REVIEW GEN WITH
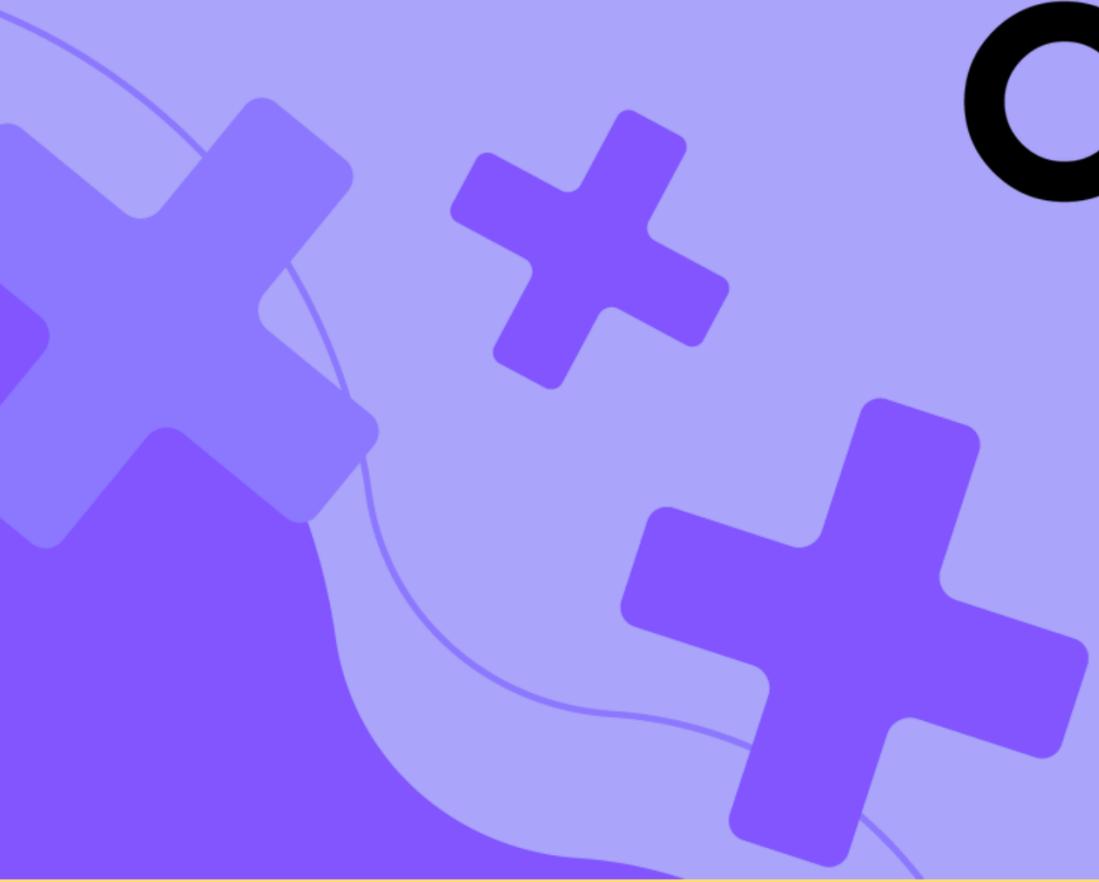
OMR REVIEWS

Hey,

Glad you found your way to our guide! Make yourself a cup of coffee and find a cozy spot to read ☕.

We know how valuable reviews are for your success on OMR Reviews, but we also understand that your time is precious.

That's why this guide is here to help you collect your first reviews as quickly and effortlessly as possible 🚀.

Happy reading📚!

Reviews on OMR Reviews

How-To: Your first Review Campaign

Strategies for your Review Mix

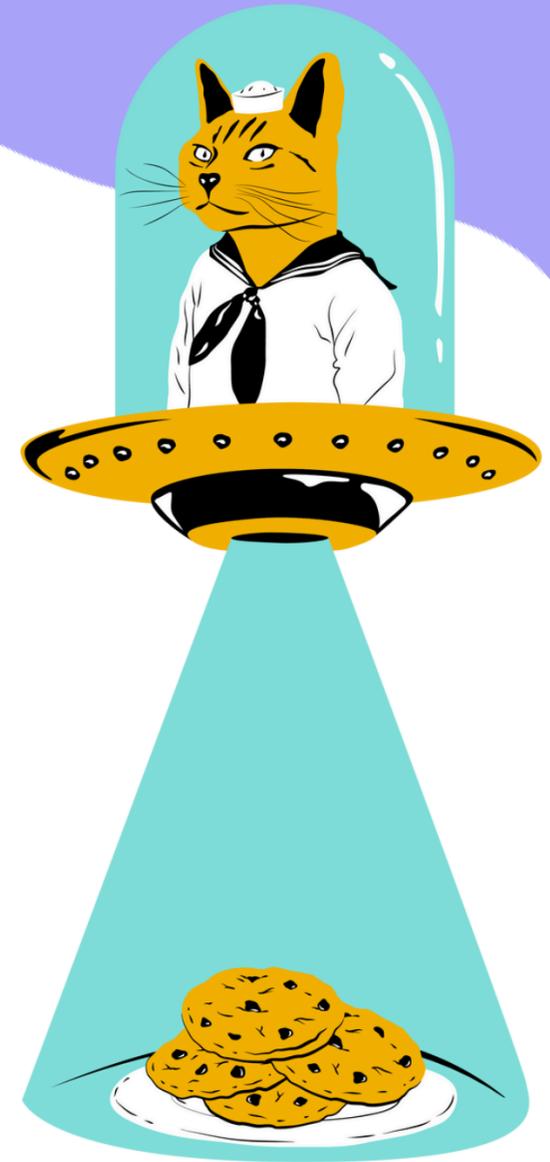500 Reviews in 3 months with Sage

What do you do with negative reviews?

REVIEWS ON OMR REVIEWS

REVIEWS ON OMR REVIEWS

At OMR Reviews, we place great importance on the authenticity and credibility of reviews. That's why every review follows a clear, constructive format and undergoes a manual review process. This ensures that the experiences and opinions of users are presented honestly and transparently, providing valuable insights for buyers in their decision-making process.

"Perfekte Kundenkommunikation und traumhafter Support!"

Herkunft der Review ⓘ

★★★★★

K

In den letzten 12 Monaten
Kevin

✓ Verifizierter Reviewer

Abteilungsleiter bei
Duratio GmbH

🏢 51–1000 MITARBEITER:INNEN

💼 BRANCHE: FINANCIAL SERVICES

Was gefällt Dir am besten?

Jederzeit schneller und immer erreichbarer Support, direkt über die App oder Webseite. Facebook-Community mit vielen anderen Nutzern zum Austausch von Wünschen und Vorschlägen, welche gesammelt werden und zeitnah versucht werden umzusetzen. Ein wöchentliches Update über FAQ Sessions, welche immer auf den aktuellen Stand bringen. Leichtes Handling des Programms.

Was gefällt Dir nicht?

Bisher gab es keinerlei Punkte, die nicht gefallen haben. Der einzige Wunsch wäre weiterhin eine Live-Übersetzung, was aber auch ein größere Aufwand der Programmierung ist :)

Welche Probleme löst Du mit dem Produkt?

Schnellere und einfachere Kommunikation mit dem Kunden per WhatsApp, was zu einer deutlichen Steigerung der Erreichbarkeit und dadurch auch des Umsatzes führt. Zudem ist auch die Abwicklung für den Kunden deutlich einfach, weil er diesen Kommunikationsweg auch aus dem privaten Umfeld kennt und deutlich häufiger als eine Mail nutzt.

Antwort des Anbieters:
Hallo Kevin, die starke, positive Entwicklung Eurer Kommunikationsprozesse freut uns sehr! Auch das ausführliche Feedback zu unserem CS-Angebot leiten wir gerne weiter. Wir sind gerne für Euch da, komtm einfach auf uns zu. Liebe Grüße aus Berlin

WHY REVIEWS?

In a global software market that is rapidly growing and generating nearly 39 billion euros in revenue in Germany alone, we are seeing a steady influx of new SaaS providers. This not only expands the market but also makes it more complex, making it increasingly difficult for software seekers to make a decision for their business. This is where the reviews on OMR Reviews come into play, playing a crucial role in the decision-making process of potential customers.

TRUST

A tool needs an average of 10 reviews to appear authentic. The more reviews you have, the more users trust your solution.

TRAFFIC

The higher the number of reviews, the average rating, and their recency, the better the ranking on the category page.

VISIBILITY

The higher the number of reviews and the average rating, the more likely your software will be included in best-of lists.

SOCIAL PROOF

The more positive reviews you have, the more likely your tool will be awarded one of the popular OMR Reviews badges.

Learn more about the ROI that software reviews can deliver:

THE ROI OF REVIEWS

98% OF SOFTWARE BUYERS SAY THAT READING REVIEWS IS IMPORTANT TO THEM BEFORE MAKING A PURCHASE. *

*Source: Gartner

FROM REVIEWS TO BADGES

OMR REVIEWS

Badges are your reward for satisfied customers and serve as a social proof element to build trust in your product.
The quarterly awarding of the Leader and Top-Rated badges is based on the OMR Score, which, for each category, is determined by the number of reviews, the average rating, and their recency.

LEADER
INVOICE MANAGEMENT
Q3/24

Quarterly recognition of the category leader based on the OMR Score.

From a minimum of 10 reviews, provided no other product in this category has more than 10 reviews.

TOP RATED
INVOICE MANAGEMENT
Q3/24

Quarterly award for tools that receive at least 10 reviews with an average score of 4 stars in a quarter.

WATCHLIST
PROJECT MANAGEMENT

Exclusive badge for a month of your choice to highlight your software as a tool-to-watch (available in the Professional package).

You can find more information about the badges in our <u>Content Hub.</u>

💡 IF YOUR TOOL IS LISTED IN MULTIPLE CATEGORIES, YOU CAN EARN A LEADER BADGE FOR EACH ONE. HOWEVER, THE TOP-RATED BADGE CAN ONLY BE AWARDED FOR YOUR MAIN CATEGORY.

THE OMR REVIEWS TOP 100

The OMR Top 100 Guide annually recognizes the 100 most popular tools in the DACH region, based on the OMR Score from the previous year. For the Top 100 Guide 2024, for example, only reviews from 2023 were considered.

OMR REVIEWS

TOP 100 2024

DIESE TOOLS NUTZT DEUTSCHLAND

READ TOP 100 GUIDE 2024 ▶

COLLECTING REVIEWS PAYS OFF!

Exklusive badge:
Receive the OMR Reviews Top 100 badge for an entire year.

High visibility:
Presence across all OMR Reviews channels, including over 9,000 LinkedIn followers, 25,000 newsletter subscribers, and 300,000 software seekers per month.

Brand boost:
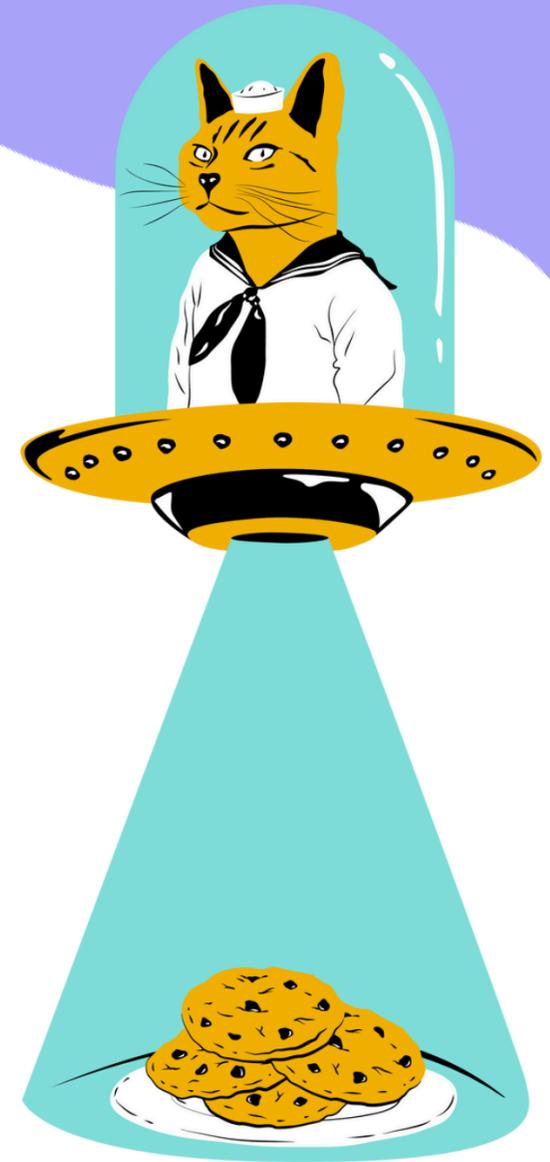Shows software enthusiasts that your tool is among the top 100 in Germany.

Publication:
Prominent placement in the print and digital versions of the OMR Top 100 Guide.

OMR REVIEWS
TOP 100
TOOLS IN DACH
2024

YOUR FIRST
REVIEW CAMPAIGN

6 EASY STEPS

To get started with OMR Reviews, it's worth reaching out to your existing customers and asking them for a review. To help you get started quickly, we've put together a step-by-step guide, including templates for emails and social media. Let's go!

1. Create invitation links

2. Distribute tasks

3. Define your target group

4. Plan your contact strategy

5. Run your campaign

6. Evaluate success

BONUS Learn how to boost team motivation with gamification and increase the success of your review campaign.

YOUR MILESTONES

Set milestones to stay focused on your goals. Take a look at your category (or categories) and consider what number of reviews makes sense for your product. Here's an example:

START

⭐ **10 Reviews**

🏆 Qualify for badges: With 10 reviews, your tool qualifies for the Leader Badge.

🚀 Build trust: Users see your product as established and reliable.

⭐ **25 Reviews**

🔝 Better ranking: Your tool rises in search results and category listings.

🎯 Increased visibility: More reviews mean more trust and more clicks on your profile.

⭐ **100 Reviews**

👑 Market leadership: With 100 reviews, you become one of the top providers.
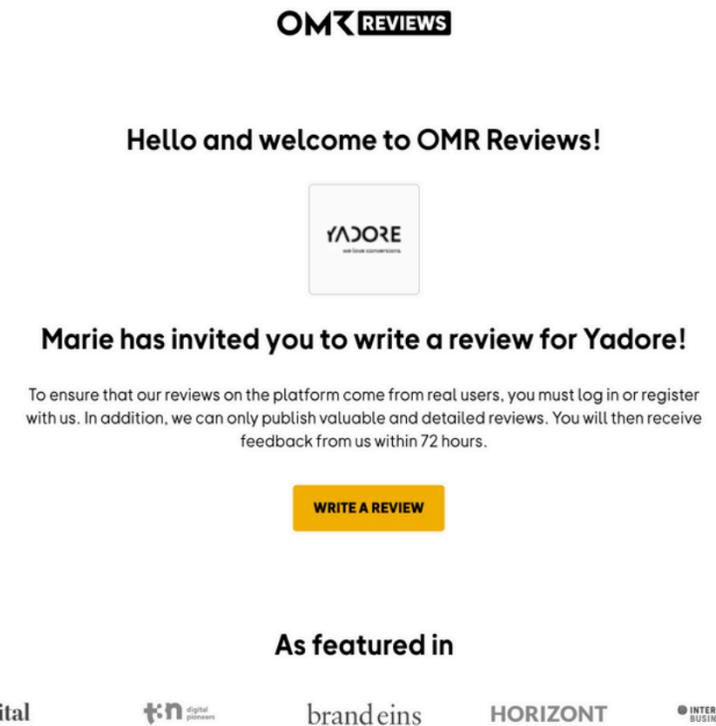
🎖️ Maximum recognition: Your product has the best chance of winning all available badges.

💡 **REVIEW GENERATION IS A MARATHON, NOT A SPRINT! CLEAR RESPONSIBILITIES AND ESTABLISHED PROCESSES ENSURE LONG-TERM SUCCESS.**

1. CREATE INVITATION LINKS

- **Request invitation links via the <u>form</u>**
  - Choose the appropriate incentive (Wunschgutschein or Amazon.de voucher).
  - Who is inviting? (e.g., "The Customer Happiness Team" or "Marie" invited you to write a review - multiple options possible).

- **The invitation links will take your customers directly to your personalized review landing pages, where they can leave their reviews.**

- **We send you your invitation links:**
  - Incentivized (with a voucher as an incentive) – this is where your incentive budget, gifted by us at the start, comes into play.
  - Non-incentivized (without a voucher).

OMR REVIEWS

Hello and welcome to OMR Reviews!

YADORE

Marie has invited you to write a review for Yadore!

To ensure that our reviews on the platform come from real users, you must log in or register with us. In addition, we can only publish valuable and detailed reviews. You will then receive feedback from us within 72 hours.

WRITE A REVIEW

As featured in

heise online   Capital   t3n   brand eins   HORIZONT   INTERNET WORLD BUSINESS   W&V

REQUEST LINKS

💡 **TO MEASURE THE SUCCESS OF YOUR CAMPAIGNS, PLEASE ALWAYS USE THE LINKS PROVIDED BY US.**

WHY INCENTIVES?

Through incentivized links, reviewers receive an Amazon voucher or a 'Wunschgutschein' after publication. Incentives increase participation in review surveys and reward the time of the reviewers. The higher the incentive, the…

- … longer the written review.
- … more analytical the language of the review.
- … more positive the review.
- … more likely a meaningful review will be written.

Monetary incentives increase the perceived imbalance, leading to greater effort and more detailed reviews. However, the incentive should not be set too high. We recommend an incentive budget of 20-30€.

MORE ABOUT THE INCENTIVE BUDGET

Depending on the OMR Reviews package, we provide different incentive budgets. The budget can be used throughout the entire duration but cannot be carried over to a new term or used for other purposes.

Wunschgutschein*

- Fixed voucher amount: €20
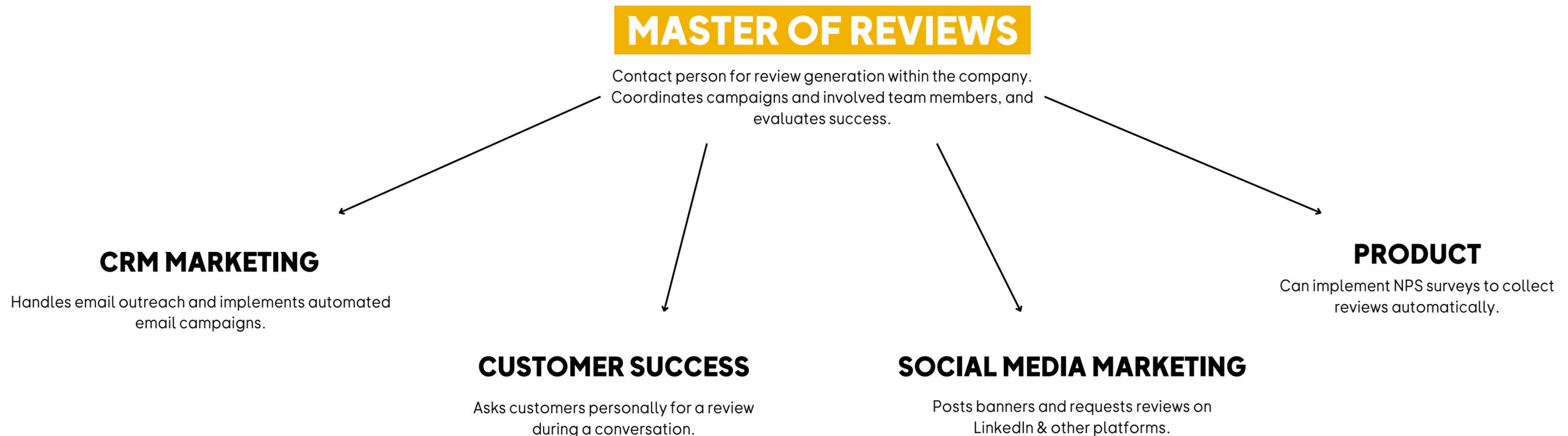- Freely redeemable in over 500 partner shops

Amazon voucher*

- Freely selectable voucher amount
- Redeemable only in the AmazonDE shop

2. DISTRIBUTE TASKS

Teamwork makes the dream work! And this also applies to collecting reviews. The better you work together as a team, the more successful your campaigns will be. So, it's best to plan a quick kick-off meeting to clarify responsibilities and next steps around review generation.

MASTER OF REVIEWS

Contact person for review generation within the company. Coordinates campaigns and involved team members, and evaluates success.

CRM MARKETING

Handles email outreach and implements automated email campaigns.

CUSTOMER SUCCESS

Asks customers personally for a review during a conversation.

SOCIAL MEDIA MARKETING

Posts banners and requests reviews on LinkedIn & other platforms.

PRODUCT

Can implement NPS surveys to collect reviews automatically.

💡 **THE CLEARER THE RESPONSIBILITIES, THE SMOOTHER AND MORE SUCCESSFUL YOUR REVIEW CAMPAIGN WILL RUN.**

3. DEFINE YOUR TARGET GROUP

The success of your review campaign largely depends on targeting the right audience. But who are these "right" customers? Here are a few points to help you with the selection:

Existing customers

Approach customers at different stages of their adoption journey to get a variety of reviews. For example, users who have been with you for several years as well as those who are still new.

Heavy Users

Customers who use your product regularly and intensively can provide detailed and meaningful reviews. These reviews are especially valuable as they offer deeper insights into specific features and overall usage.

Customers with success stories

Identify customers who have achieved notable success using your product. These success stories can convince other potential customers and significantly contribute to the credibility of your reviews.

💡 **USE INTERNAL DATA SUCH AS THE CUSTOMER HEALTH SCORE, PRODUCT USAGE, OR DIFFERENTIATE BETWEEN TOUCHPOINTS IN THE CUSTOMER JOURNEY.**

4. PLAN CONTACT STRATEGIES

A well-thought-out contact strategy is key to a successful review campaign. The right timing and approach can make all the difference. Start right away with our 3 simple strategies to collect your first reviews:

Email campaign

A well-timed email campaign to your existing customers is one of the fastest and most effective methods to collect reviews.

+

Customer Success

Direct and personalized requests to customers by your Customer Success team can be particularly effective.

+

Social Media Posts

Use your social media channels to encourage your community to share their experiences.

THE BETTER YOU DIVERSIFY YOUR CONTACT STRATEGY ACROSS DIFFERENT CHANNELS, THE MORE EFFECTIVELY YOU REACH POTENTIAL REVIEWERS.

A) EMAIL CAMPAIGNS

An email campaign to your existing customers is probably one of the quickest solutions to implement. With minimal effort, you can start collecting valuable reviews right away. Use our text templates and banner designs to launch your campaign in under 10 minutes.

Example for an email campaign

Email 1: Invitation to Review Campaign

after 7 days

Email 2: First reminder to leave a review

after 7 days

Email 3: Second reminder to leave a review

💡 **IT'S COMPLETELY OKAY TO SEND REMINDERS: CUSTOMERS OFTEN INTEND TO WRITE REVIEWS BUT THEN FORGET ABOUT IT.**

OMR REVIEWS

DE: Textvorlagen für Review Gen

Diese Textvorlagen erleichtern dir den Einstieg, damit du möglichst schnell deine erste Kampagne verschicken kannst. Passe sie am besten trotzdem an deinen Tone of Voice an, damit du deiner Corporate Identity treu bleibst.

Der nächste Schritt ist es, deine eigenen Textvorlagen zu erstellen, um zu testen, welche Ansprachen für deine Kund*innen am besten funktionieren. Hier kannst du dich z.B. von diesem Artikel bei B2B Saas Reviews inspirieren lassen.

Außerdem kann es helfen, weitere Informationen zu OMR Reviews und Hilfestellungen zum Schreiben von Bewertungen zu geben:

Was ist OMR Reviews?

USE TEXT TEMPLATES ▶

OMR REVIEWS X DEIN LOGO

TEILE DEINE ERFAHRUNG AUF OMR REVIEWS

USE HEADER TEMPLATE ▶

USE SIGNATURE TEMPLATE ▶

B) CUSTOMER SUCCESS

OMR REVIEWS

Your Customer Success team is in daily contact with your customers and knows their needs and satisfaction best. These conversations and emails provide an excellent opportunity to collect reviews—right at the perfect moment.

Success Calls

During calls with your customers, you can personally ask for a review at the end of the call, increasing the likelihood of generating high-quality reviews.

Example: "I'm glad to hear you're having success with our product. Would you be interested in sharing your experience on OMR Reviews?"

Support Requests

Support requests are an ideal opportunity to ask for a review after you have resolved an issue. After a positive support interaction, consider sending a request for a review. Note:

- Don't send too many requests to the same person.
- For a large customer base, consider sending a non-incentivized link.
- Track from the beginning who you have sent a request to.

Example: "I'm glad I could assist you with your issue. Would you be willing to write an online review about your experience with our product? Your honest feedback helps us continuously improve our tool."

C) SOCIAL MEDIA POSTS

Instagram, LinkedIn, and TikTok are great channels to spread your review requests. Share your review link with your community and ask them to share their experiences.

Incentivization: Yes or No?

For organic social media posts and paid ads, we advise against using incentivized review links.

By integrating an incentivized link, you reach a broader, less segmented audience. This increases the risk that people who do not actively use your product will also leave reviews.

This reduces the quality of the reviews. In addition, incentivized campaigns via paid ads can quickly give the impression that reviews are being influenced or even "bought".
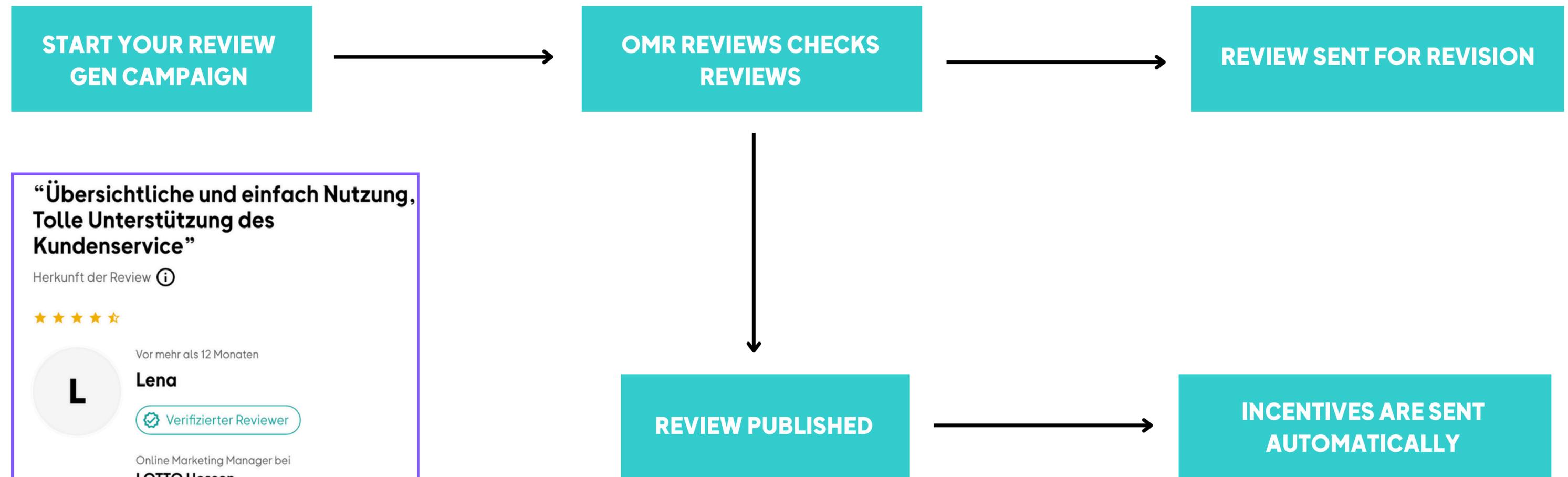
LINKEDIN POST TEMPLATE ▶

INSTAGRAM POST TEMPLATE ▶

STORY & REEL TEMPLATE

5. RUN YOUR CAMPAIGN

OMR REVIEWS

It's time to launch your campaign and start collecting reviews! To ensure that the review, the person behind it, and the use of the tool are accurate, we manually validate each incoming review. You can read about the guidelines we use to review each submission right here.

START YOUR REVIEW GEN CAMPAIGN → **OMR REVIEWS CHECKS REVIEWS** → **REVIEW SENT FOR REVISION**

REVIEW PUBLISHED → **INCENTIVES ARE SENT AUTOMATICALLY**

"Übersichtliche und einfach Nutzung, Tolle Unterstützung des Kundenservice"

Herkunft der Review ⓘ

★★★★⯪

Vor mehr als 12 Monaten

L Lena

✓ Verifizierter Reviewer

Online Marketing Manager bei
LOTTO Hessen

🏢 51–1000 MITARBEITER:INNEN

💼 BRANCHE: GAMBLING & CASINOS

6. EVALUATE SUCCESS

After your review generation campaign is complete, it's time to evaluate its success and analyze the results. Together with your Customer Success Manager, you can identify which milestones were achieved and what learnings you can take away for future campaigns.

Achieved badges?

Did you manage to win one or more of the coveted badges? Badges like the Top Rated Badge or Category Leader are a strong indicator of the success of your campaign.

Climbed in the rankings?

Check if your product has climbed in the rankings on OMR Reviews. A higher ranking means more visibility and potentially more customers.

Valuable product feedback?

Analyze the feedback received. Are there recurring themes or suggestions that can help you further improve your product?

And now? Celebrate your successful review generation campaign with your team! 🎉●

YOUR REVIEW GEN SUCCESS MIX

There are many ways to collect reviews. After you have conducted your first campaign, consider which additional methods might work for you and test them to continuously gather reviews.

☐ NPS surveys that lead to reviews

☐ Raffles

☐ Events (e.g., webinars, OMR Festival, meetups…)

☐ Banners in email signatures & newsletters

☐ In-app pop-ups

☐ Personal contact

☐ Automated emails after customer support requests

EXKURS: LET'S PLAY A GAME

Collecting reviews can also be fun and strengthen team cohesion. How about a small competition with prizes to be won?

Internal competition

Start a competition within your team to see who can collect the most reviews for your product. Reward the winners with attractive prizes, such as gift vouchers or a special team event.

Leaderboard

Create a long-term "leaderboard" strategy where results are tracked over several months. This keeps motivation high and continually provides teams with new incentives to stay engaged.

Recognition & rewards

Celebrate successes regularly, such as during team meetings, and publicly recognize the top performers. A simple "Employee of the Month" award for the person who generated the most reviews can be a great motivator.

Success Story von Smarter Ecommerce auf OMR Reviews
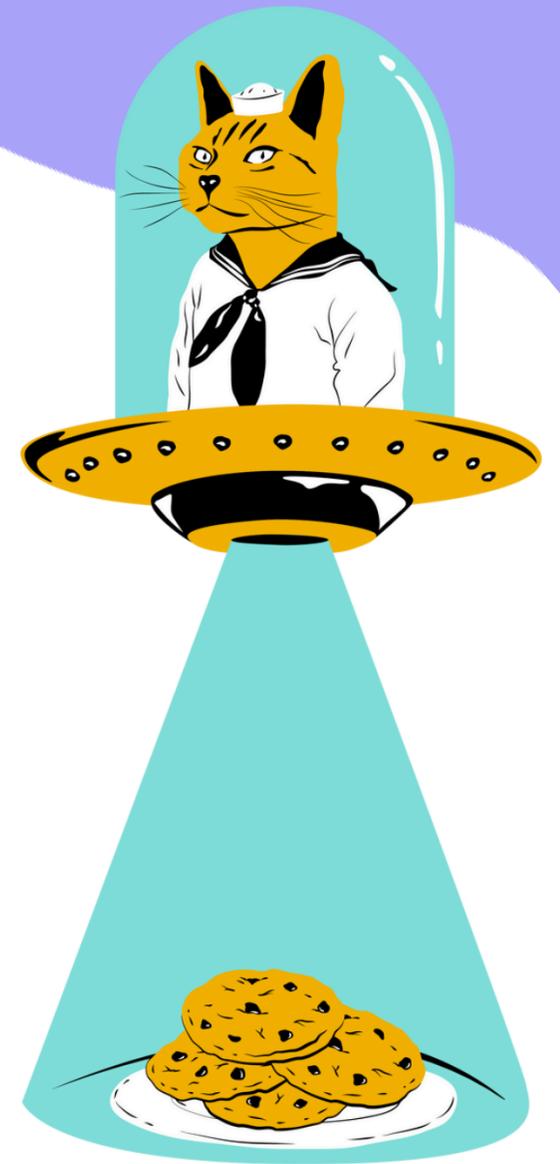Gamification für Review Gen
OMR Reviews
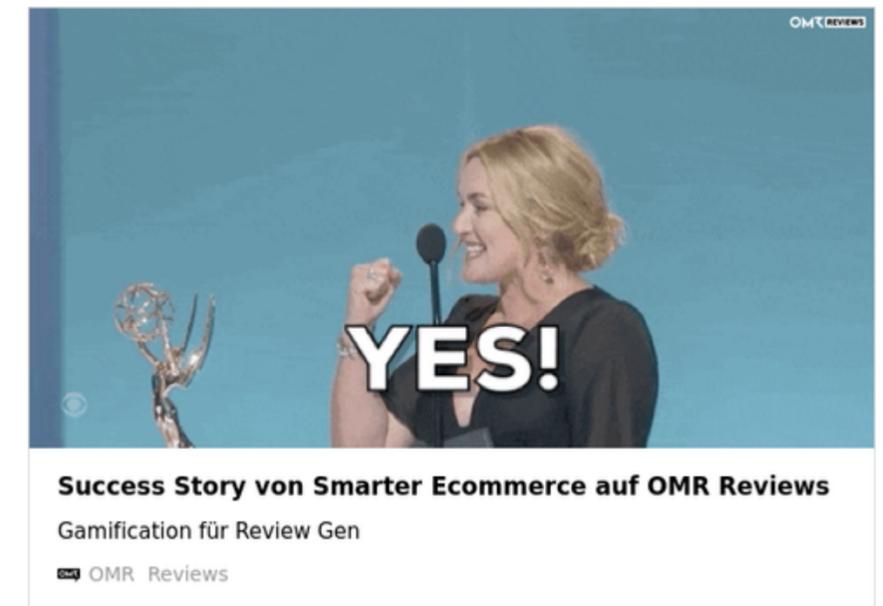
Learn how smec managed to motivate their team with gamification, resulting in an increase from 8th to 4th place in the OMR Reviews ranking in the SEA Tools category.

READ STORY ▶

3 AUTOMATION HACKS
FOR REVIEW GEN

WHY CONTINUITY IS IMPORTANT

Collecting reviews is not a sprint but a marathon. Continuously gathering reviews is crucial for your credibility, as they reflect the current state of your product and build more trust with potential buyers. Additionally, the OMR Score rewards profiles with up-to-date reviews with higher visibility and better rankings.

RELEVANCE

Newer reviews better reflect the current state of a product and are therefore more relevant for potential buyers. Software constantly evolves, and reviews older than a year lose their significance.

RANKINGS

The OMR Score gives more weight to recent reviews, so by continuously collecting reviews, you benefit from increased visibility and better rankings, helping you establish yourself as a leader in the long run.

PRODUCT OPTIMISATION

Current reviews provide valuable insights into current customer satisfaction and help you respond quickly to trends or issues. This allows for timely optimization of your products and services.

LEADER BADGE

By consistently generating reviews, you not only build trust but also increase your long-term chances of earning the OMR Reviews Leader Badge.

WORK SMARTER, NOT HARDER

We all have limited time, and often the task of generating reviews gets pushed to the back burner. That's why we recommend taking the time to set up automations. It means doing some initial work, but once it's set up, you'll continuously receive reviews—it's magic 🙌.

Customer journey trigger

Set up automated triggers along the customer journey to send review requests at the optimal moments.

In product messages

Use pop-ups and banners within your tool to encourage users to leave a review at the right moment.

NPS surveys

Link your NPS surveys with automated review invitations to encourage satisfied customers to leave reviews.

CUSTOMERS OFTEN NEED TO BE REMINDED TO LEAVE A REVIEW AT VARIOUS POINTS IN THEIR JOURNEY.

CUSTOMER JOURNEY TRIGGER

With customer journey triggers from your CRM system, you can send review requests tied to milestones. This way, you reach your customers at the perfect moment to encourage them to leave the most meaningful feedback.

Onboarding

Integrate a review generation email into your onboarding series after a key milestone has been reached.

Renewal

When customers renew their subscription or upgrade, it demonstrates their trust in your product. Use this moment to ask them for a review.

Big milestones

When your customers achieve a significant success through using your product, they are likely to be willing to give positive feedback.

Anniversary

A year after implementation is a good time to congratulate, thank them for their trust, and ask for feedback.

Whenever there's something to celebrate for your customers, it's a great time to ask for a review.

⟶ **Define your customer celebration moments!**

IN-APP PRODUCT MESSAGES

OMZ REVIEWS

With in-product messages, you reach your customers directly where they use your product. These messages are an effective way to request a review at the right moment without interrupting your users' workflow.

Pop-ups after milestones

Have a pop-up appear when customers reach a specific milestone, such as achieving a certain usage duration or successfully implementing a feature. This contextual message will continuously remind them to share their experiences.

Wie zufrieden sind Sie mit den Funktionen zur Pflege Ihrer Zielgruppe in HubSpot?

Sehr unzufrieden | 1 | 2 | 3 | 4 | 5 | Sehr zufrieden

Interactive banners on the dashboard

Place interactive banners on key pages of your product, such as the dashboard or overview pages. These banners are less intrusive than pop-ups but remain visible, continuously reminding users of the opportunity to leave a review.

Chatbots and engagement tools

Use chatbots or other engagement tools to ask for feedback during product use. If your product requires significant setup time, wait until customers have had sufficient time to use it before requesting feedback.

NPS SURVEYS

NPS surveys (Net Promoter Score) are a proven method for measuring customer satisfaction. With the right automation, you can use these surveys to target review requests to satisfied users while also gaining valuable insights into their product experience.

Automated review requests after NPS

Set up your NPS surveys so that customers are automatically asked to leave a more detailed review on OMR Reviews afterward.

Example: "Thank you for your feedback! We would appreciate it if you could share your opinion on OMR Reviews with others."

On a scale of 0-10, how likely are you to recommend us to a friend or colleague?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Not likely — Very likely

💡 COLLECT FEEDBACK NOT ONLY FROM PROMOTERS BUT ALSO FROM PASSIVES AND DETRACTORS. THESE INSIGHTS HELP YOU IDENTIFY WEAKNESSES AND IMPROVE YOUR PRODUCT, WHILE ALSO PROVIDING AUTHENTIC REVIEWS THAT REFLECT THE FULL RANGE OF CUSTOMER EXPERIENCES, ENHANCING CREDIBILITY.

500 REVIEWS
IN 3 MONTHS WITH SAGE
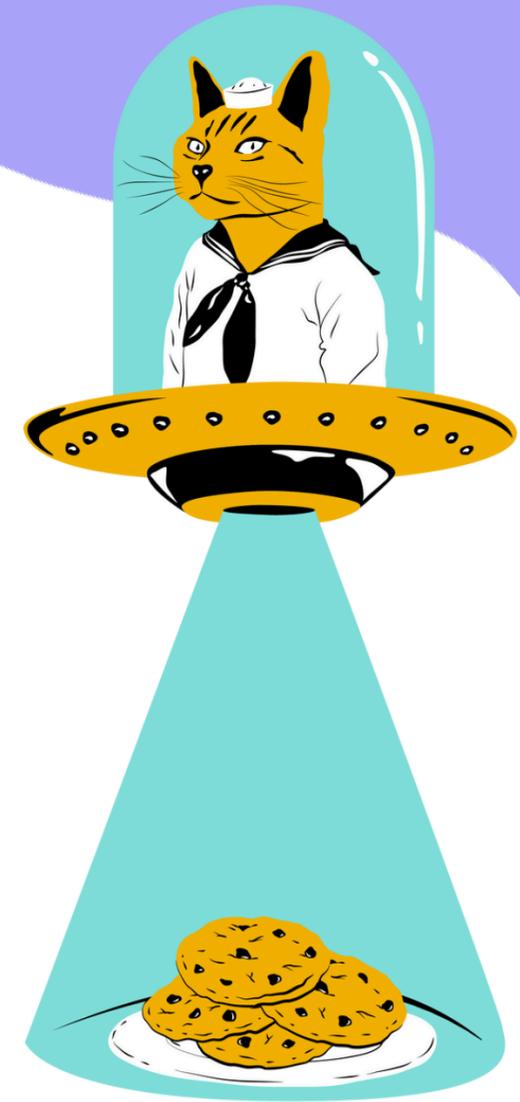
SAGES' REVIEW GEN SUCCESS MIX

Sage managed to collect a remarkable 500 reviews in just three months! Their key to success? A well-thought-out and targeted strategy:

Attractive Incentives:
Sage motivated their customers with creative rewards, such as VIP weekends and classic vouchers. These incentives increased the willingness to leave a review.

Direct Engagement at Events:
At training sessions and events, Sage directly approached participants and asked for reviews. This was supported by small gifts, which further boosted motivation.

Targeted Social Media Advertising:
Through retargeting ads on platforms like LinkedIn, Sage specifically reached out to existing customers and reminded them to leave a review.

500 REVIEWS IN 3 MONTHS

How Sage used review marketing to its advantage

OMK REVIEWS   Sage   unlock growth consulting

READ CASE STUDY ▶

WHAT DO YOU DO WITH NEGATIVE REVIEWS?

WHY NEGATIVE REVIEWS ARE HELPFUL

Even though we'd all prefer only 10/10 ratings, critical reviews are incredibly valuable. They add authenticity to your profile and build trust with potential customers. A profile with only perfect reviews can quickly arouse suspicion—something you've probably experienced with your own online purchases.

🧠 Learning Opportunities

Critical reviews provide valuable insights into potential weaknesses in your product. If multiple users highlight similar issues, view this as an opportunity for improvement.

🤝 Authenticity

Reviews with fewer stars indicate that your profile contains genuine experiences and is not artificially inflated. This increases your credibility and strengthens trust in your product.

Nach Bewertung filtern

☐ 5 Sterne		108
☐ 4 Sterne		34
☐ 3 Sterne		3
☐ 2 Sterne		3
☐ 1 Sterne		6
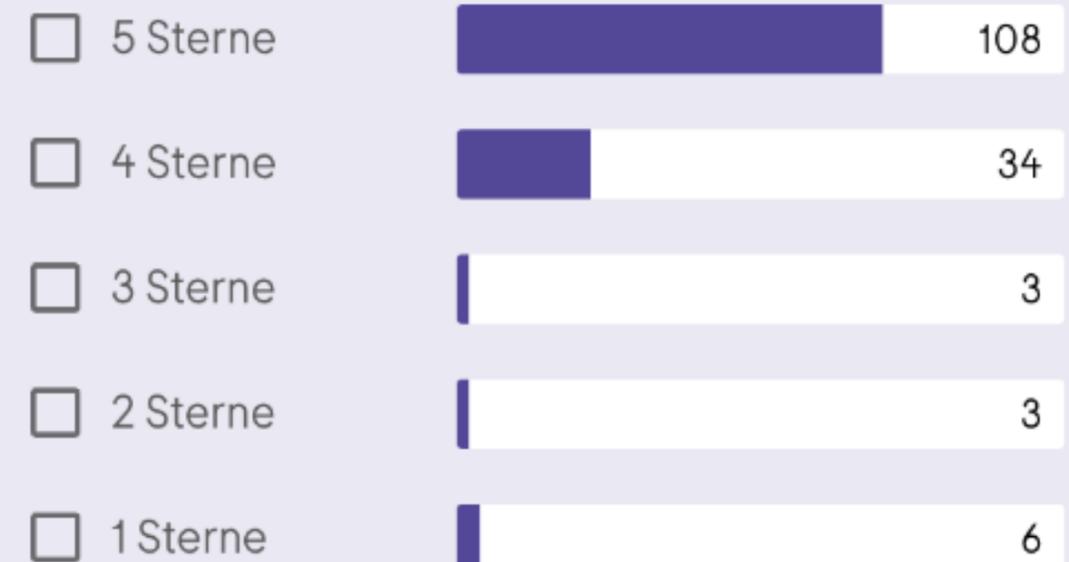
HOW TO RESPOND EFFECTIVELY

By responding to critical reviews professionally and empathetically, you demonstrate to potential customers that your company values feedback and is committed to continuous improvement.

REACT FAST

Don't wait for a positive review to "cover up" the problem. Use the opportunity to salvage the relationship with your customer and respond proactively to the review (available from Advanced).

SHOW UNDERSTANDING

Try to truly understand the reviewer's issue and present possible solutions either directly or through a personal exchange (available from Advanced).

INDIVIDUALITY MATTERS

Avoid using canned responses. Address the specific content of the review and demonstrate that you take your customers' concerns seriously (available from Advanced).

WORK ON A SOLUTION

Use feedback from negative reviews to make targeted improvements to your product or service. Show users that their opinions matter and that you are willing to make changes.

💡 **IF YOU'VE ACTED ON FEEDBACK AND IMPROVED YOUR PRODUCT, PLEASE ASK YOUR CUSTOMERS TO UPDATE THEIR REVIEW.**

QUESTIONS?

If you need assistance, our Customer Support team is available at any time. Just send us an email at cs-reviews@omr.com.

Happy reviews!

OMR REVIEWS