

The Importance of Online Reputation for SMEs



SMEs consider reputation damage to be as big a threat as cyber attack

(Zurich Risk Index)



research online before deciding whether to purchase from a company

(eTailing Group)

Google 89%

of people don't look beyond the first page of a Google search

(AOL)

#complain

74%

of consumers see criticising a brand through social media as a way to receive better service

(Lithium)



One star difference in an online business profile can lead to a 9% rise in revenue

(Harvard Business Review)

The greatest risk facing companies is reputation risk with up to

75%

of their value based on reputation

(Forbes)

“It takes 20 years to build a reputation – and five minutes to ruin it”

Warren Buffett.



Here's how Zurich can help

Zurich have partnered with Reputation.com to offer a free service, helping new ZTrade customers manage their online reputation

What's included



1.

Benchmark businesses online reputation scores against industry peers and local competitors

+



2.

See what customers are saying about businesses online

+



3.

Receive regular monitoring emails that provide an overview of recent online review activity

+



4.

Access online support materials to help manage online reputation more effectively

If you're a new ZTrade customer and want to take your online reputation to the next level, Reputation.com can help you:



1.

Manage your company's social media content

+



2.

Increase the number of reviews you get

+



3.

Improve your page ranking on Google searches

+



4.

Make it easier for potential customers to find you online

Key industries

Reputation.com is available to all new ZTrade customers but here are the key industries where it is really making an impact:



RESTAURANTS



HAIR AND BEAUTY SALONS



OFFICE AND SURGERIES



PUBS



SHOPS



TRADES AND PROFESSIONS



Contact your Zurich broker for more information
To find your Zurich broker's details try using our Find a Broker tool
zurichforsme.co.uk