



# How Signet Jewelers optimised online reputation management to strengthen customer relationships + boost digital presence

## OPPORTUNITY

It can be taxing to keep up with fast-paced, high-volume ratings + reviews channels. Brands need a way to easily engage with customers—resolving their issues, building stronger relationships, and driving repeat business without wasting time navigating multiple channels or manually responding to each customer comment.

Signet Jewelers wanted to lessen the strain on its labour force while continuing to prioritise management of its ratings + reviews. The specialty retailer worked with SMG, their experience management (XM) partner, to add an online reputation solution to their XM program—allowing them to integrate ratings + reviews with solicited location-level feedback in the smg360® platform.



SMG helped us stay ahead of issues, inspire customer loyalty, and improve business outcomes with ratings + reviews.



**IVAN KOKUTI**

SEO Lead  
Signet Jewelers



## ACTION

Signet worked with its SMG team to:

### ① Close the loop on customer issues

To stay ahead, Signet leveraged the smg360 platform and implemented real-time, role-based alerts to immediately notify the right team member of reviews with specific star ratings or comments containing keywords. They also saved time by replying to customer comments using scripted response templates.

### ② Benchmark industry performance

By monitoring location-level benchmarks, Signet was able to understand how they stacked up against the competition—gaining a clearer picture of what they had to do to beat their biggest competitors in local search rankings and average star ratings.

### ③ Improve search ranking

Knowing it's a huge benefit to be one of the first to show up in review listings, Signet prioritised its keyword ranking by increasing responses to customer reviews. This led to improvements in review signals—an important part of the Google My Business algorithm.

### ④ Integrate solicited + unsolicited feedback

Combining Signet's structured survey data with ratings + reviews added context to their scores and provided a holistic view of the customer experience. Through real-time reporting in the smg360 platform, the brand was able to uncover actionable insights and drive meaningful change to the cross-channel experience.

## OUTCOME

Since implementing its online reputation management solution, Signet Jewelers has rapidly **increased its responses to customers' ratings + reviews, advanced its search ranking, and created a significant uptick in digital engagement.**

+ 97%

Response rate from  
contact centre

+ 85ppts

Higher response  
rate than  
competitors

+ 44%

Uplift in click-to-call  
+ website traffic

1,300+

Page 1 Google My  
Business rankings  
across keywords

+ 235%

Uplift in Google My  
Business customer  
interactions

SMG helps brands across the globe optimise ratings + reviews to build stronger customer relationships and drive repeat business.

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