform’s most helpful features. She says that these alerts, which are sent straight to users’ inboxes every time there’s a new review, have created unique opportunities for Gibsons to engage with customers.
“As new reviews come in, appropriate managers are alerted, so they can respond as soon as they get it,” says Pagan. “Timely alerts give us the opportunity to get back to our guests and fix any negative situations.”

In an industry where a fly in the soup — literally or figuratively — could destroy a restaurant’s reputation, ReviewTrackers has empowered Gibsons to listen closely to what diners are saying, and to respond in ways that create a positive impact on the customer experience.

_workflow management features enable team collaboration_

As a ReviewTrackers client with multiple business locations and multiple users, Gibsons Restaurant Group is able to simplify who gets access to their review data.

Workflow management features include the ability to assign specific levels of access to different users: Account Manager, Location Manager, User, Limited User, Read-Only User, and Email Only User. Gibsons also makes use of Email distribution lists for sending review alerts to all the people who need to see reviews of specific locations.

Pagan says, “I love that you can have multiple users, and each user does not have to have access to all reviews — only those that are specific to their restaurant. I think this is great for restaurant groups like us that have multiple locations.”

ReviewTrackers also gives Gibsons the option to categorize reviews by status and communicate reviews that have not been addressed or to flag reviews that require the team’s urgent attention.

With ReviewTrackers, Gibsons can foster and even expand on the customer service philosophy for which it is known. “We know we have a great system in place,” says Pagan, “and we know that everyone is taking part in the management of our reviews and customer service.”

_using data to understand what customers love_

For Gibsons, managing online reviews has become more efficient, effective, and economical than ever. Along the way, the company has also given its online business reputation a great boost, with an overall Reputation Score* of 4.4 stars out of 5 for all its restaurant locations.
**Growing reviews by 160 percent**

More active in managing its online reputation, Gibsons has also grown its review volume by over 77 percent from 10,133 reviews in 2012 to 17,894 reviews in 2013. In 2014, the total rose to 29,800 reviews, which shows a growth of more than 160 percent over a two-year period.

“We’ve gotten the chance to respond to reviews, reach out to those who liked their experience, and create connections with our guests,” Pagan says. “We have received valuable information from our reviews, and we can improve where needed and continue providing the guests what they love.”

**Since signing up for ReviewTrackers in June 2013, Gibsons has:**

- Collected 10+ years’ worth of review data and more than 29,800 reviews for 12 restaurant locations from 15 major review sites

- Secured unique customer engagement opportunities through timely alerts and notifications for new reviews

- Empowered restaurant managers and stakeholders with tools for workflow management, team collaboration, and review response

- Achieved, through its reputation management efforts, significant growth in review volume, at a rate of 160 percent over a 2-year period.

- Optimized its Reputation Score, with a rating of 4.4 stars out of 5 across multiple review sites

*A signature feature of ReviewTrackers is the ability to calculate a business’ Reputation Score, a proprietary algorithm that serves as a numerical indicator of customer sentiment for all business locations, across all review sites being tracked.*