



# REVIEW GENERATION & CUSTOMER FEEDBACK

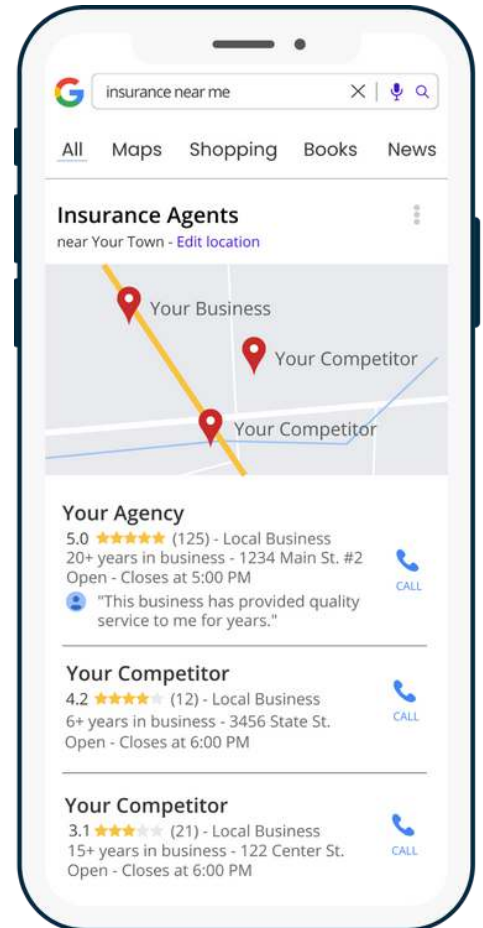
How Jennifer B. - Allstate Insurance got more Google reviews to improve her online presence

## CHALLENGE

Jennifer B. - Allstate Insurance had worked with the corporate Allstate marketing team to create a Google Business Profile, but still wasn't getting much interest from prospects online. She needed to stand out from her competition in the Google search results.

## SOLUTION

Jennifer signed up with Lift Local's Review Generation & Customer feedback service to generate more positive Google reviews.



## CLIENT PROFILE



JENNIFER B. - ALLSTATE INSURANCE



PLEASANTON, CA



12 MONTHS +  
on Lift Local Service



LIFT LOCAL



(801) 407-5983



<https://www.liftlocal.com>

## RESULTS

102



### NEW GOOGLE REVIEWS

Over the course of a year, Jennifer's agency received 102 new Google reviews with an average rating of 4.9 stars.

316



### DIRECT CUSTOMER FEEDBACK

Jennifer received direct satisfaction feedback from 316 customers, allowing her to improve retention by resolving concerns.

103%



### MONTHLY PHONE CALLS

By improving her Google reviews, Jennifer's average monthly inbound calls from Google increased from 13 to 27 calls per month.