

REPUTATION MANAGEMENT

The Reputation Platform Buyer's Scorecard

Compare review-management tools on the 18 criteria that actually predict ROI — with a weighted scoring sheet you fill in during the demo

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Most review-software comparisons are feature checklists where every vendor says "yes" to everything. This is different: a weighted scorecard that forces real numbers (price per location, time-to-first-review, response SLA), the exact questions to ask on each demo, and a side-by-side of the platforms small businesses actually shortlist. Score three vendors, total the columns, and you'll have a defensible decision in under an hour.

How to Use This Scorecard

1. Shortlist **3 platforms** (one is usually your incumbent or "do nothing").
2. On each demo, ask the **Demo Questions** below and fill the score (0-5) for each criterion.
3. Multiply each score by its **weight**, sum the column.
4. The highest weighted total wins — but sanity-check against the **deal-breakers**.

The Weighted Criteria (total weight = 100)

#	Criterion	Weight	What a 5/5 looks like
1	Review request automation (email + SMS)	10	Triggers from POS/CRM, no manual upload
2	Multi-location / multi-profile support	8	Per-location dashboards + rollup view
3	Google Business Profile integration	9	Reply to Google reviews inside the tool
4	Review monitoring across platforms	8	Google, Facebook, Yelp, Trustpilot in one feed
5	AI response drafting	7	One-click on-brand draft, editable
6	Sentiment / theme analytics	6	Tags recurring complaints automatically
7	Negative-review interception (private feedback)	7	Routes <4★ to private form first
8	Response speed tooling (alerts/SLAs)	6	Instant alert + 24h SLA tracking

#	Criterion	Weight	What a 5/5 looks like
9	Pricing transparency	6	Public per-location pricing, no "contact us"
10	Time-to-first-review	5	First request live within 1 day
11	Reporting / white-label (for agencies)	5	Scheduled branded PDF reports
12	Integrations (Zapier, POS, CRM)	5	Native + Zapier
13	Widgets / website review display	4	Embeddable, schema-marked-up
14	Onboarding & support	4	Live onboarding, <4h support response
15	Contract flexibility	3	Month-to-month available
16	Compliance (review-gating policy-safe)	3	No fake-review/gating violations
17	Data export / portability	2	Full CSV export of reviews & contacts
18	Free trial / freemium	2	Real trial, no card upfront
TOTAL		100	

Your Scoring Sheet (fill in during demos)

#	Criterion	Wt	GetRating	Vendor B	Vendor C
1	Request automation	10			
2	Multi-location	8			
3	Google integration	9			
4	Multi-platform monitoring	8			
5	AI response drafting	7			
6	Sentiment analytics	6			
7	Negative interception	7			
8	Response-speed tooling	6			
9	Pricing transparency	6			
10	Time-to-first-review	5			
11	Reporting / white-label	5			
12	Integrations	5			
13	Website widgets	4			
14	Onboarding & support	4			

#	Criterion	Wt	GetRating	Vendor B	Vendor C
15	Contract flexibility	3			
16	Compliance	3			
17	Data export	2			
18	Free trial	2			
Weighted total		/500			

(Score 0-5, multiply by weight, sum. Max possible = 500.)

The Landscape (what businesses typically shortlist)

Segment	Typical players	Sweet spot	Watch-out
SMB / single location	GetRating, Birdeye, NiceJob	Simple automation + Google focus	Enterprise tools overpriced here
Multi-location / franchise	Birdeye, Podium, GetRating	Rollup reporting	Per-location pricing adds up fast
Agencies / resellers	GetRating, Grade.us, ReviewTrackers	White-label reports	Check seat & client limits
Enterprise	Reputation.com, Yext	Compliance, scale	Long contracts, high floor price

Fill the vendor names YOU are evaluating into the scoring sheet — don't anchor on this table.

Demo Questions That Expose the Truth

Ask every vendor these and write down the literal answer:

1. **"What's the exact monthly price for [N] locations, and is it month-to-month?"** (Vague answer = red flag on criterion 9 & 15.)
2. **"Show me, end to end, a review request firing and a customer leaving a Google review — in under 5 minutes."** (Time-to-value, criterion 1 & 10.)
3. **"How do you handle a customer about to leave a 1-star review?"** (Tests negative interception — and whether they do policy-unsafe gating.)
4. **"How fast does support respond, and is onboarding included or extra?"** (Criterion 14.)
5. **"Can I export all my reviews and contacts if I leave?"** (Lock-in test, criterion 17.)
6. **"Which review platforms can I both monitor AND respond to from inside your tool?"** (Many only monitor Google.)

Deal-Breakers (auto-disqualify, regardless of score)

- **Review gating that violates Google/Yelp policy** — risks profile suspension.

- **No public pricing AND no month-to-month** — you'll be locked in and overpaying.
 - **Can't reply to Google reviews in-app** — you'll live in two tools forever.
 - **No data export** — you can never leave cleanly.
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Proof to Demand Before Signing

- Customer references **in your industry and size band**
 - A real ROI number: "Customers add X reviews / lift Y stars in 90 days" — ask for the cohort, not a cherry-pick
 - Security/compliance documentation if you handle customer contact data (GDPR/CCPA)
 - A written trial that doesn't require a card
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Where GetRating Lands

GetRating is built for the SMB and agency segments where the enterprise tools are overkill and overpriced: automated email + SMS review requests, in-app Google Business Profile replies, multi-platform monitoring, AI-drafted on-brand responses, policy-safe negative-feedback routing, and transparent month-to-month pricing with a no-card free trial. Score it against your shortlist on the sheet above — that's exactly how we'd want to be judged.

Start your free trial at getrating.co

Don't buy on feature lists — every vendor checks the box. Buy on weighted fit, time-to-value, and the deal-breakers.

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