



BirdEye for - Kathlyn Smith

Client since: February 2016

## Put local plumbing services on the map: saving a compromised online reputation

Since its establishment 35 years ago, HEB Plumbing and Sprinkler - Kathlyn Smith had become renowned for its expertise and wide range of plumbing services. The company knew the importance of having a strong online presence and had SEO strategies in place that seemed to be working – until another business came along and almost destroyed the great online reputation HEB had spent decades building.

“There was confusion in our community because a few years ago another plumbing company started using our well-known, long established plumbing name,” said Kathlyn Smith, HEB Plumbing & Sprinkler, Owner & Responsible Master Plumber.

“BirdEye is a positive experience for our customers and us and it’s a profitable way to get our positive reputation out to the public. We honestly feel like it’s grown the business.”



**Kathlyn Smith, 41058**  
Owner & Responsible Master Plumber  
HEB Plumbing & Sprinkler

**H.E.B.** Plumbing  
& Sprinkler  
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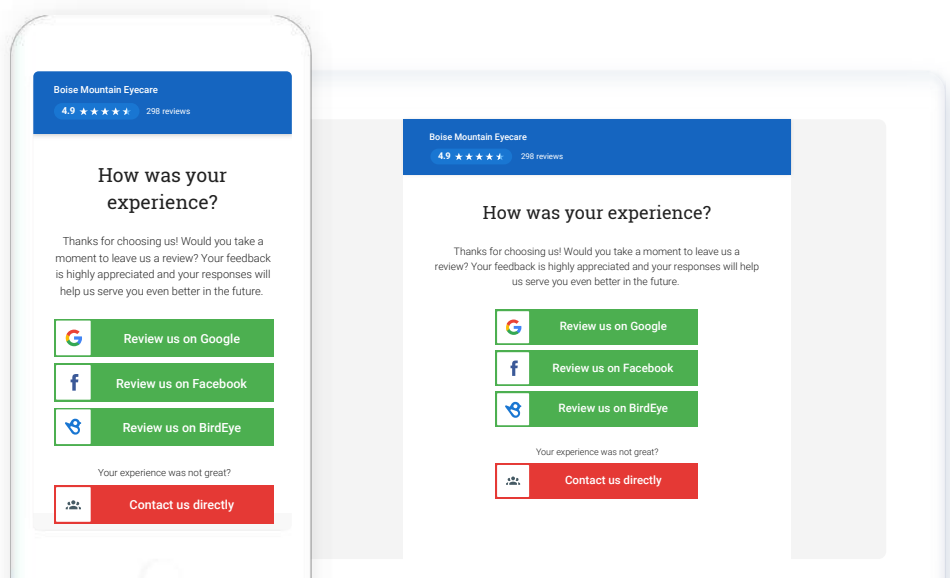
HEB Plumbing was receiving negative reviews on their own site that were meant for the other company, and the longer this went on, the harder it was for customers to tell the two companies apart online. Despite the help of an SEO agency and Google AdWords campaigns, HEB was still struggling to outshine this other business online. HEB sought a way to differentiate themselves from this newcomer and make it obvious to customers who the real HEB was.

“We had a lot of negative feedback from customers who were confused. We needed to begin advertising to get the true story out there,” said Smith.

## High-volume review generation

Customer reviews are by far the most powerful advertisement: 88% of customers read them, and 68% trust them as much as personal recommendations. This is why mistakenly-posted negative reviews could mean the downfall of HEB’s reputation – it’s also why a focused review collection strategy could become HEB’s competitive edge. Before BirdEye, HEB had no strategy in place for collecting customers reviews, and because of this had only received 7 reviews in 6 years. This low review volume was not only misleading since HEB had many happy customers; it also made the impact of even one erroneous negative review that much greater.

HEB Plumbing began searching for a solution that would help generate new reviews without adding extra work to their staff’s busy schedule. This is what led them to BirdEye. With BirdEye, HEB was able to get proactive about gathering feedback from customers.





"We usually tell the customers that our office manager may be contacting them for a review, and ask if they would prefer to be contacted by cell phone or email. Then in the office, when we put their information into the computer, we send them a request for a review," explained Smith.

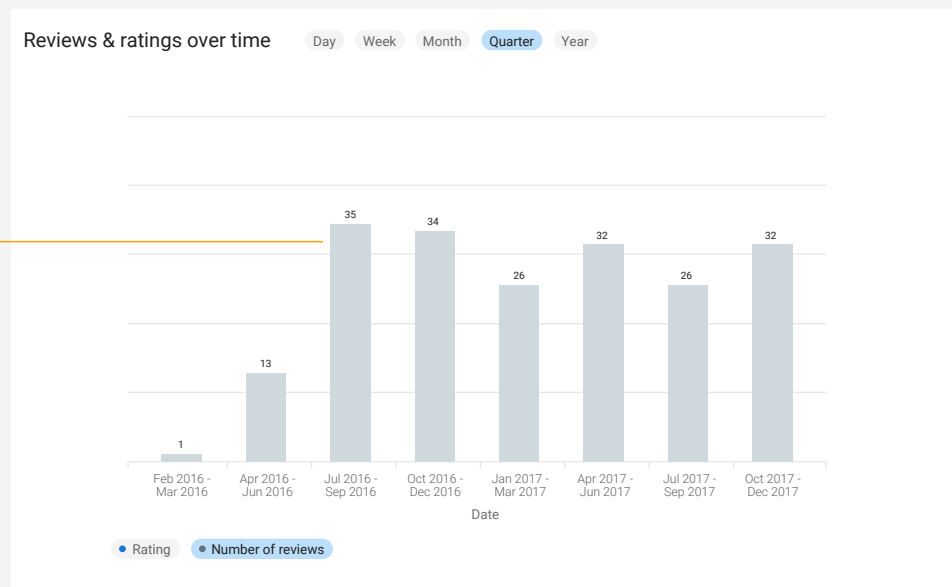
With BirdEye, HEB was able to automate this whole process so every customer received a request even on the busiest day.

"The software is easy for the office and the plumbers to use. It's also easy for our customers to use," said Smith.

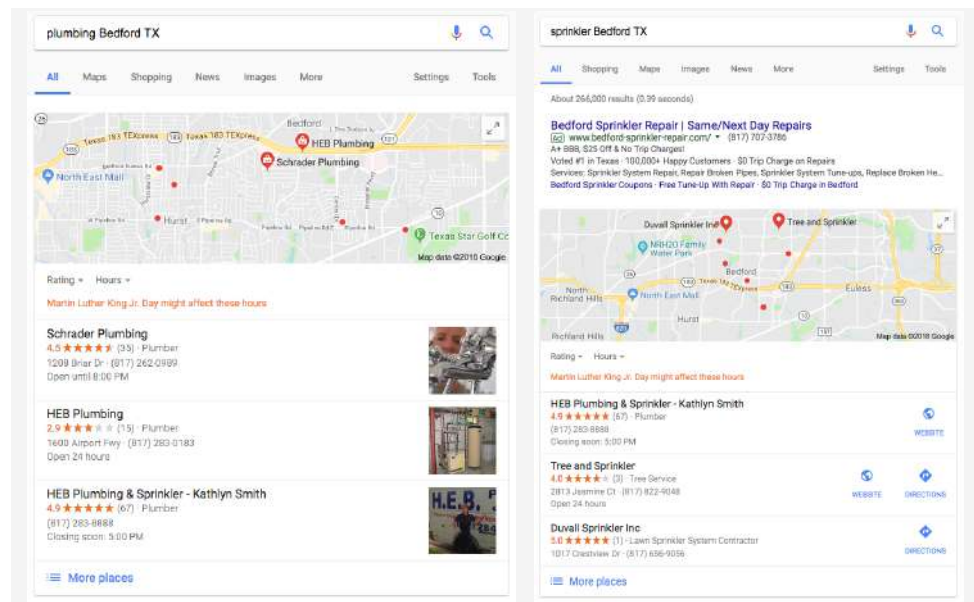
## Local search domination

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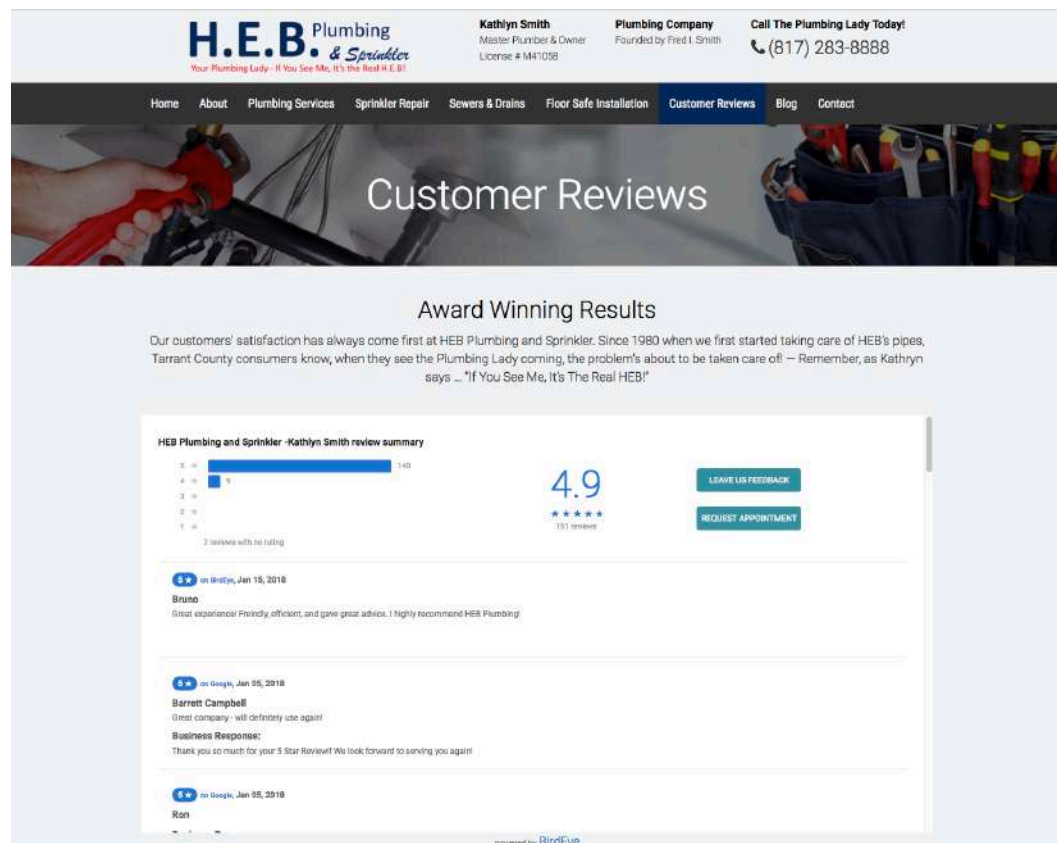
The constant stream of fresh, organic content from these new reviews moved HEB's listings up in search results. Now, the company is displayed prominently in Google's local pack (the top 3 featured results for a local search) whether you search for "plumber Bedford TX" or "sprinkler Bedford TX".



The SEO improvements from all these reviews brought more customers through the door: "So many people say 'I called you because I love your reviews. You look so good online,'" said Smith.

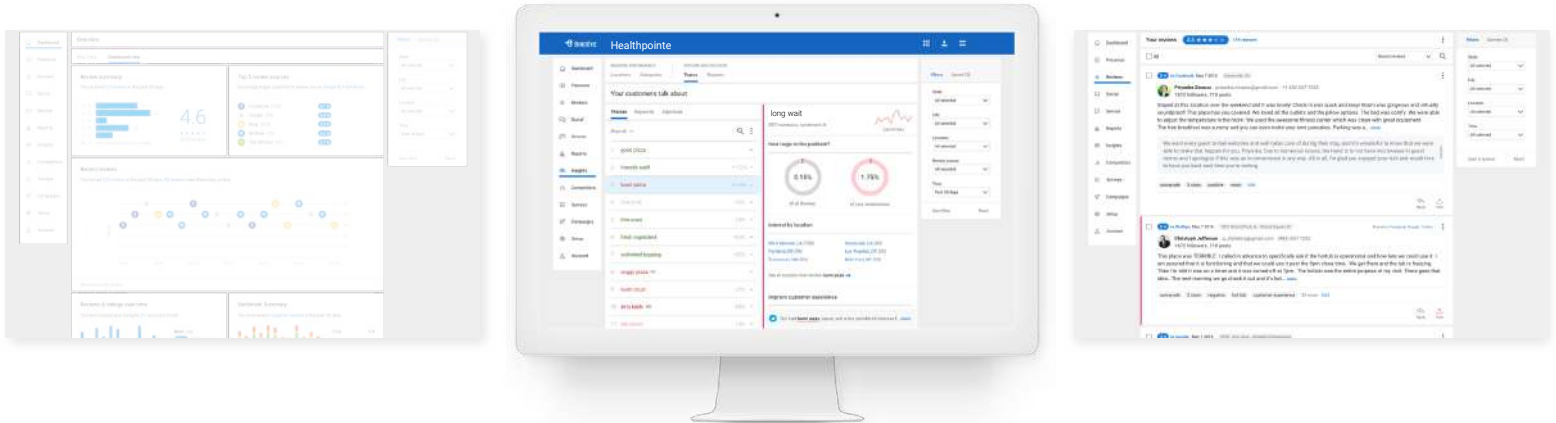
To maximize the power of customer voices, HEB displays their reviews from across the web on their company website.

Now when customers search for a local plumbing service, it's clear that HEB Plumbing and Sprinkler - Kathryn Smith is the best one for the job.





# 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.