

# Your Guide to the Comment Management System



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In just a few quick steps, you'll be engaging with and receiving actionable feedback from your customers using one of the most valuable tools in your Rewards Network experience: the **Comment Management System (CMS)**!

CMS allows your restaurant to touch base with guests outside of your establishment — online, 24/7. When you log into CMS, you can:

- Respond to customer feedback using a desktop or mobile device
- Build customer relationships to encourage loyalty and return visits
- Give access to multiple employees to read and respond to reviews
- Sort and filter comments to access specific data about your business
- And if you own multiple locations, create custom groups based on individual needs and locations

Why is responding to customer concerns important? Because guests who receive responses to their comments from restaurants typically **return 20% more often and spend 16% more** when they do.

And the Comment Management System makes that job easier than ever.

# How to Log In



When you join Rewards Network and are registered for CMS, you'll receive an email that will prompt you to create a password for your account. Your login is simply your email address.

To log in to CMS, visit [client.rewardsnetwork.com](http://client.rewardsnetwork.com) and enter your login and password.

A screenshot of the Rewards Network Client Login page. The page has a white background with a blue header area. At the top left is the Rewards Network logo. Below it, the text reads "Welcome to the Rewards Network Comment Management System" and "Client Login". A instruction says "Please enter your Login and Password to sign in." There are two input fields: "Login" and "Password". Below the "Password" field is a checkbox labeled "Keep Me Signed In". At the bottom of the form area are two links: "First Time User?" and "Forgot Password?". A dark blue "SIGN IN" button is centered below the form. At the bottom of the page, there is a recommendation for browsers: "For the best user experience we recommend using the following browsers: Chrome, Firefox, Safari". The footer contains the copyright notice: "©2016 Rewards Network Inc. All Rights Reserved".

Check the box next to **“Keep Me Signed In”** so you do not have to log in any time you return to the site in the next 30 days.

**Don't have a login?** Contact your sales representative if you did not receive an email to create a login from [clientservices@rewardsnetwork.com](mailto:clientservices@rewardsnetwork.com) in your inbox.

## Forgot your password?

Click on the **“Forgot Password”** link on [client.rewardsnetwork.com](http://client.rewardsnetwork.com) and enter your merchant ID or email address. You will receive an email within a few minutes prompting you to click through and create a new password.

# Viewing Comments

The Homepage



Once you log in, the default setting on the CMS homepage shows the most recent ratings with comments in descending dine date. The default time frame of ratings with comments made is the last 30 days.

You can choose to directly review and respond to the comments shown or filter to see specific comments.

In each response, you'll see the ratings breakdown for food, service, cleanliness, value, and overall experience associated with any comments received during the given timeframe. *For instance, the restaurant pictured received 32 comments in the last 30 days.*

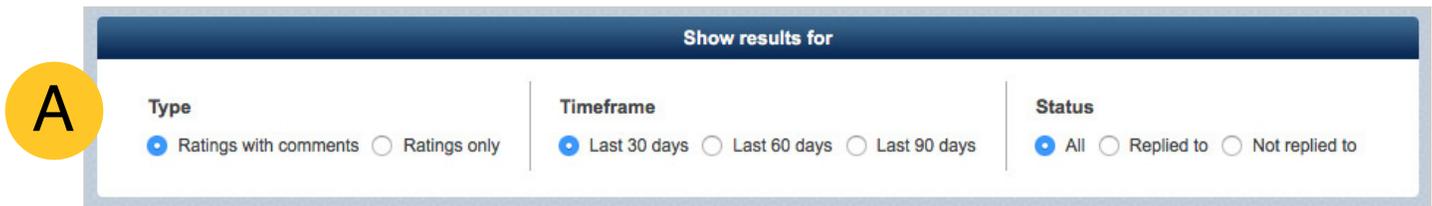
# Viewing Comments

## Filtering Comments



## Filters

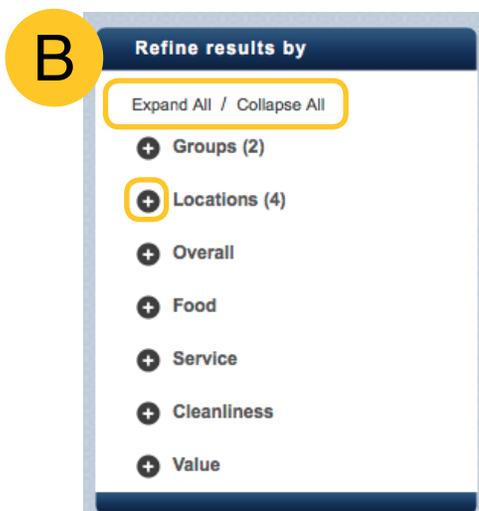
Your CMS account comes with two built-in filters: **“Show results for”** and **“Refine results by.”**



**“Show results for”** filters comments by:

- Type: Comments only (only shows reviews which include a member comment) and ratings only (only shows reviews with no member comment).
- Timeframe: Last 30 days, last 60 days, or last 90 days. (Mobile CMS only displays the last 30 days)
- Status: Replied to or not replied to (or all).

Note: you can only reply to comments or ratings submitted in the last 30 days.

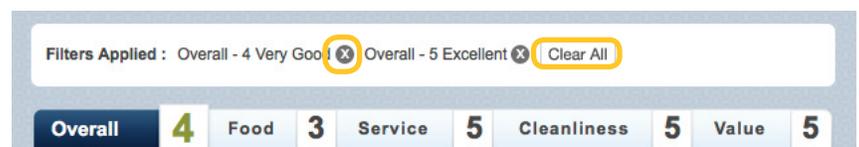


**“Refine results by”** filters comments by three other factors:

- Groups: Narrows results by custom groups within your account, i.e. by region or concept.
- Locations: Narrows results by specific restaurant, if you manage more than one location.
- Ratings: Narrows results by rating number in all five categories: overall experience, food, service, cleanliness, and value.

Filters can be expanded or collapsed by clicking the **+** or **–** icon next to the title. You may also **“Expand All”** or **“Collapse All.”**

Filters you have applied are tracked above the actual results. In order to remove an applied filter, click the individual **“X”** or **“Clear All.”**

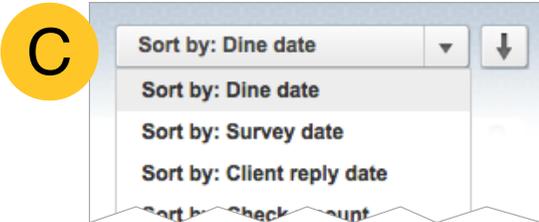


# Viewing Comments

## Sorting Comments



## Sort Options



You can use the “**Sort by**” menu options to arrange your comments and ratings. Use the arrow button to resort by ascending or descending order.

Your options include:

Dine date:	The date the member visited your restaurant.
Survey date:	The date the member completed their online review. Every member has 30 days to submit ratings and comments after dining at your restaurant.
Client reply date:	The date you (or another member of your team) replied to the member comment.
Check amount:	How much the member spent at your restaurant, broken down by ranges based on industry averages. \$ = 50% or more below average check amount. \$\$ = average check amount, + or – 49%. \$\$\$ = 50% or more above average check amount.
Meal:	The time of day a member dined with you, as indicated in their online review: breakfast, lunch, dinner, or other.
Food:	How the member rated your restaurant's food in their review, rated 1 (poor) to 5 (excellent).
Service:	How the member rated your staff's customer service in their review, rated 1 to 5.
Cleanliness:	How the member rated your restaurant's cleanliness in their review, rated 1 to 5.
Value:	How the member rated the value of their purchase in their review, rated 1 to 5.
Overall experience:	How the member rated their overall experience in their review, rated 1 to 5.

## Trouble with Results?

When applying multiple filters, it is possible to narrow down to no applicable results.

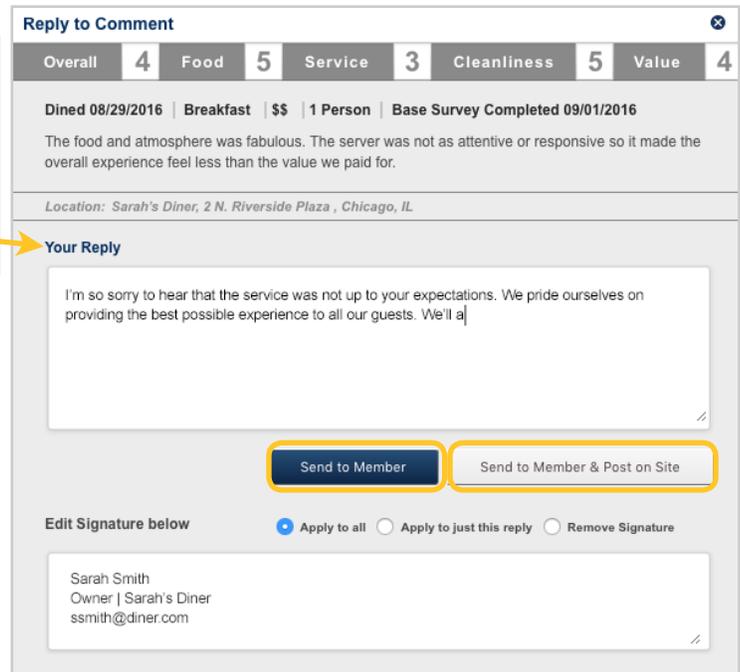
If this happens, you will receive a message recommending ways to try getting more results to appear. If you are new to Rewards Network, it is also possible that you have not yet received enough comments or ratings to use multiple filters effectively.

# Replying to Comments

View, Forward, and Print



In order to reply to a customer, click **“Reply”** and the response box will display.



Type your message to the member into the box under **“Your Reply.”** There is also a field available to add a signature to your message, including your contact information, if you would like the member to have the option to email you back.

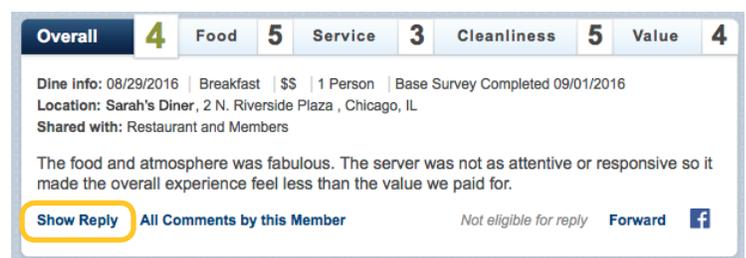
You will then have a choice: **“Send to Member”** (which keeps the message private to that customer) or **“Send to Member & Post on Site”** (which also publishes your response on the Rewards Network loyalty program websites).

As always, it is important to remain professional, courteous, and helpful, even in the face of criticism. How you manage positive and negative comments can mean the difference between a loyal customer... and the one that got away.

## View Replied-to Comments

The **“Show Reply”** link will be a dark blue color when comments have received a reply from you.

*Once anyone from your restaurant replies to a specific comment, you cannot reply to it again.*



# Replying to Comments

View, Forward, and Print (continued)



By clicking the “Show Reply” link, however, you can view the text of your reply, along with which user at your restaurant replied and when.

To return to the original view, simply click the “Collapse” link.

The food and atmosphere was fabulous. The server was not as attentive or responsive so it made the overall experience feel less than the value we paid for.

[Show Reply](#) [All Comments by this Member](#) Not eligible for reply [Forward](#)

[Collapse](#) [All Comments by this Member](#) Not eligible for reply [Forward](#)

On 09/01/2016 at 11:34AM, ab@email.com replied:  
I'm so sorry to hear that the service was not up to your expectations. We pride ourselves on providing the best possible experience to all our guests. We'll address your concerns with our staff.

## Forward Comments

To email a particular comment, click the “**Forward**” link next to “Reply.” This can be helpful if you'd like to share pertinent feedback with a particular employee for training purposes.

**Overall** 4 **Food** 3 **Service** 5 **Cleanliness** 5 **Value** 5

Dine info: 08/29/2016 | Dinner | \$\$ | 2 People | Base Survey Completed 09/01/2016  
Location: Sarah's Diner, 2 N. Riverside Plaza , Chicago, IL  
Shared with: Restaurant and Members

Overall, the veal dish I ordered was tough and not very tasty but the waiter agreed to substitute that meal for another dish which was much better. Thus, while the food got average marks, the service was very good.

[All Comments by this Member](#) [Reply](#) [Forward](#)

## Print Comments

To print all comments on a page, click on the **printer icon** at the top right of any page. This will generate printer-friendly versions of the pages requested.

1 comments since last login 09/01/2016 Welcome back, Aby Johnson | Logout

**REWARDS NETWORK.** **Comment Management System**

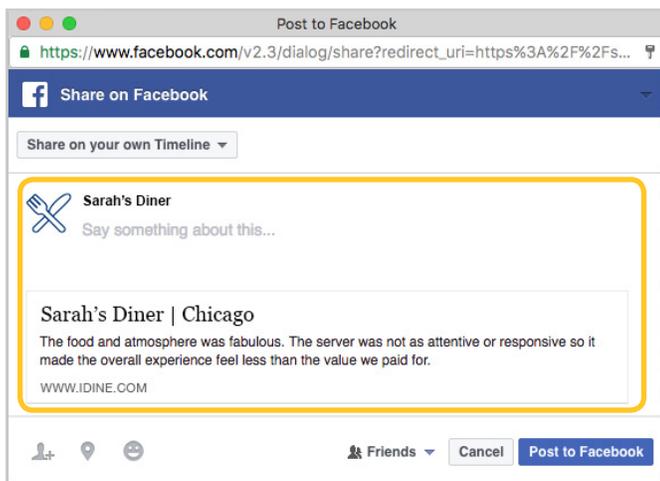
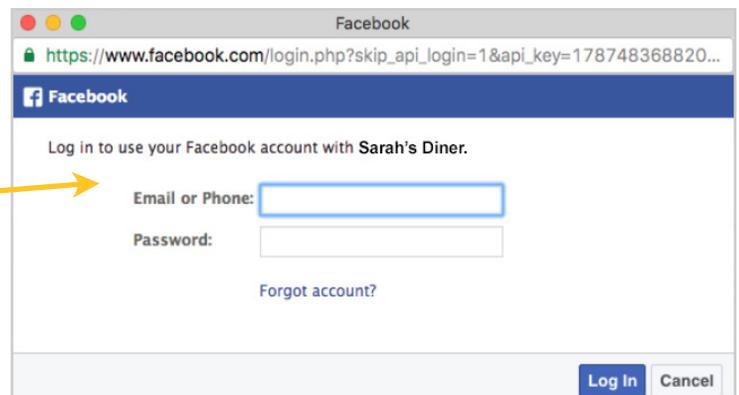
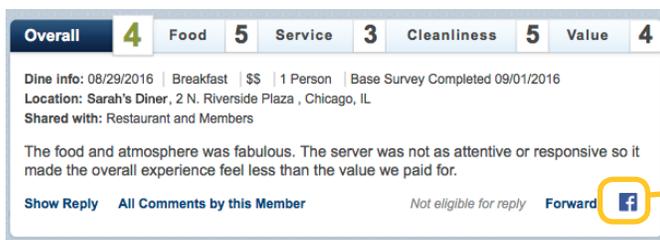
# Replying to Comments

Share to Facebook



## Share to Facebook

To post a member comment directly to the Facebook Page for your business, click on the **Facebook Share icon** directly underneath the comment.



You will be prompted to log into Facebook (if not already logged in on your device) and Facebook will ask you to allow Rewards Network's dining programs permission to post.

Note: if you are an admin on multiple Facebook pages, this comment will post to all of them. If you are NOT an admin, you will not be able to share comments in this manner.

The member comment, as well as your location name and address, will post directly to your business's Facebook wall.

# Comment Notifications



When a member **leaves a comment** after dining at your establishment, you will receive an email notification. If you receive more than five comments in a single day, your notification will only show the first five. Once you've opened CMS, you can view every comment received in a given day.

View as a webpage

REWARDS NETWORK [Forward to a Friend](#) | [Log In](#)

### Engage with Your Customers Now

Below you'll find the recent ratings and comments from Rewards Network members who have dined at your restaurant.

**Want to boost your engagement and increase your revenue at the same time?**

Our results show that customers who receive responses from restaurants **return visit 20% more often** and **spend 16% more** when they do.

#### [3] Diner Comments

**[Fogo de Chao Brazilian Steakhouse]**  
[661 N LaSalle St]  
[Chicago, IL 60611]

Dine Date: [09/25/2016]  
Meal Type: [Lunch]  
Party Size: [2]  
Spend Amount: [\$55]  
Overall Rating: [X] | Food [X] | Service [X] | Cleanliness [X] | Value [X]

"[Comment: Service was very good, food was wonderful and both made for a wonderful lunch. Enjoyed the expanded salad bar-addition of great soup and addition of meat to black beans-delish!! Looking forward to trying their new lunch package — salad bar & one selection of meat!]"

[Respond to this comment](#)

**[Fogo de Chao Brazilian Steakhouse]**  
[661 N LaSalle St]  
[Chicago, IL 60611]

Dine Date: [09/25/2016]

REWARDS NETWORK **Comment Management System**

Show results for

Type:  Ratings with comments  Ratings only

Timeframe:  Last 30 days  Last 60 days  Last 90 days

Status:  All  Replied to  Not replied to

32 results for Ratings with comments in the Last 30 days with a replied status of All Sort by: Dine date

Refine results by

Expand All / Collapse All

Groups (2)

- All Groups
- Test Group 1
- Test Group 2

Locations (4)

- All Locations
- Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL
- Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL
- Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL
- Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL

Overall **4** Food **3** Service **5** Cleanliness **5** Value **5**

Dine Info: 08/29/2016 | Dinner | \$\$ | 2 People | Base Survey Completed 09/01/2016  
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Overall, the veal dish I ordered was tough and not very tasty but the waiter agreed to substitute that meal for another dish which was much better. Thus, while the food got average marks, the service was very good.

All Comments by this Member [Reply](#) [Forward](#) [f](#)

Overall **4** Food **3** Service **3** Cleanliness **3** Value **3**

Dine Info: 08/29/2016 | Dinner | \$\$ | 2 People | Base Survey Completed 09/01/2016  
Location: Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL  
Shared with: Restaurant and Members

You can instantly reply to the member by clicking the **“Respond to this comment”** button located after each comment.

You will be directed to the comment within CMS immediately (or to the login page if you have not logged in already).

# Questions?

Do not hesitate to reach out to your sales representative or email [clientservices@rewardsnetwork.com](mailto:clientservices@rewardsnetwork.com). We're here to help!

