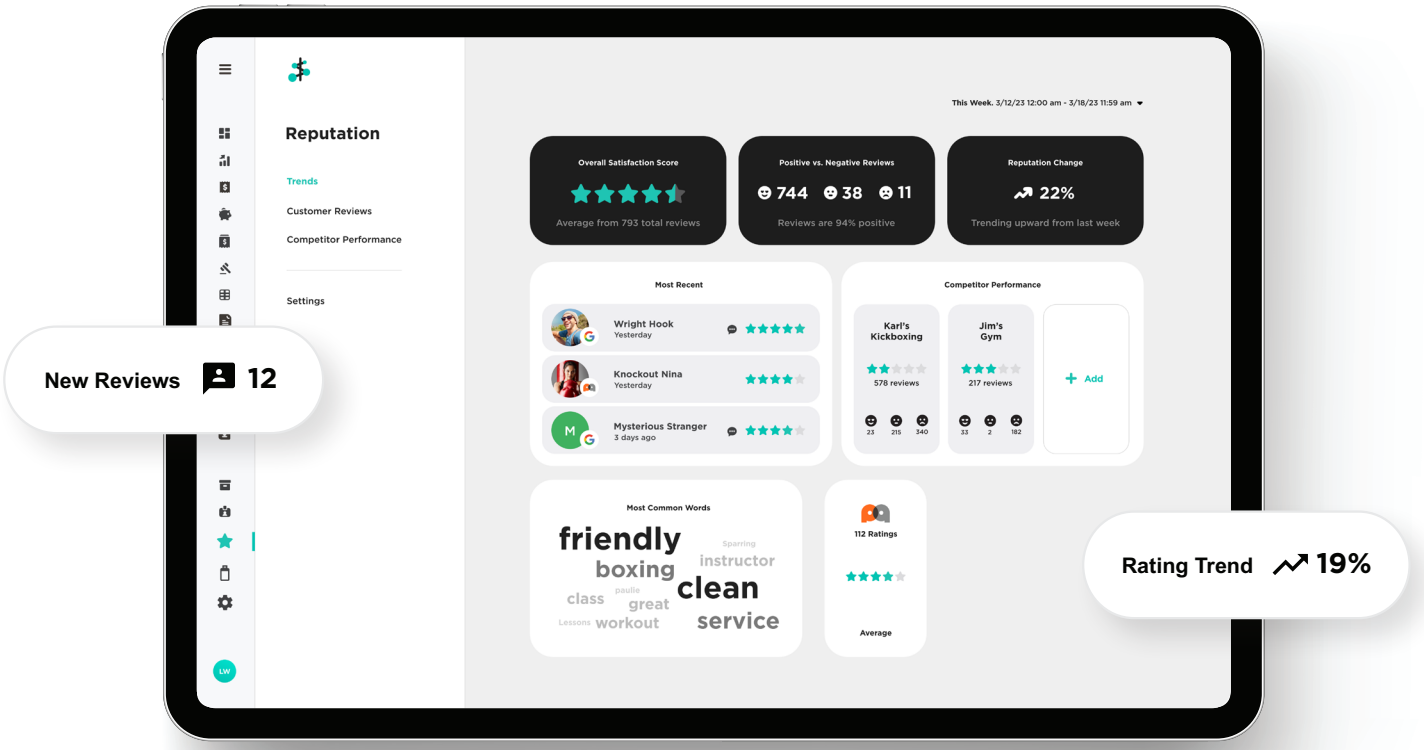
paymentshub

Payments Hub Reputation Management.



Getting started.

Reputation Management is available to Payments Hub Premium and Premium Plus users under the Business Management section of the navigation menu.

Reputation Management allows you to:

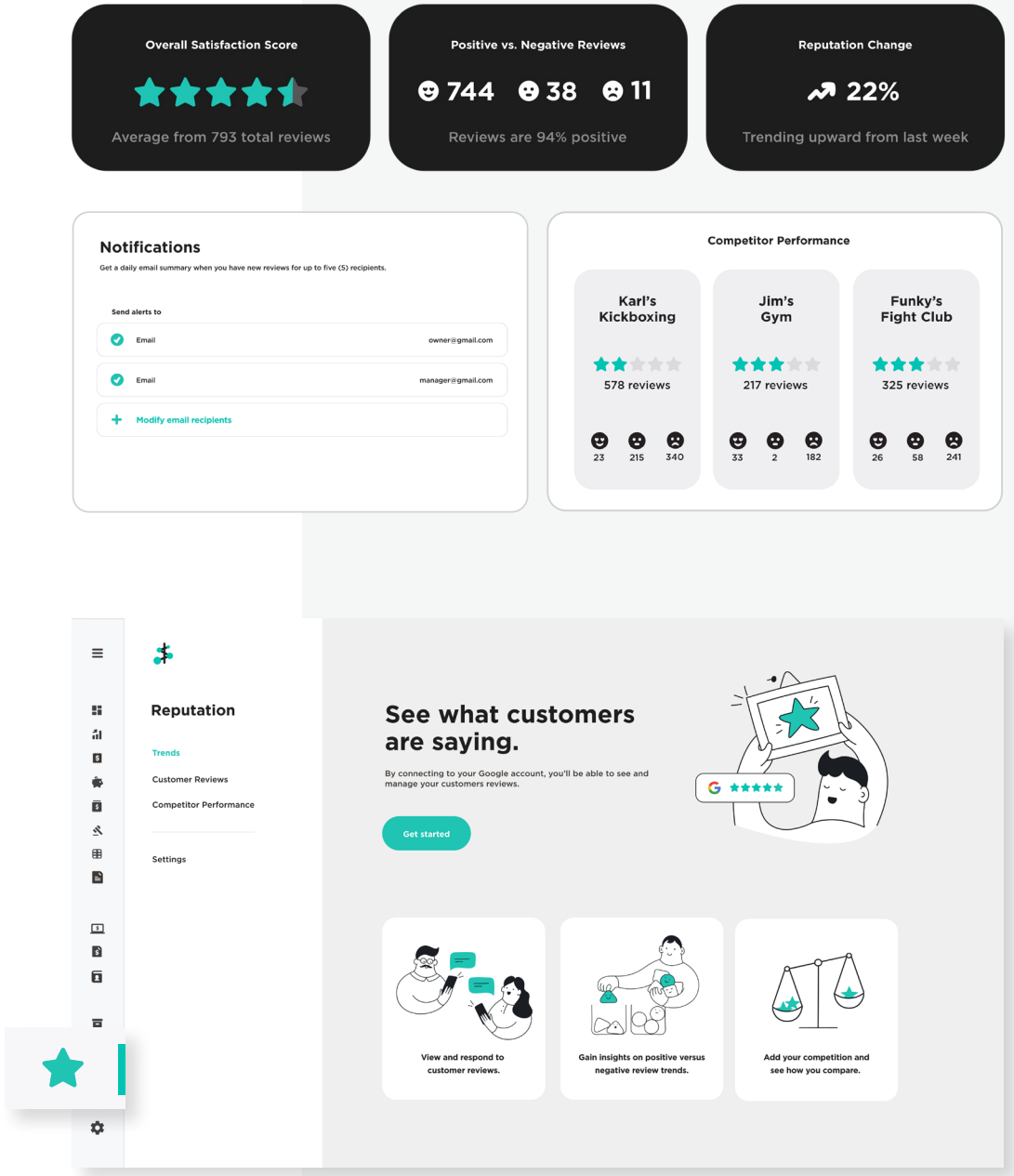
- Gain insights on rating and review trends.
- Get notified when new reviews are posted.
- Reply to customer reviews and create conversation.
- Keep tabs on your competition and more, all from one place.

Navigate to Reputation from the menu, Dashboard tile, or Integrations page. Click Get Started to activate the feature and connect your Google Business Profile (see next page).

- Owners and Admins only.

Only Owners, Admins, and Managers can access and use Reputation.

- Managers — Access to Reputation Management must be enabled under the Manager role permission settings.



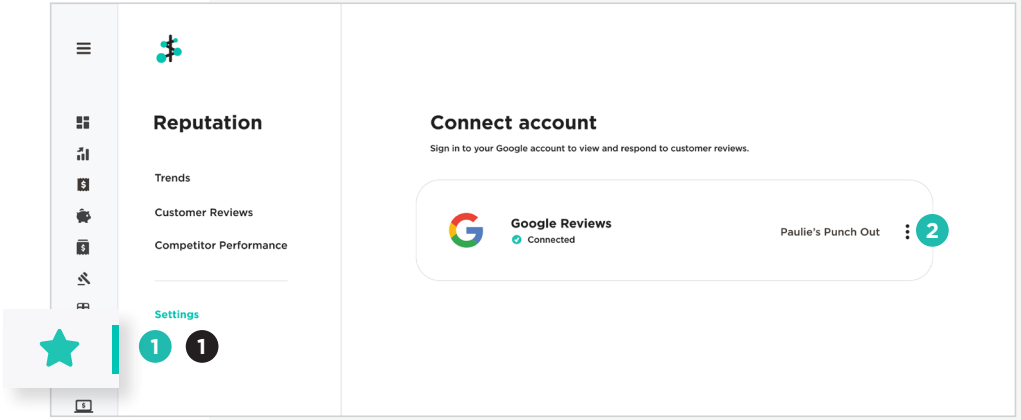
Connecting your Google Business Profile.

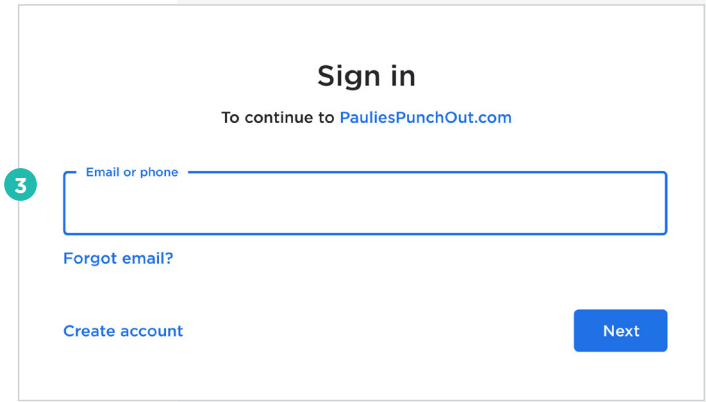
Connect your Google Business Profile to view and manage customer reviews directly from Payments Hub. For more information on Google Business Profiles, see **Google's help article**.

To connect your Google Business Profile:

1. Head to Reputation → Settings.
2. Click Connect account.
3. Follow the Google login prompts and click Allow.
   - If you have multiple business locations/profiles, choose one. Only one profile can be connected.
4. Your Google Business Profile will now be displayed as Connected.

Once connected, your Google Business Profile data, such as customer reviews, will automatically sync with Reputation.

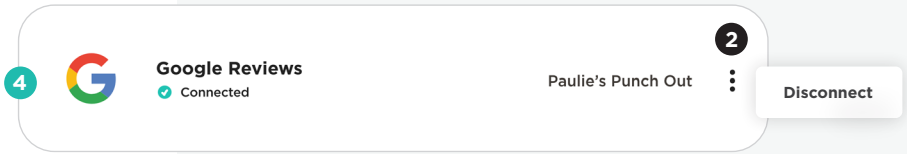




You can deactivate Reputation at any time by disconnecting your Google Business Profile.

To disconnect:

1. Head to Reputation → Settings.
2. Click the options icon next to your Google Business Profile and select Disconnect.
   - All reviews, ratings, and competitor data will be removed from Payments Hub.
   - Your review responses will not be deleted from Google.



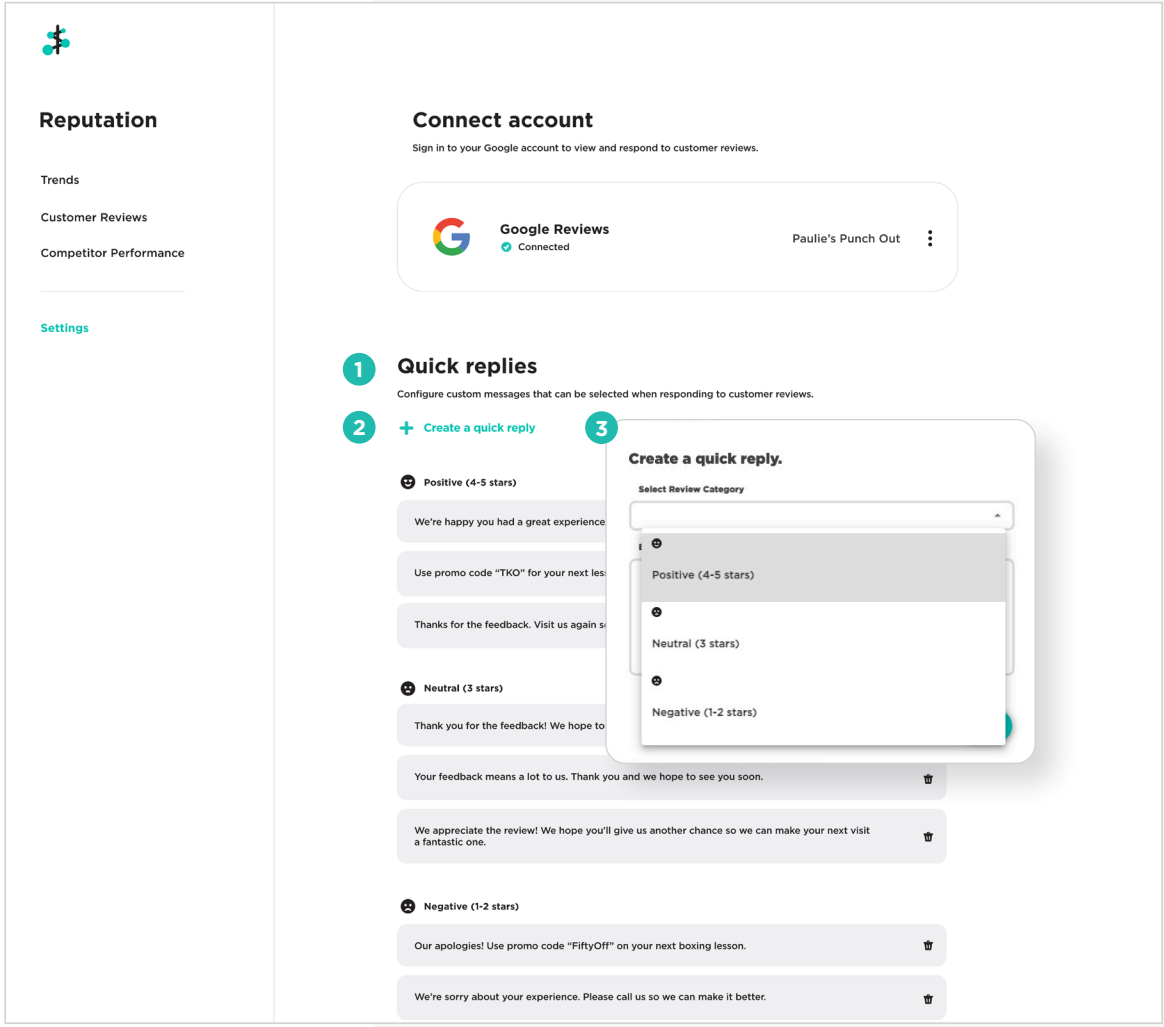
Settings — Quick replies.

Create your own default quick replies for positive, neutral, and negative reviews.

To create a custom quick reply:

1. View Quick replies under Settings.
2. Click Create a quick reply.
3. Select the review category, enter your reply message, and click save when finished.
    - Category options are Positive (4-5 stars), Neutral (3 stars), and Negative (1-2 stars).
    - Up to 3 quick replies can be added for each category.
    - When replying to a customer review, these quick replies will be available to select as your response.

Quick replies can be deleted by clicking the trash icon. Quick reply messages cannot be edited after saving. You will need to delete and create a new reply if you need to update the message.



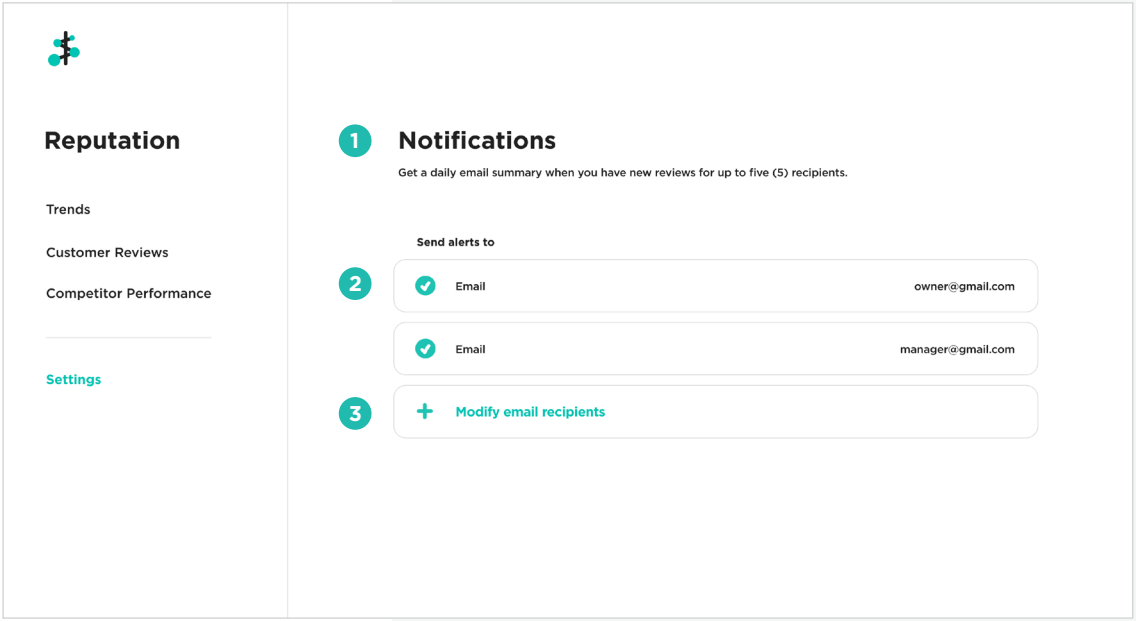
Settings — Notifications.

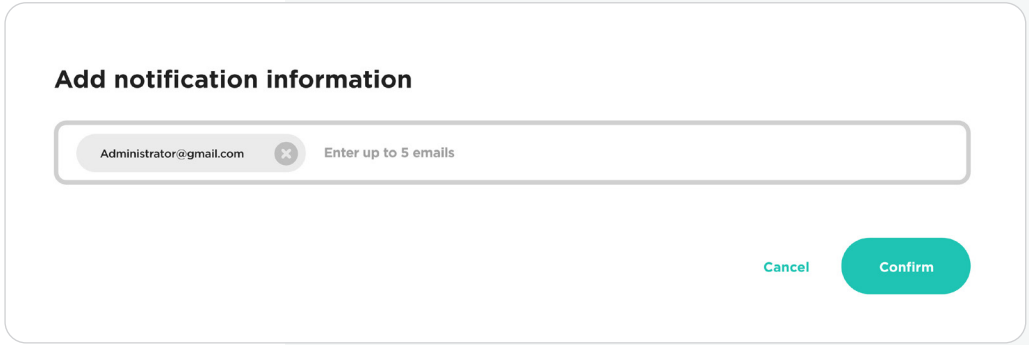
Enable email notifications to receive a daily summary of new review activity.

To enable notifications:

1. View Notifications under Settings.
2. Choose to be sent a daily summary notification of any new reviews.
3. Click Modify email recipients to add up to 5 additional email addresses.

Notifications can be disabled at any time if you no longer want to receive alerts.

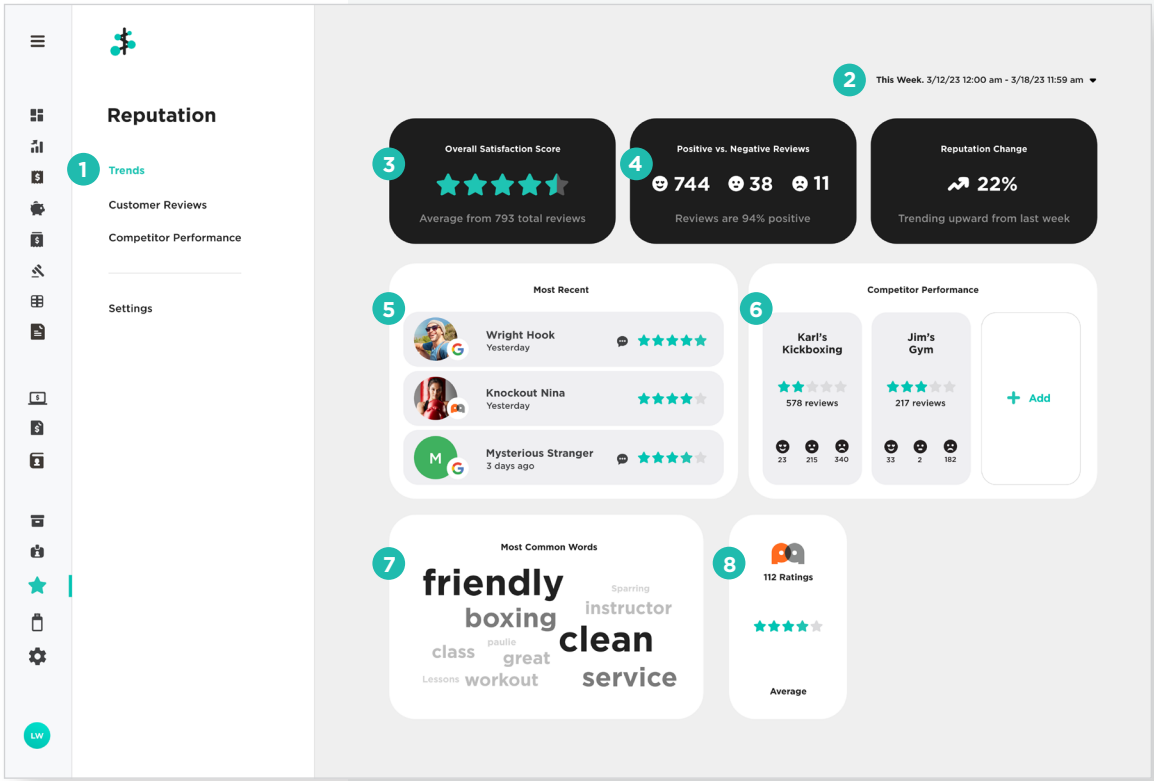




Trends.

View your rating and review trends to see what you're doing well and where you can improve.

1. Trends, listed in the Reputation menu, is your Reputation dashboard.
2. Use the date range dropdown to view trends for a specific timeframe.
3. Overall Satisfaction Score is pulled from your Google ratings.
4. You will see a summary of positive vs. negative reviews and a Reputation Change percentage based on the timeframe you select.
5. The Most Recent tile lists your 3 latest ratings or reviews. If there is a written review, a comment icon will be displayed.
6. The Competitor Performance tile displays the rating and review breakdown of your competitors.
   - You can add a competitor profile directly from this tile by clicking the Add option, if applicable.
7. Most Common Words calls out frequently used words in reviews so you can pinpoint specific areas your customers are posting about.
8. Payanywhere users with receipt ratings enabled will see their total and average ratings.

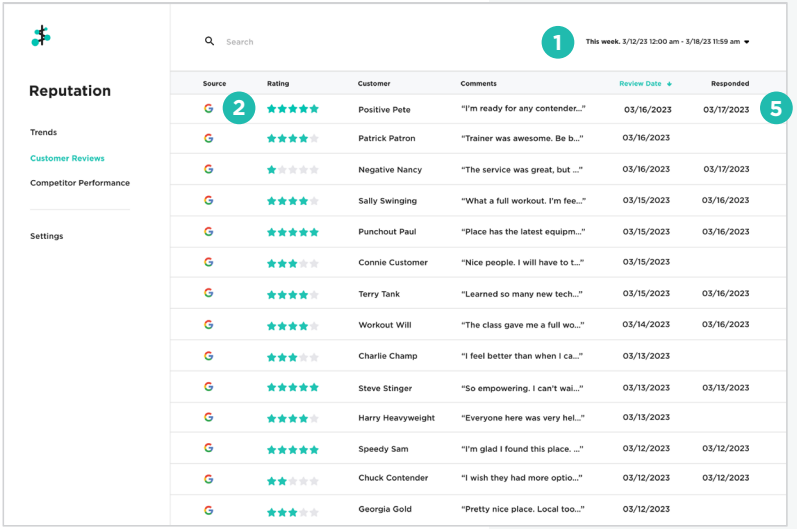


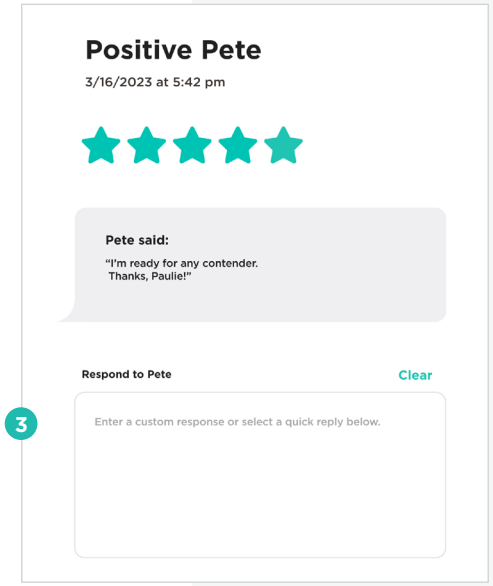
Customer Reviews.

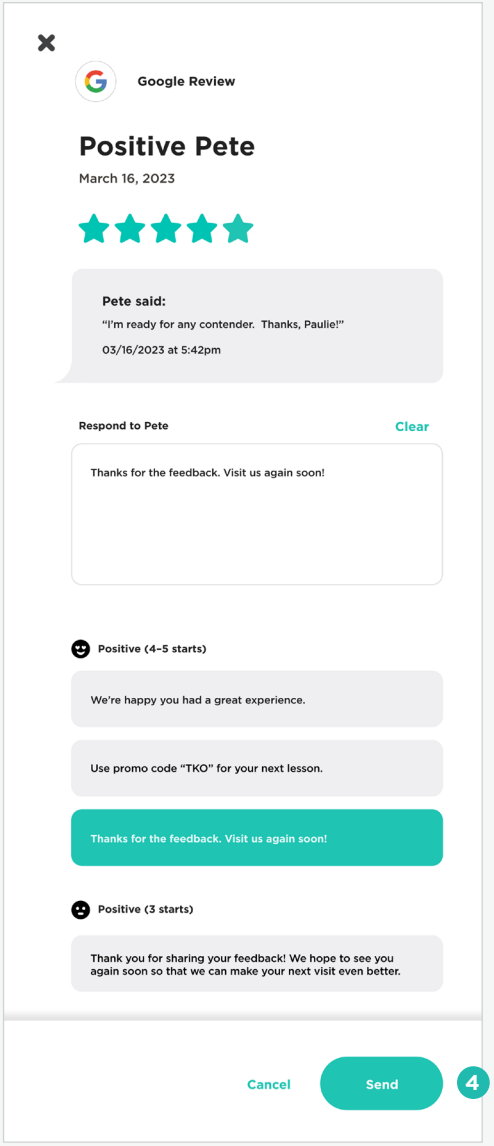
View and manage customer reviews.

To respond to a review:

1. Use the date range dropdown at the top of the screen to choose a date range for the reviews you would like to view.
2. Click on a review to open its details.
3. Enter a custom response in the text box or select one of your quick reply options, if applicable.
4. Click send when finished.
   - Responses can be edited at any time by clicking Edit response.
5. Reviews that you have responded to will display the date your response was submitted.
   - Note: It may take up to 5 minutes for replies to display in Payments Hub and to be posted on Google.







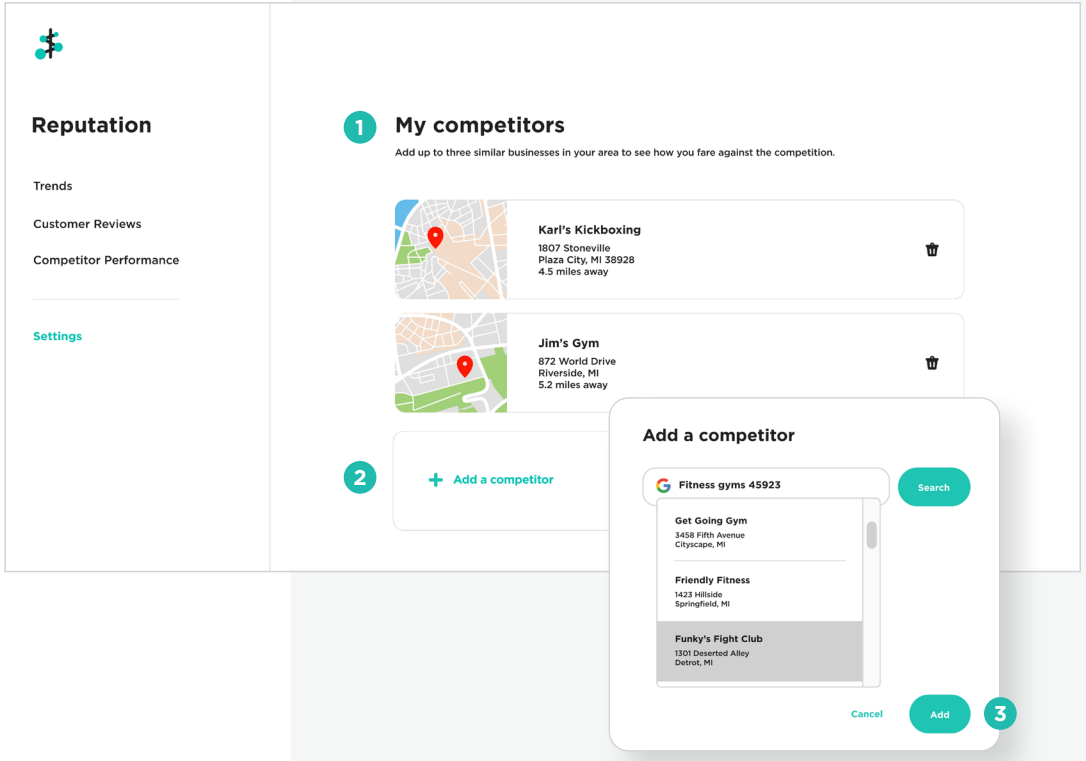
Competitor Performance.

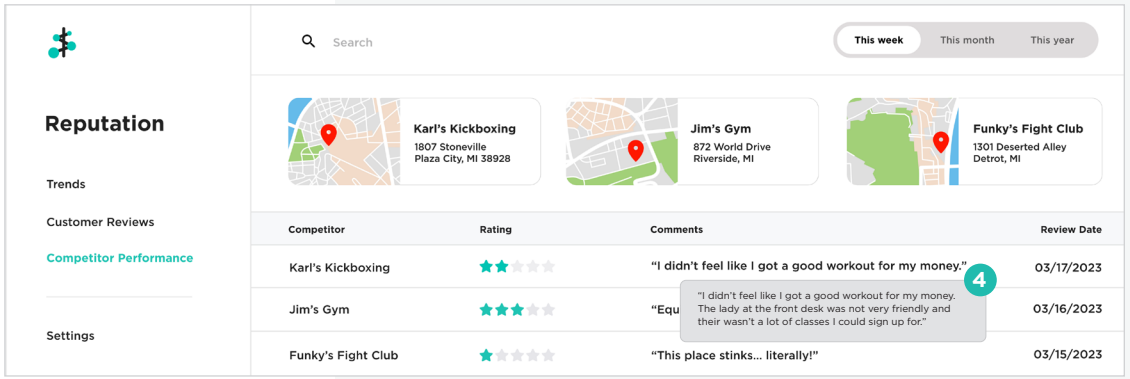
Add competitor profiles to keep tabs on your competition.

To add competitors:

1. View Competitors under Settings.
   - You may also add competitors directly from the Trends and Competitor Performance pages.
2. Click Add a competitor and search for the competitor's profile.
   - You can search by business name, address, or phone number to locate the business.
3. Select the profile and click Add.
   - You can add up to 3 competitors.
4. Once added, you can view the competitor's ratings and reviews under Competitor Performance. To view a review in its entirety, hover your cursor over the comment clip.
   - Note: Only the 5 most recent reviews for each competitor will be displayed.

Competitor profiles can be removed from your competitor list in Settings by clicking the trash icon.





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