CHATMETER

📍 56 Locations

BrightView Increases Online Five-Star Ratings by 387%

BrightView Addiction Center is a rapidly expanding organization dedicated to supporting patients as they recover from substance abuse issues. By utilizing personalized treatment plans designed for every patient's unique needs, BrightView creates a positive, respectful environment in an outpatient setting.

Challenge

As BrightView more than tripled in size in about two years, the leadership team wanted to ensure that their extraordinary patient experience and treatment standards were consistently met at every location.

They also saw the addiction treatment industry growing larger and more competitive than ever. With a desire to actively promote the successes of their positive, people-first patient care as a compelling edge, BrightView decided to launch a comprehensive online reputation management strategy.

Eager to support those on the road to recovery and widen their footprint, BrightView began looking for a reliable, scalable solution to:

- **Improve the patient experience**
- **Bolster their reputation**
- **Expand patient reach**

Solution

To keep up with growth and ensure consistent patient care, BrightView sought a comprehensive solution to manage and improve their online reputation on a local level. They also wanted to easily track, analyze, and respond to online patient reviews across various review channels on a single platform.

After a referral to Chatmeter from another healthcare brand, BrightView chose to invest in the software. From onboarding on, the team felt the positive impact that not only came from Chatmeter's all-in-one brand management solutions, but also of their hands-on expert support and training.

> "The streamlined, easy-to-use interface and notification immediacy have helped us get better at managing social media, maps listings, and review sites for our locations."
>
> Colin Jeffries, Marketing Director at BrightView

BrightView

Key Challenge

To improve their quickly expanding brand's online reputation and search visibility.

Chatmeter Products Used

- Listings Management
- Reputation Management
- Google Posts
- Social Media

387% ↗
increase in five-star reviews

237% ↗
increase in search appearances

99.3% ↗
increase in Google page one rankings

BrightView Addiction Centers

Solution *continued*

With Reputation Management, BrightView can now easily follow, analyze, and respond to every customer review on a single feed. The Workflow task management tool alerts them whenever a new review gets posted. They're also sent reminders to reply to reviews in a timely manner.

Other great tools include Pulse, Chatmeter's sentiment analysis tool which provides BrightView with illuminating insights into real-time customer sentiment. By analyzing every review that comes in, Pulse highlights the most popular words and phrases from BrightView's recent customer reviews.

BrightView also added specific keywords into Pulse which will alert the team whenever that keyword is used in a review. This offers unparalleled insights into what their customers really think about their services.

Results

After six months with Chatmeter, BrightView saw a massive boost in their online visibility, reputation, and search ranking metrics as well as a:
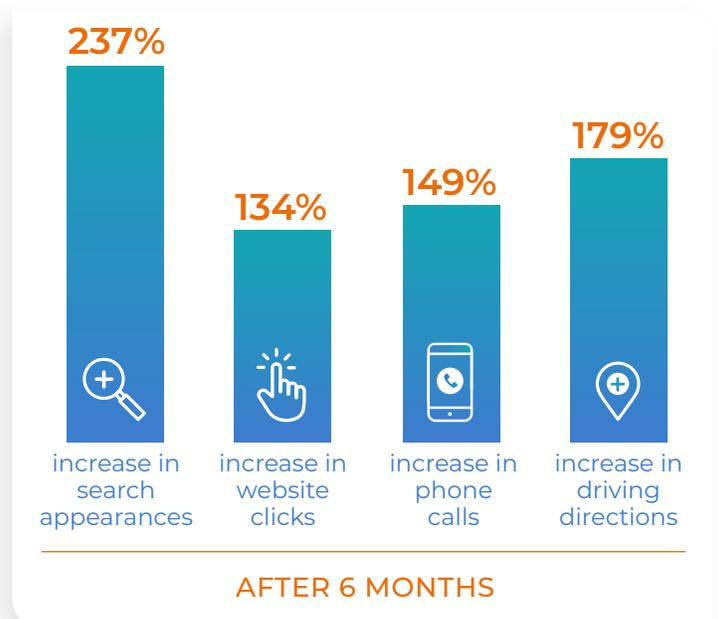
- **387% increase in five-star reviews**
- **99.3% increase in Google page on rankings**
- **28% increase in overall positive reviews**

Additionally, their total search appearances soared by 237%, website clicks by 134%, phone calls by 149%, and driving directions by 179%.

As of January 2022, BrightView has a fantastic 93% review response rate — astonishingly higher than the industry average of 35%. Thanks to Chatmeter's support and solutions, BrightView now has the tools to keep taking its reputation management strategies and successes to the next level.

"Chatmeter has been instrumental in simplifying our reputation management efforts ... We look forward to continuing to work with Chatmeter."

Colin Jeffries, Marketing Director at BrightView

237% increase in search appearances

134% increase in website clicks

149% increase in phone calls

179% increase in driving directions

AFTER 6 MONTHS

Experience the Chatmeter Difference. Book a Demo Today! ▶

CHATMETER

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