

BEFORE AND AFTER RESULTS

# Big Dog Satellite

- 👉 49% click-through rate
- + 110 total reviews since joining
- 📈 172% increase in number of reviews
- ★ 4.4 overall star rating

With seven locations spread across Idaho, Colorado, Iowa, and Puerto Rico, Big Dog Satellite is keenly aware of the importance of local search marketing. Mitch Workman, Digital Marketing Manager at Big Dog Holdings, is focused on growing and enhancing the company's online reputation, while highlighting the good work the company's employees are delivering to customers.

Workman was looking for a way to highlight this top-notch customer experience in the form of online reviews, but struggled to find the right reputation management software. Up until recently, the company didn't have a specific strategy for collecting reviews. While Big Dog didn't have bad reviews, they also didn't have a lot of reviews coming in, and Workman wanted to change that.



## WHY PODIUM

The company had evaluated a number of different vendors to help them collect more online reviews, but none of them met the expectations management had. That was until they came across Podium.

"What stood out when we evaluated Podium was the ease of use for inviting customers in addition to the robust analytics that could quickly be accessed in the dashboard," related Workman. "When compared to the other solutions we evaluated, Podium's system was more automated and eliminated a number of manual processes, making it much easier for our employees to gather reviews."

## MORE REVIEWS. BETTER CONVERSION.

Since implementing Podium, Big Dog Satellite has collected 110 new reviews in just three months and boasts a 4.4 rating across all of its locations. In addition, the company has seen an increase in conversions for potential customers visiting their site. "One of our main goals we had with Podium was to increase our conversion rates by showing customers more quality reviews," said Workman. "And it seems to be working. We have seen an uptick in leads, so our conversion rates are definitely getting better."

*Podium is a leading provider of online review management and customer engagement software that enables businesses to collect valuable feedback from customers in real time.*