



BirdEye for CornerStone Staffing

Client since: December 2018

## More than 4x Increase in Review Quantity with BirdEye

CornerStone Staffing is an 11-location staffing company with branches in the Dallas and Fort Worth area. Though the company was receiving lots of reviews, oftentimes those who would leave reviews were only those who had a strongly negative experience. As a result, the company was suffering from low overall star ratings in multiple locations, even though CornerStone had many happy clients.

CornerStone tried sending review requests to customers manually, but the process was time-consuming. Recruiters would have to follow up by going back in their emails, finding the review requests, and once again sending them out to customers.

CornerStone Staffing wanted to improve its online reputation by ensuring it was an accurate representation of all its customers, rather than a select few. The company wanted an easy method for its recruiters to reach out and get feedback and a way to track how many review requests recruiters were seeking out. To tackle these problems, CornerStone decided to turn to BirdEye.



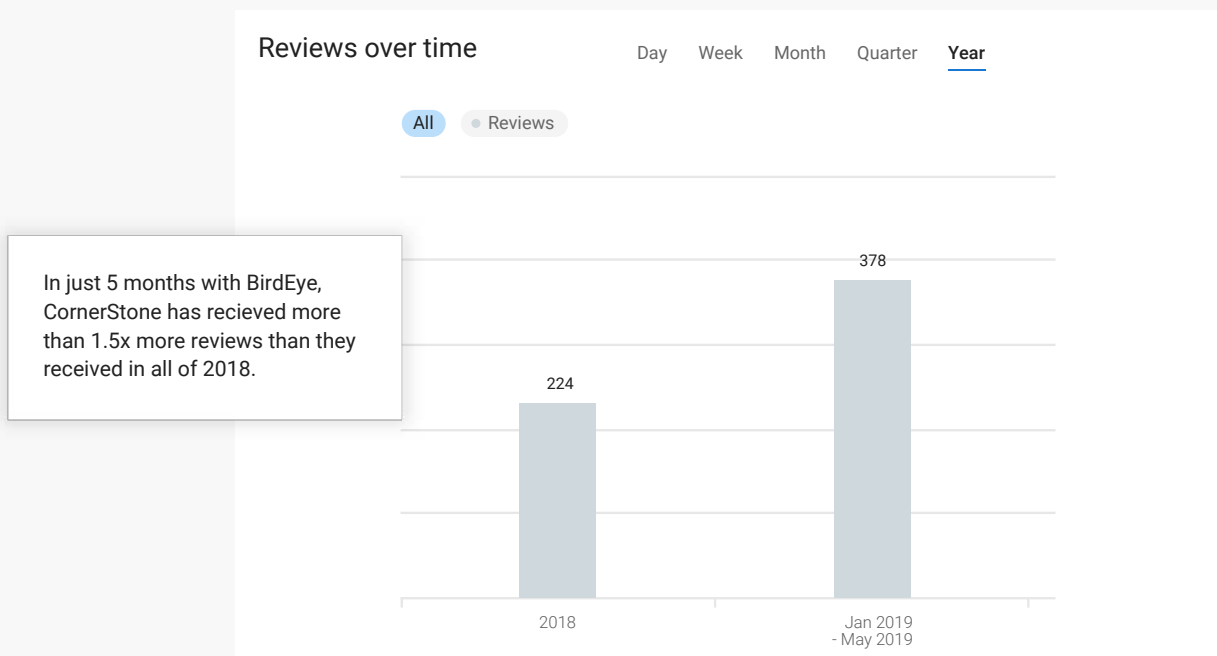
"BirdEye is truly an asset to CornerStone Staffing. Thanks to BirdEye, our online reviews have more than doubled in the first 5 months of this year as compared to the same time frame last year."



## More Client Reviews

Even though CornerStone was already getting lots of customer reviews, BirdEye has helped the company get reviews with more consistency from all their customers. Last year, there were months where CornerStone would get as few as 18 reviews in a month. For every full month with BirdEye, CornerStone has received at least 65 reviews across all locations.

BirdEye's review generation technology has helped the company gather significantly more reviews overall. In just 5 months, CornerStone has received more than 1.5x more reviews than they received in all of 2018.



## Higher Overall Star Rating

Now, CornerStone is getting more reviews that are more representative of their entire customer base. BirdEye made it easy for CornerStone to send review requests to all clients. This way, the clients leaving reviews were no longer just the clients with strongly negative experiences.



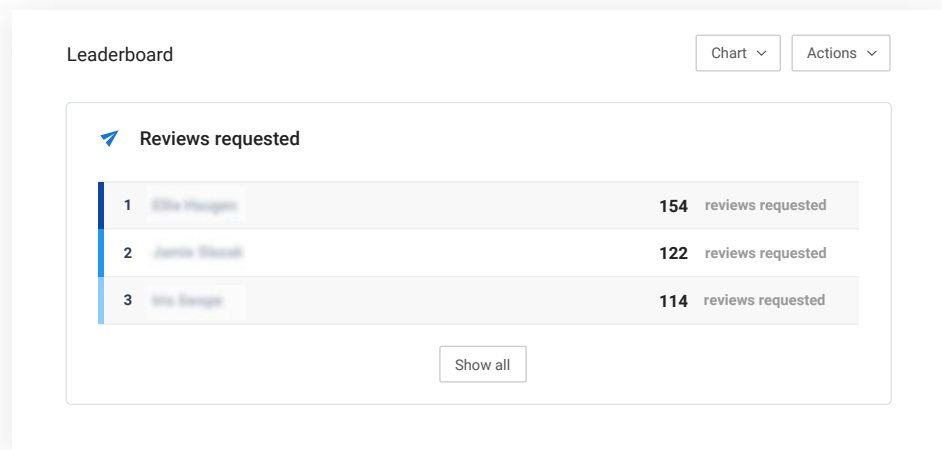
In just four months with BirdEye, one of CornerStone Staffing's locations had almost as many reviews as it did in all of the previous year. In addition, overall star rating has increased by 0.3.



## Tracking Employee Performance

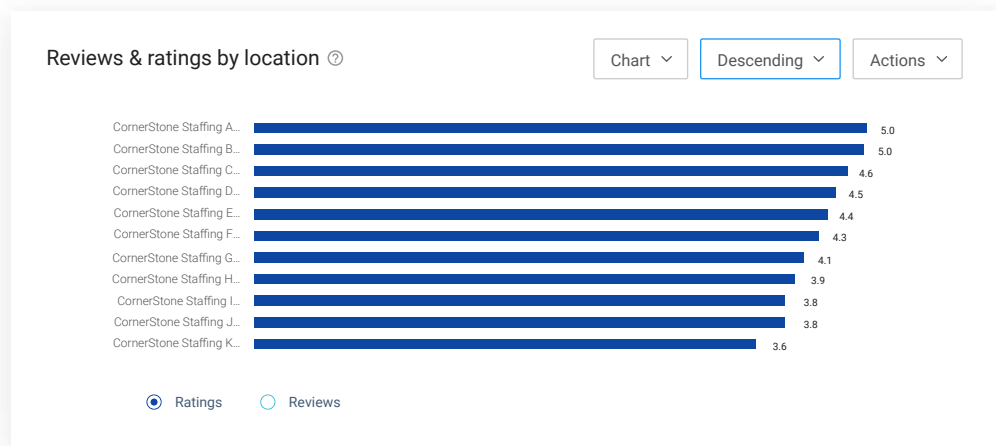
BirdEye is now incorporated into CornerStone's hiring process. Employees send review requests to customers once the process has ended so CornerStone can collect authentic, well-rounded feedback. For CornerStone, sending review requests is now a natural part of doing business.

In order to track whether employees were consistently sending review requests, CornerStone started using the leaderboard. With the leaderboard, CornerStone Staffing was able to see how many reviews were requested by each recruiter. Recruiters who were on top of the leaderboard received praise from supervisors. If a recruiter wasn't sending review requests, management could find out immediately and reach out to the recruiter directly.



## Staying On Top of Every Location

BirdEye allowed CornerStone to keep a close eye on all of its locations. CornerStone could see which locations were underperforming and take action in order to get more customer reviews.



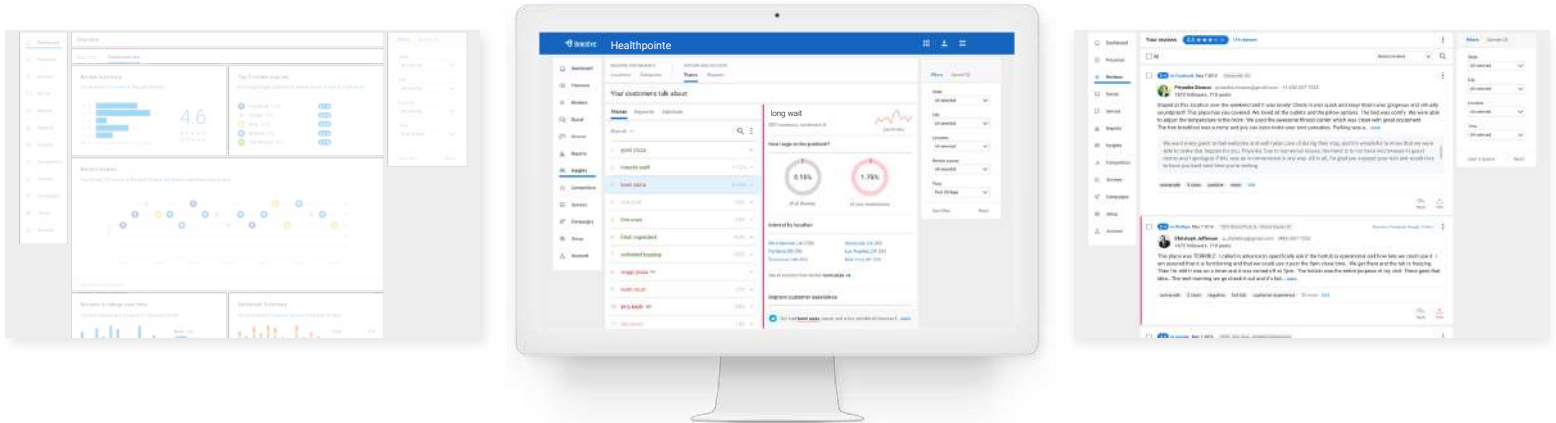
## Driving Growth with BirdEye

With BirdEye, CornerStone Staffing was able to send more review requests, track employee performance, and build a better hiring process. Instead of having reviews only coming from disgruntled clients, they were able to get well-rounded feedback more representative of all the clients they serve.

CornerStone has a better online reputation than ever. With BirdEye, CornerStone has been able to collect lots of authentic reviews and put its best foot forward with potential customers.



# About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit [birdeye.com/scan-business/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



## BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.



### Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.



### Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.



### Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.



### Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.



### Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.



### Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.



### Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.



### Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.



### Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.



### Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.



### Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.