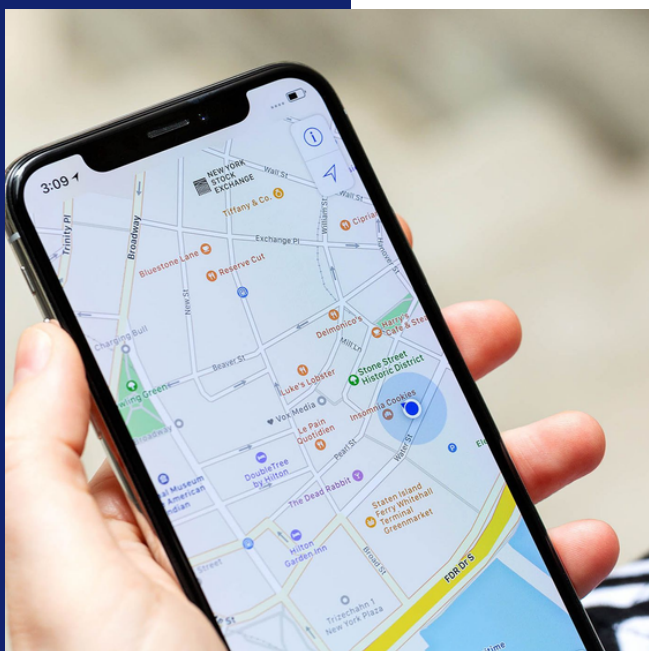




Responding to Google Reviews – a new Cemex Initiative

There is one kind of service review that each of you must have encountered before. You must have used it as a source of opinion at last couple of times. And for sure, a significant part of you has even added your own opinions there. This is of course about Google reviews.



Google allows buyers and visitors to leave reviews and ratings of any business placed on Google Maps, to help other customers decide whether they should use that particular service. And people tend to focus more on reviews than advertisements when making purchasing decisions. Did you know that 91 % of people regularly or occasionally read online reviews, and 84 % trust online reviews as much as a personal recommendation? This means they trust Google as much as they trust family and friends.

84%



trust online reviews as much as a personal recommendation

source: inc.com

So, we can say word of mouth is being spread loudly by the mouth of Google today.

In this article, you will learn about one of the latest Customer Experience initiatives: the introduction of responses to Google reviews regarding Cemex.

The idea

The main idea behind it is to let our reviewers know that we take their feedback into account. Therefore, Google review answers are part of our closing-the-loop process – the initiative in which we are showing our stakeholders, that we listen to them, and care about their opinion. The goal of the whole process is to understand what is not working right and address it in the appropriate areas.

But there is also one important issue related to search engine positioning. By responding to Google Reviews we positively influence the Google Algorithm, which decides the position of CEMEX sites (Locations) in the Google Search Engine. As you know SEO is crucial, not only for the e-commerce industry. It is a great opportunity to reach customers in key moments of their decision-making process.

And since comments are visible to all users, the message reaches not only the author of the comment but also all our stakeholders: community members, potential clients, drivers, and employees. Then this initiative is also a way of building the company's image – as an organization with a professional and personal approach to building relations. Besides that, the feedback from reviews may be really a source of valuable information. It gives us a better understanding of what we are doing right or wrong as a business.



“ Since December 2022, we have been responding to location ratings on Google when the user enters a text in addition to their star rating. We find that these ratings are predominantly positive (4, 5). The good service, the advice and the friendliness are always points that are mentioned positively. To what extent our reactions have an influence on the evaluators cannot yet be assessed at this early stage. A further reaction to our comment (thumbs up (helpful) / thumbs down (not helpful)) has not yet been given by the users. ”

– says **Norina Szameit, Head of Service Center Germany**

Cemex in Germany has one of the biggest numbers of google reviews currently.

How do we do it?

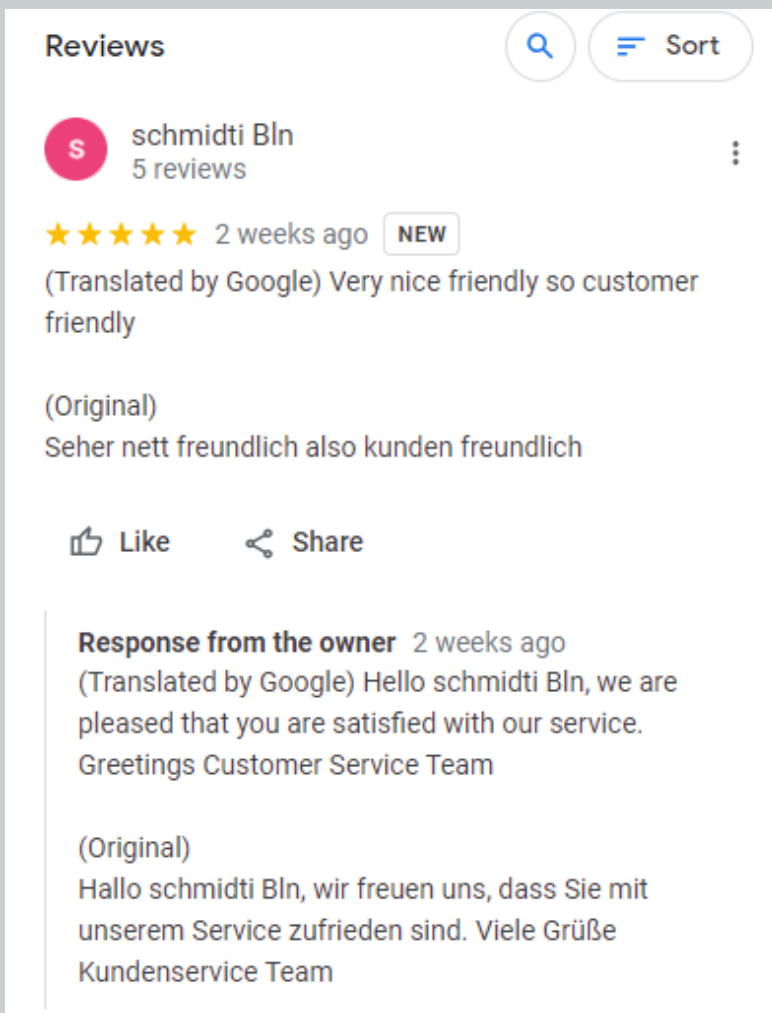
At the end of 2022, we implemented a process of monitoring and reacting to reviews given to Cemex. A dedicated dashboard has been added to Qualtrics, allowing us to reply to comments directly and the response will automatically appear on Google. The dashboard not only simplifies the process, with no need to enter Google Account but also helps monitor opinions and gather the voice of customers in one place.

Before that, the workflow to reply to reviews had to be designed and people responded to the communication designated locally. In charge of this process are Customer Service Centres – as the first line of follow-up owners, and the Communications Team – as the second line, for more complex or sensitive comments. They receive alerts about new ratings with comments on the Cemex location. The designed process also defines the type of message depending on the rating and content.

What does the communication look like?

As previously mentioned, answering reviews is a part of the CLP process. That means not always communicating with the authors directly through google service. In some cases, we use it to guide them and redirect them to the other channel of communication. For example, if customers want to share more details with us or to take official action on their case, they must use an official channel, such as a website form, to inform us of the issue.

The answer message depends on the comment contents. If it is positive, the answer is primarily a thank you for feedback. This way we show our gratitude for their review, and for the time someone spent writing it. Also, we present Cemex as a professional firm, that has good relations with stakeholders. What is important in such communication is personalization and understanding of the local cultural context. That is why local teams are responsible for this task. The message cannot be generic, and it should be addressed directly to the author, like in this example from Berlin:



The screenshot shows a Google review interface. At the top, there's a search icon and a 'Sort' button. The review is from 'schmidti Bln' with a profile picture 'S' and '5 reviews'. It has a 5-star rating and is dated '2 weeks ago' with a 'NEW' badge. The review text is '(Translated by Google) Very nice friendly so customer friendly'. Below it is the original text: '(Original) Seher nett freundlich also kunden freundlich'. There are 'Like' and 'Share' buttons. Below the review is the 'Response from the owner' dated '2 weeks ago'. The response text is '(Translated by Google) Hello schmidti Bln, we are pleased that you are satisfied with our service. Greetings Customer Service Team'. Below it is the original response: '(Original) Hallo schmidti Bln, wir freuen uns, dass Sie mit unserem Service zufrieden sind. Viele Grüße Kundenservice Team'.

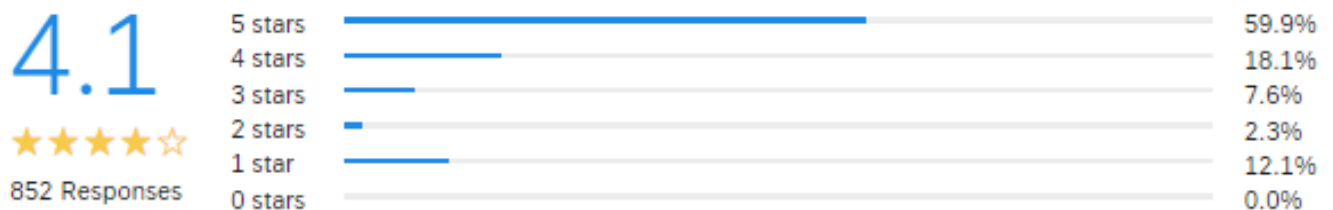
Obviously, the task requires a different approach when the comment is negative. If it is negative we ask the author to contact with customer center to understand the problem better. Proceeding in this way we are showing interest in customer feedback. It is important to maintain a polite nature of communication, it is the basis of professionalism, but also of empathy.

But there are also special cases where the comment refers to a situation that may cause a reputation crisis. Then a team is appointed to establish rules for communication. They decide what kind of message shall be published or any other reactions shall be done. Sometimes is better to not comment on google or social media, for example in case of a road accident.

How do they rate CEMEX?

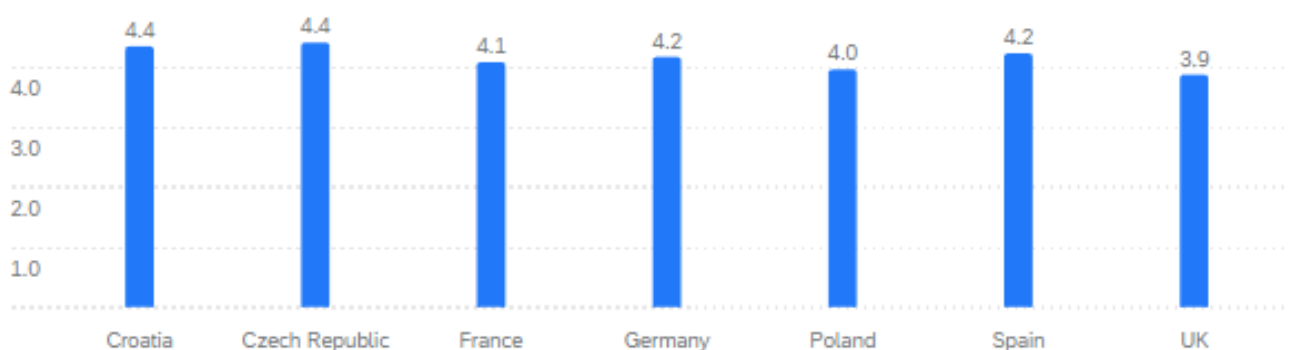
The average rating of our organization in EMEA is 4.1, with above 60% of users giving us the highest note: five stars.

Social Rating



Cemex EMEA average rating, Qualtrics

Average RATING by Country 852



Cemex average rating per country, Qualtrics

But what is more interesting from the point of view of customer experience are comments from those who are not fully satisfied, because they often give valuable feedback on what can be improved.

” *If you look back at the older comments, you will notice that there are always entries that serve more as tips for others (fast loading or unloading, good handling, space available at the respective plants, supply facilities nearby (food, toilet). There is certainly potential here to create or further expand more service offers for haulage drivers.*

If something was rated negatively, it was more in the area of occupational safety. According to the comments, the hauliers or even external companies feel that our safety measures are too high or too strict. The goal here should be to raise awareness and make these safety measures a matter of course for visitors. It remains to be seen to what extent this can be achieved, especially in these individual cases, by responding to the comments. However, it is good if these statements no longer remain unanswered and Cemex shows how important this topic is.

– says Norina Szameit.

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Replies to Google reviews is a recent initiative in Cemex, but we can already see that it helps us get closer to our clients and strengthen relationships with them, in line with the customer-centric organization idea.

Data in this article comes from our Qalitrics Google Reviews dashboard. If you want to know what other dashboards we use and receive links to them, visit our

[EMEA Customer Experience HUB](#)

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