

Reputation Management Reimagined for Financial Services



With Birdeye's all-in-one platform, businesses can attract, convert, and delight customers with touchpoints throughout the customer journey.

Over 150,000 customers

Over 11,000 financial services customers

The most-integrated Google partner

Birdeye is the top-rated software on G2 for:

- Online reputation management
- Customer experience management
- Customer experience advocacy
- Local listings management
- Social media suite

Birdeye and Total Expert are solving the challenges financial institutions face when modernizing their businesses to become digital-first and consumer-centric while navigating fragmented point solutions and the inability to act upon real-time data.

- **Online Reputation Is Everything:** The way consumers find local businesses has changed. Instead of asking friends and family for recommendations, they search online for the highest-rated, most reputable business near them.
- **Consumers Want To Engage Digitally:** Google is the new storefront for local businesses and conversations have moved away from phone, voice mail, and email to text, social media messaging, and webchat. Consumers expect brands to be available 24/7 across all digital channels.
- **Experiences Drive Growth:** Today, consumers choose businesses based on experiences, not ads. To grow, businesses must deliver exceptional experiences throughout the customer journey. This requires capturing customer feedback that's data-driven and actionable.

Powered by AI and automated with Total Expert, Birdeye customers can put growth on autopilot.

- Generate survey and review requests directly from the Total Expert platform based on triggers best suited for your use case.
- Birdeye will write-back consumer survey data, review responses, and Birdeye's proprietary consumer experience scores directly into the Total Expert platform.
- Access the most comprehensive all-in-one platform to help you create a unified consumer experience and eliminate multiple point solutions.

Financial services companies are working hard to improve their online reputation, but struggle to overcome the complexity and inefficiencies that come from using multiple applications to manage and optimize their marketing and customer experience operations. Relying on fragmented point solutions makes it difficult to identify the most timely, relevant consumer insights and take effective action in real-time.

Together with Total Expert, Birdeye is solving that challenge with an all-in-one reputation and consumer experience platform.

Birdeye helped Waterstone Mortgage achieve

- 380% increase in online reviews after one year
- 39% survey response rate

“Customer experience is paramount for all our employees. These surveys help us tweak our strategic plan. Without Birdeye, there was no way to act on feedback. We are largely referral-based, and satisfied customers refer and come back to us when they need to refinance or buy a new home. Everyone wins when you provide great service, so having Birdeye there to gauge our CX is essential. I wish we would have done it sooner.”

- Waterstone Mortgage

Additional Use Cases

Attract

- Reviews
- Listings
- Referrals
- Google seller ratings

Engage & Convert

- Social media
- Messaging
- Webchat
- Texting
- Appointments
- Payments

Delight

- Surveys
- Insights
- Benchmarking
- Ticketing