Nextiva Reputation Management

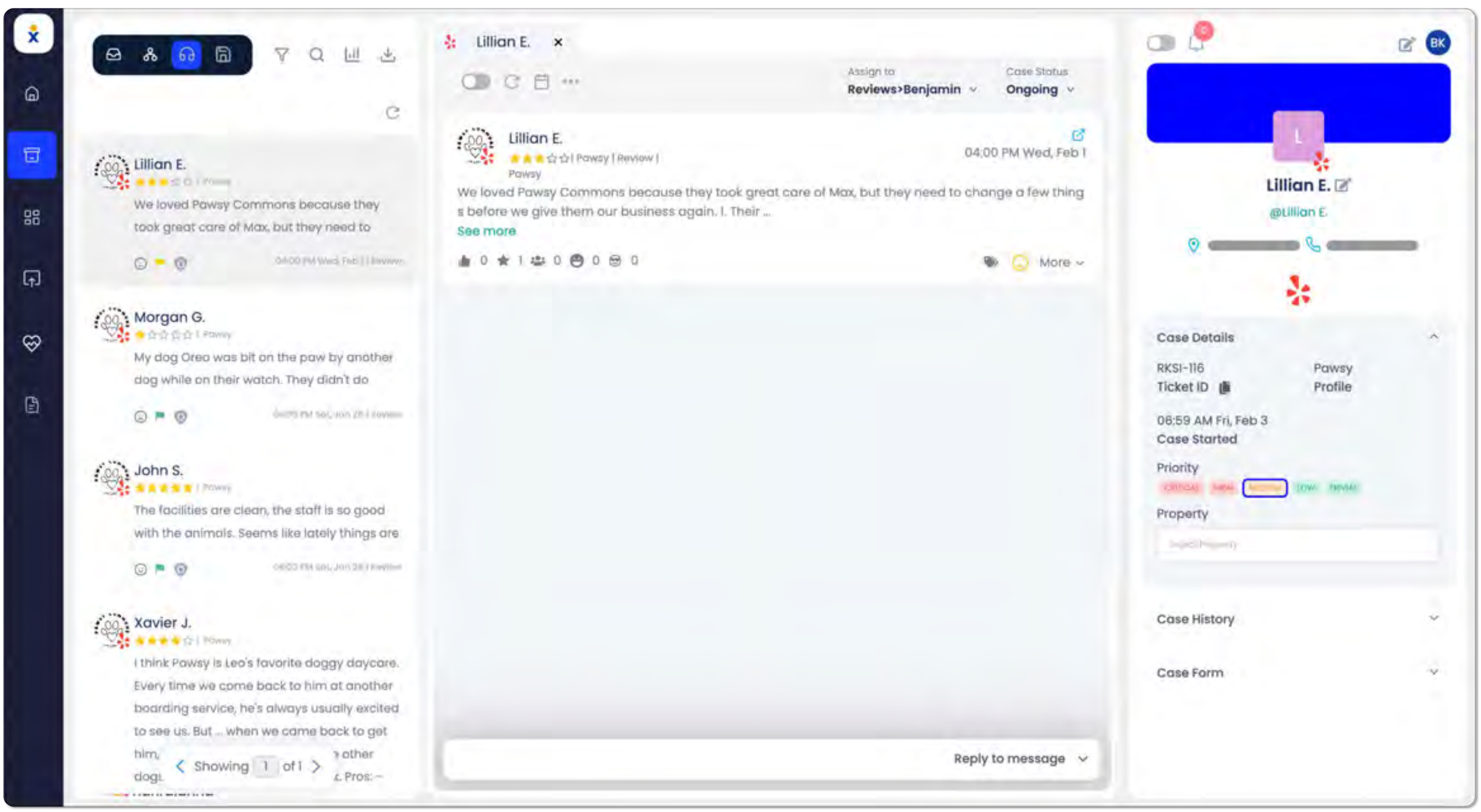
Version 1.0

Table of contents

Getting started

Nextiva reputation management is the easiest way to monitor all your review sites, engage with customers in real-time, and analyze review performance.

Our AI-powered online reputation management platform helps you manage reviews across all review sites. Deliver timely responses as you engage with customers across Google, Yelp, TripAdvisor, and more.



Logging in

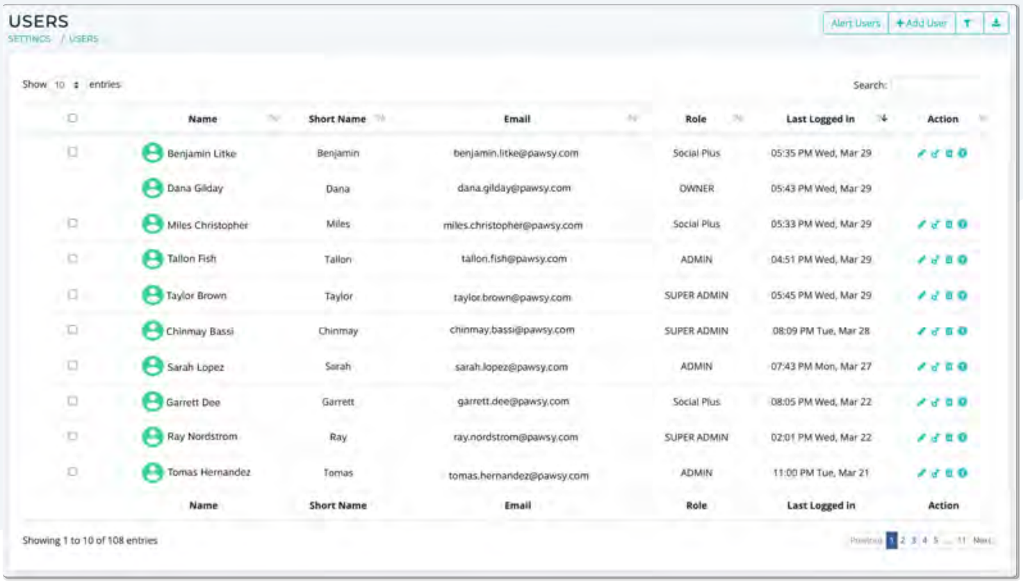
To log into the Nextiva Reputation Management portal, visit nextiva.simplify360.com or click here.

Managing users

Invite teammates and staff to help manage and reply to posts on eview sites – all from one place

Adding users

From the main dashboard, click **Settings** > **Users** > **+ Add user** and enter the required information, including the user's Role Type (Admin, Member, Viewer) and timezone. Click **Save**.

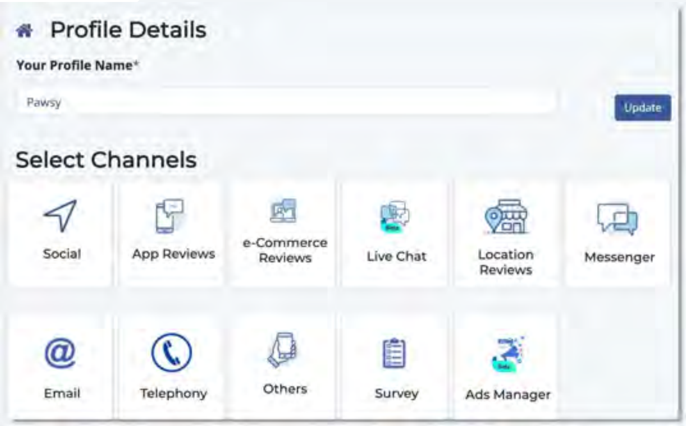


Resetting passwords

As an administrator you can always change user's passwords, or anyone can reset their password via the Forgot Password option from the main login page. To reset a user's password, click **Change Password** under Users and enter the new password. Click **Update**.

Deleting users

Click the check-box next to the user(s) and select **Delete Users** at the top. Click **OK** to confirm.



Setting up profiles

From the home screen, click the **Menu** icon on the top left and select **Settings** > **Profile Management**.

Click **+ Create Profile** and enter a name for the new profile. Click **Create**.

Sharing profile access

Under **Profile Management**, click the **Pencil** icon to the right of the profile and select **Share** under Others.

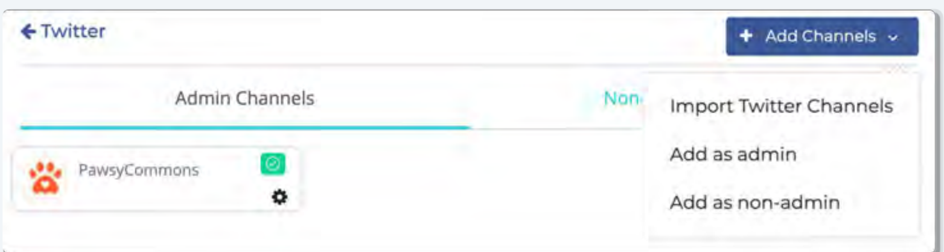
Search for the user and select the radio button under the Access and click **Update**.

Integrating review channels

To integrate with review sites, click **e-Commerce Reviews** or **Location Reviews** and select the channel (Google, Yelp, Amazon, etc.).

TIP: Once added, you can also choose to import previous reviews to Nextiva from the selected review management system.

Click **Add Channels** and select to **Add as Admin**. Enter your account credentials and follow the prompts to complete the integration.



You can also add channels as Non-admin channels to keep track of other influencer's or competitors, for example.

Workbaskets

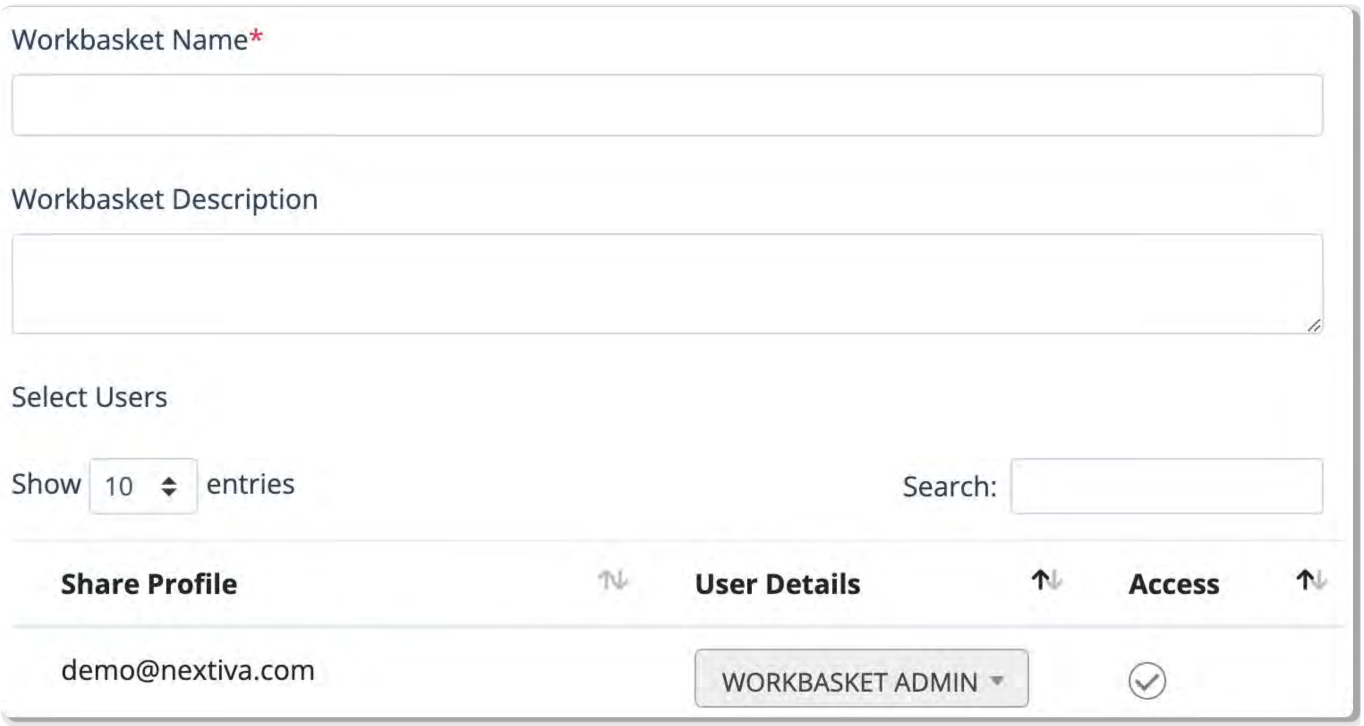
Create Workbaskets aka teams to route customer interactions to the right group of users. For example, you can create workbaskets for specific departments so interactions are routed to the correct team based on business hours or specified keywords.

Creating workbaskets

From the main dashboard, click **Settings** > **Profile Management** > **Edit Profile** > **Workbaskets** > **+ New Workbasket**. Enter a name, description (optional), and select the users you would like to assign to the workbasket by selecting the Access button.

You can also manage the user role (Workbasket Admin/Agent) from here. Workbasket Admin is allowed to send replies directly without any approval, whereas, Workbasket Agent has to be approved by a Workbasket Admin.

> **NOTE:** You can also assign users to Workbaskets under Users (**Edit User Access** > **Add roles to Workbasket**).



Creating rules

Use the Organizer to create personalized rules used for automation. Below are a few examples:

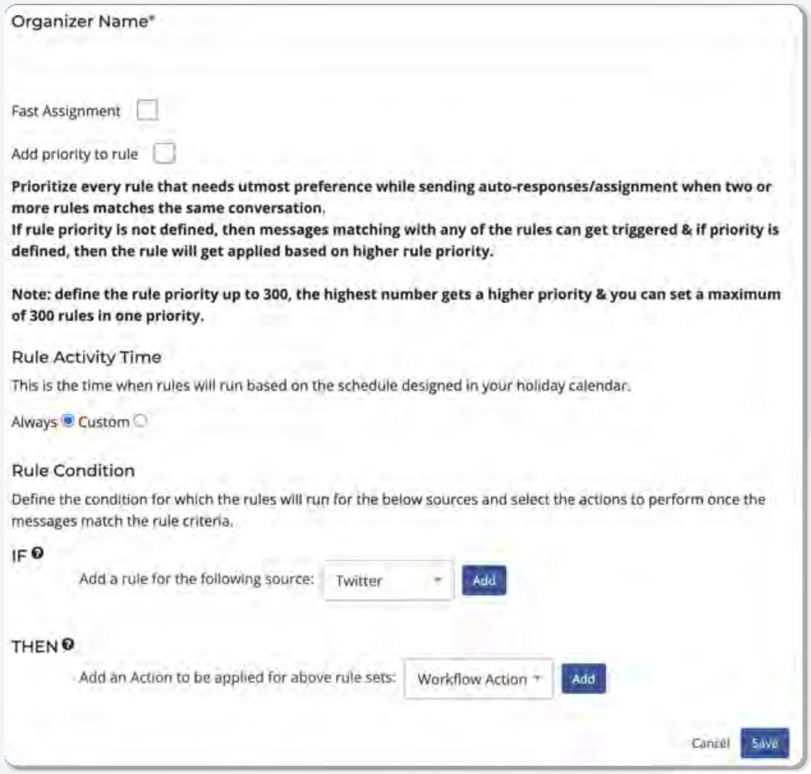
- Auto-route tickets to the most qualified team members
- Auto-response based on keywords found in the message
- Auto-response to acknowledge the post was seen
- Auto-tag messages
- Business/after-hour routing (send tickets to the California team 5AM-9PM and to the New York team 9PM-5AM)

Under **Organizer**, you can manage and create new rules. To create a new rule, click **Create** and enter a name.

Set the rule priority for sending auto-response/assignment (Optional).

Priority is measured on a scale of 0 to 300, where a higher number is associated with higher priority. If two or more rules match, the higher priority rule is triggered.

Set up the Rule Activity Time. You either choose “Always” or “Custom”.



Define the condition for which the rules will run by selecting the source and the action to perform if the rule criteria is met. For example, if anyone sends you a message via Facebook, you can have it automatically send a response back confirming their message was received. Click **Save**.

Unibox

Instantly view and respond to customer interactions for all integrated review sites from one inbox.

From the main dashboard, click **Unibox** to view all tickets. By default, the main tab shows all cases aka tickets you are assigned to or associated with so you can easily view and respond.

You can filter tickets based on the status (assigned/reassigned, approved, etc.) using the status drop-down at the top or by selecting the **Filter** icon. You can also filter tickets based on the profile, dates, sources (channels), and more. To save filters, click **Save filter** at the top.

Select the ticket to view the customer interaction. Select **Click here to start working on this case** on the bottom right to respond. You can also add notes to the interaction. Edit and format the text to match your brand, including the option to include attachments and emoji. Reply now or schedule it to send later.

At the top of the conversation thread, you can assign the ticket to specific workbaskets or users, including the option to update the case status. You can also schedule a follow up date from here. The other tabs at the top allow you to view and filter all tickets associated with the profiles you have access to and any saved filters.