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KUDZU

Share your favorite businesses.

The Kudzu Advantage



Featured Business: [Smith Painting](#)

Smith Painting gets better coverage with Kudzu!

We're not talking a couple guys and a truck when we talk about Smith Painting. We're talking a member of Painting and Decorating Contractors of America (PCDA) with 40 people in the field, which puts the company in the top 3% of painting contractor businesses in the country. In case that doesn't paint enough of a picture about the company, the pictures on its Kudzu listing drives the point home. This is a high-end painter, the *crème-de-la-crème*.

"The photos on Kudzu help a great deal," explained Darrell May, owner of Smith Painting, "because they clearly position us as high-end painters and increase our potential to get the kinds of projects we want.

When viewed in combination with the five-star reviews customers have given us on Kudzu, it results in a higher quality, more educated buyer for us than from some of our other advertising efforts."

[Read more here...](#)

Business Success Center

Tools For Your Small Business

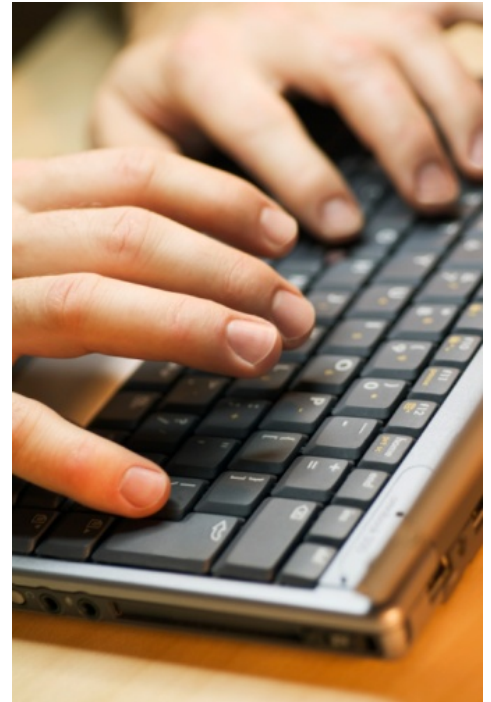


Managing Negative Reviews

At Kudzu, we encourage consumers to enter their honest opinions about a business and its services so that the information is helpful to other potential customers. We believe it is important to protect the voice of the consumer to ensure that reviews - both positive AND negative - maintain their integrity. If consumers feel that reviews on the website are censored, they will no longer trust Kudzu as a place to search for service providers. And although we do not control the content published to Kudzu, we do have policies in place to ensure that consumer reviews are legitimate and abide by the Kudzu Visitor Agreement.

If you do receive a negative review, however, there are many ways to turn that into a positive experience. Here are some things you can do to achieve a positive outcome:

- Utilize the Kudzu "Manage My Reviews" feature to demonstrate your dedication to excellent customer service by providing your side of the story in a positive tone. Consumers love to see positive responses to critical reviews.
- Use the space allotted for your response to add details about your business that do not fit into your marketing description. Since consumers do read the reviews of your business, take advantage of the opportunity to tell them even more about your services. You can employ the same tactic for responses to positive reviews as well.
- Encourage your best customers to log on to Kudzu.com and share their positive experiences with your company. The more positive reviews you have, the more you can offset the effects of any negative reviews.



If you're still unsure about how to use the reply feature to your advantage, please take a few moments to review the Kudzu online help center [Frequently Asked Questions](#) that includes a section on managing your reviews. In addition, the examples below show how powerful it can be to respond to negative reviews:

Review:

I recently looked on Kudzu to hire a local roofer, and after reading several positive reviews, I called this company to come out to my house. The person that answered the phone was extremely rude and uninterested in answering any of my questions. I hope their onsite customer service is a lot better than that, but I sure wouldn't take the chance!

Reply:

Thank you for letting us know about your experience with our customer service representative, and we apologize for the inappropriate response. We pride ourselves on our high level of service and are taking steps to ensure this does not happen again. Our roofing specialists are the best in the business, and our service record is impeccable, which many customers can attest to. Based on your feedback, we will make sure that our phone service is also up to par.

Review:

I paid a lot of money to have my yard cleaned up and some simple landscaping added. Although the front yard turned out ok (although not spectacular), the job done in the back of the house left something to be desired. While the part up close to the house looked okay, the wooded area in the back is still wildly overgrown with tons of weeds. Some parts of the job were done well, like the flower beds, but part of it was left a mess. Also the grass clippings and leftovers from trimming the bushes were just left in the yard. I don't feel that I should have to stay home and monitor the job, but I sure wish I had!

Reply:

Dear customer,

We are very sorry and completely understand your frustration. We would like to schedule a time to send our best crew out to your house at no charge, allowing extra time to make sure everything is done to your satisfaction. I will also personally come out so that we can correct any problems and convince you that we do a great job. Your satisfaction is our #1 concern, and we will do whatever it takes to correct our mistake. Hopefully you will give a glowing review of our services by the time we are finished.

By taking advantage of the "Manage My Reviews" section of your Kudzu business profile, you as a business owner can work to correct any mistakes and impress Kudzu users with your customer-focused approach so that they will want to hire your company as well.

A banner for Southern Perfection Painting, Inc. The left side shows a hand painting a wall yellow. The right side shows several paint cans in various colors (yellow, blue, red, white).

Southern Perfection Painting, Inc. 770.985.3075
www.soperfectpaint.com
Call a live agent for a free estimate. Hours: 9am–6pm

Spread the Word About Your Favorite Businesses

More and more businesses are networking with other businesses on Kudzu.com. Kudzu's business networking feature is an easy way for local businesses to quickly recommend each other, while providing another tool for consumers to feel more confident when selecting local service providers. Everyone has asked a business they trust to recommend another service professional. When a painter recommends a tile expert and an auto mechanic endorses a dent repair specialist, respected peers are using Kudzu.com and word of mouth to generate referrals and ultimately more business for one another.

Take advantage of this great new tool to help spread the word about other businesses that meet your professional standards, and endorse your favorite businesses today.

Five Ways Negative Reviews Help Your Online Reputation

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www.marketingpilgrim.com

It might seem counter-intuitive, but if you want to build a stellar reputation for your business, you should embrace negative reviews.

Sure, the more positive reviews you have for your business, the better it looks, but there are some benefits to having some negative ones too.

Andrew Goodman, guest writing for HomeStars, hits the nail on the head:

I was recently a little disconcerted when I visited the American Apparel site, because of the presence of too many glowing, cheerleading reviews of its products. Some simply said "I haven't tried this yet but I'll be getting one really soon!" Poring over the various reviews, I actually felt like I'd be more likely to buy the product that had at least one negative or moderate review. Why? Because I wouldn't be as likely to suspect that the reviews are fake. [Read more...](#)

Submit Your Photos - Final Week to Enter

This Friday, August 8, is the last day to submit your entries, so be sure to post photos of your work to your profile! One lucky winner will receive a digital camera from Samsung. Posting photos only helps enhance your Kudzu profile, so why not also have the chance for a camera!?!

Photos are judged based on the following criteria:

- business-related
- enhance your business profile on Kudzu
- family-friendly
- newly uploaded (photos already posted on the site are not eligible)
- uploaded between July 15 and August 8, 2008



Copies of each photo must also be emailed to michael.taylor@coxinc.com to be considered. For additional contest rules and information, [go here.](#)

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