



Revinat Mobile User Guide

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Getting Started

Introduction



Revinatate's mobile app will help managers stay on top of their reputation, on-the-go. It'll help:

- provide visibility into key reputation metrics
- proactively notify when actionable content is posted
- enable monitoring of online content
- facilitate operations workflow of reputation management
- enable direct action on review and social media channels

Why download the Revinatate mobile app?

- increase productivity: improved adoption by employees leads to better engagement and in turn, overall ROI of the solution
- improve satisfaction: more timely follow ups, happier guests
- improve compliance to feedback response mandates

Install Revinatate Mobile app



To get started with Revinatate's mobile version, you will need to download the app from the Apple store.

Download

Download:

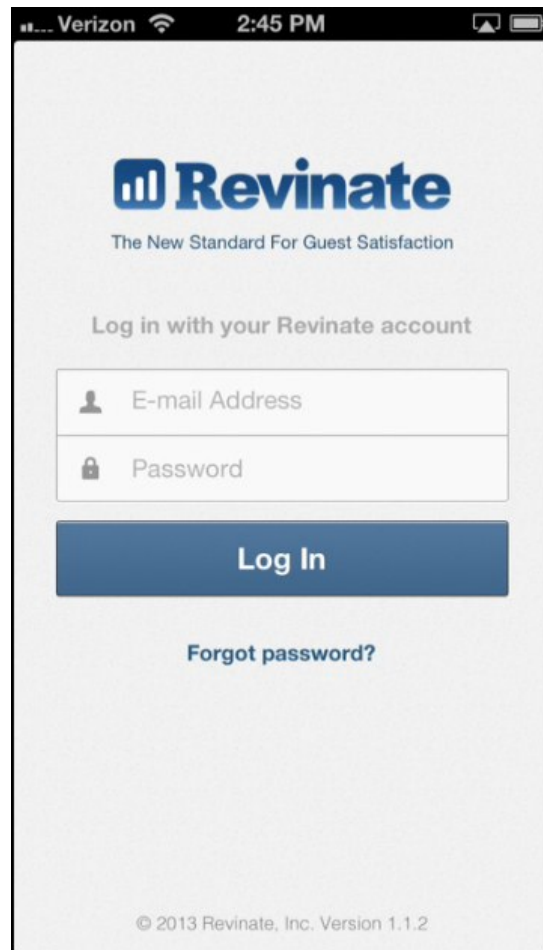
- Go to the App Store Page: <https://itunes.apple.com/app/id656927496>
- Use your Revinatate web credentials to download
- Available for all Revinatate accounts

Requirements

- iPhone Models: 4, 4s, 5
- iOS 4, 5, 6.x
- US English only

Access

You can access the Revinatate app any time by locating it on your mobile and tapping on the Revinatate app icon.

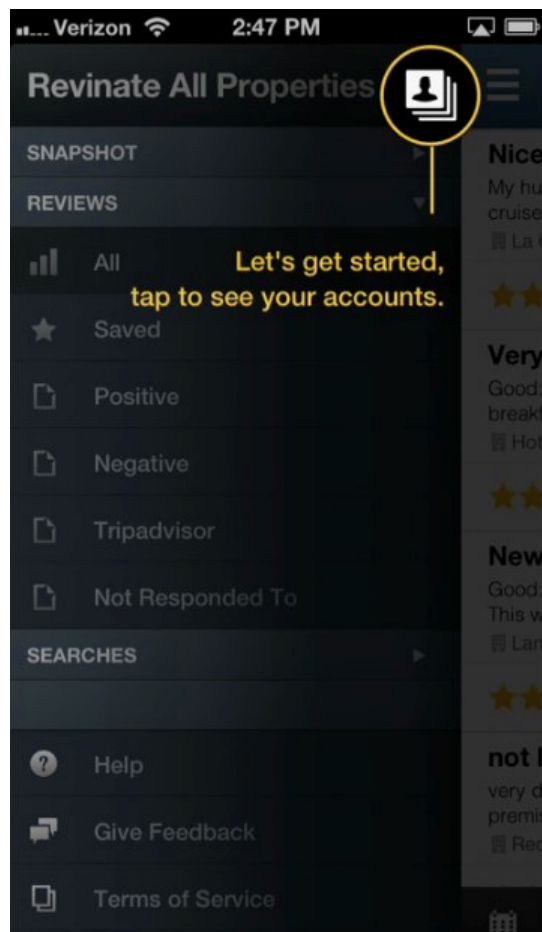


After tapping on the Revinatate icon, you'll be taken to the login screen. Your login credentials are the same as your Revinatate credentials. To login, insert your Revinatate email and password. If you forgot your password, you can tap on the "Forgot Password" link to reset your password.

Guided Messages

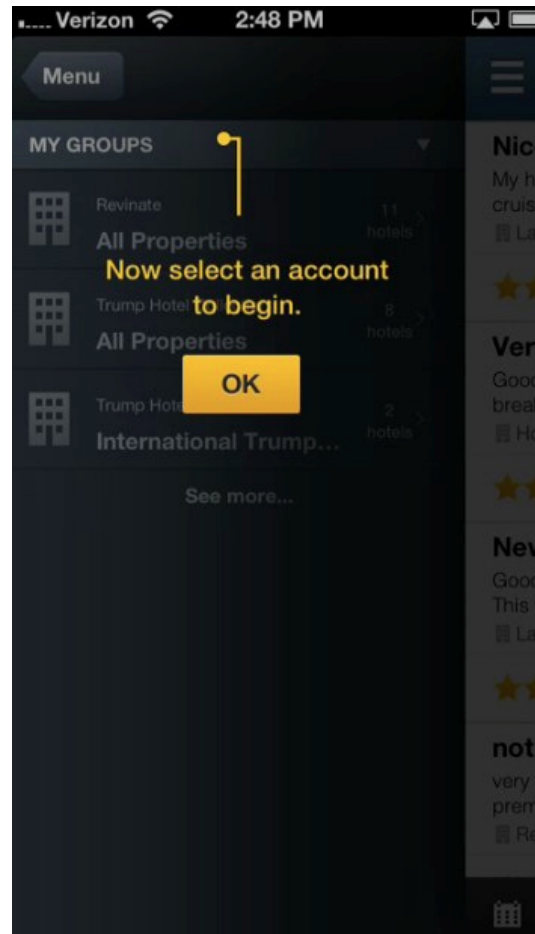
All first-time users of the app will receive guiding messages (in yellow), to walk you through the various steps of the application. To remove the message, simply tap on the "OK" and it'll go away. Here are some of the guided messages you will see.

Select Property or Group



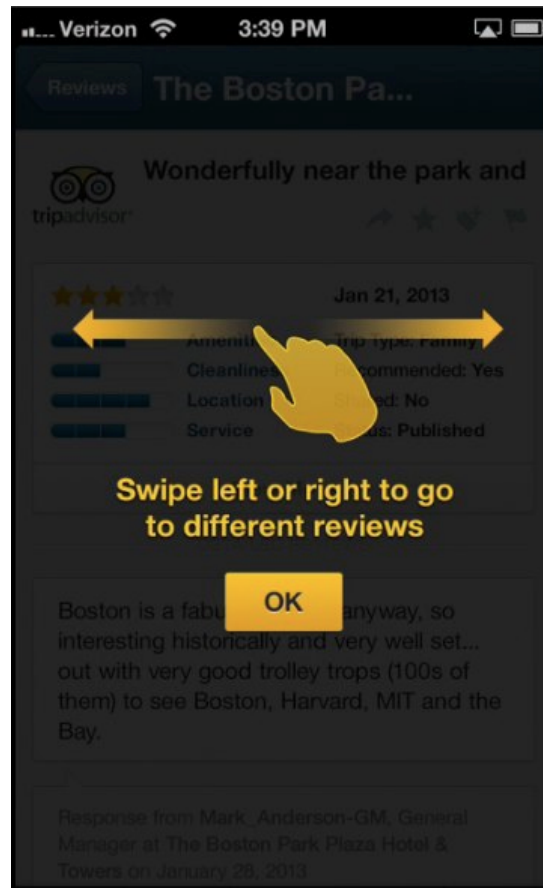
If you have access to a single property, then you will get directed to the All Reviews screen. However, if you are a user with access to multiple properties or groups, then you'll receive a message guiding you to access all the accounts.

Select an account



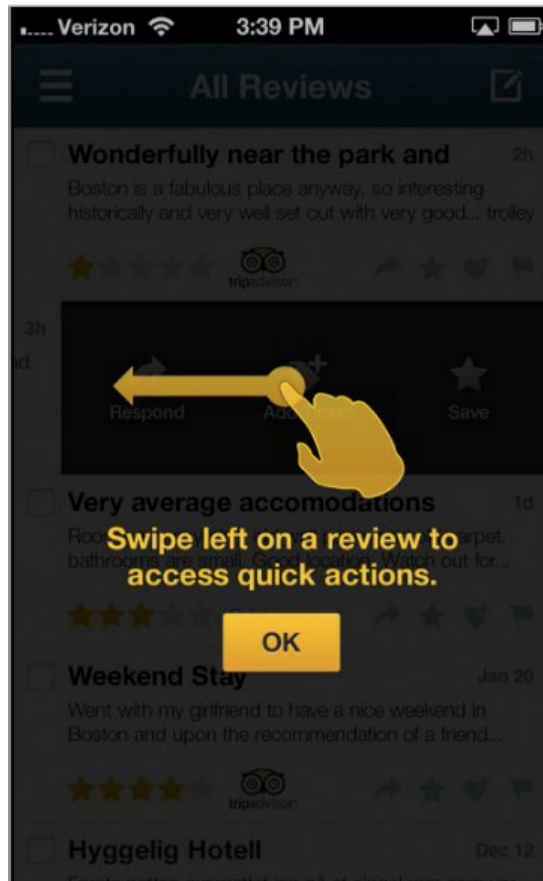
After you have accessed the accounts, then you should select the property or group you want to access. Once you select this, you'll be taken to the All Reviews stream to view your reviews.

Swipe to see more reviews



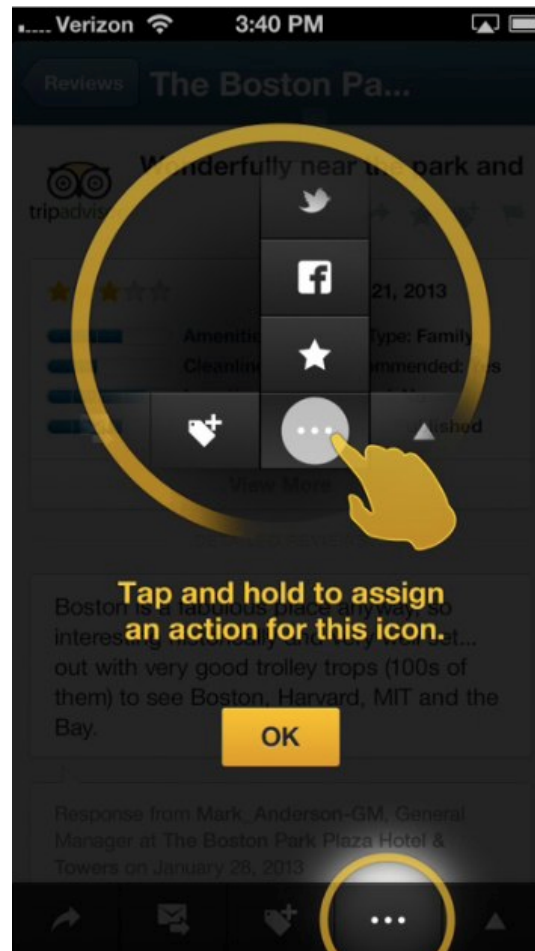
Once you are looking at your reviews, you'll be able to scroll through each review very easily by swiping left or right to go to different reviews.

Swipe to access quick actions



While in the All Reviews stream, you can access quick actions by swiping left.

Assign a custom action icon

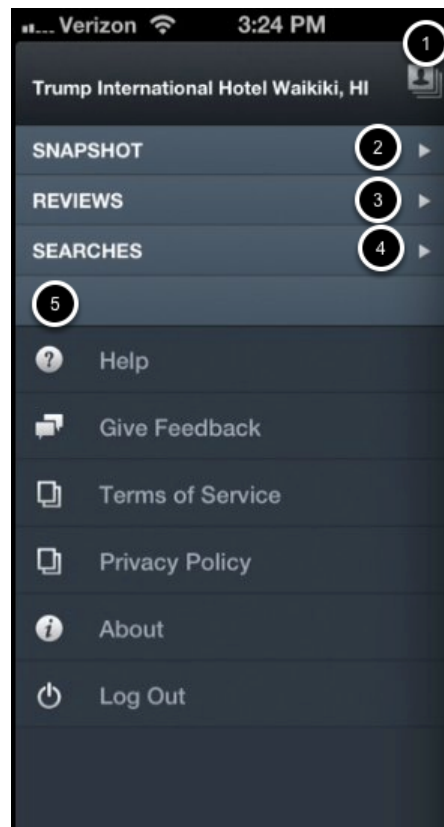


When taking action to a review, you'll have an actions bar to choose from. You can select and set one of the action buttons in the tool bar by tapping and holding to assign an action icon.

Menu Screen

You can always access the menu by tapping on the “menu” icon located at the top left corner a screen or by swiping a screen from left to right.

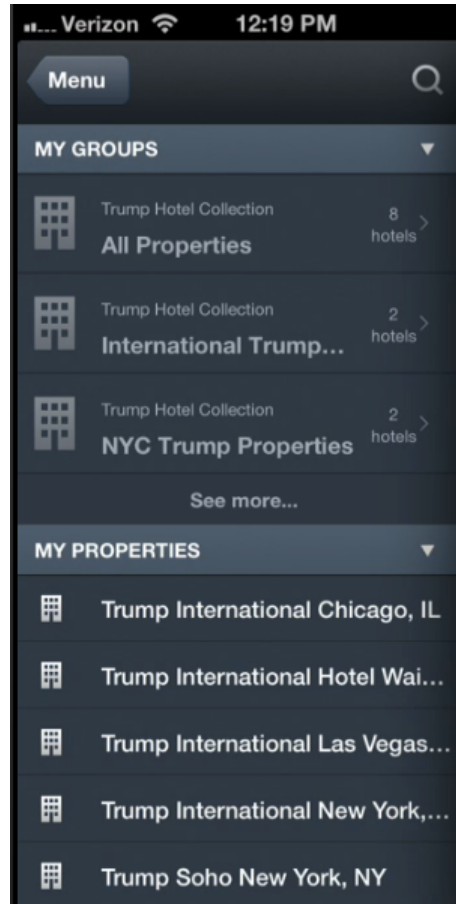
Menu



This is the main menu screen where you'll be able to access the different areas of the mobile app, such as:

1. Any other properties or groups you have access to.
2. Snapshot - a section of reports.
3. Reviews - access your reviews and take action.
4. Searches - view your social media search results.
5. Application settings.

Account List



For users who have access to multiple properties or groups, once you access the account list, you'll be able to select the group or property you want to view.

Reviews

List of Views

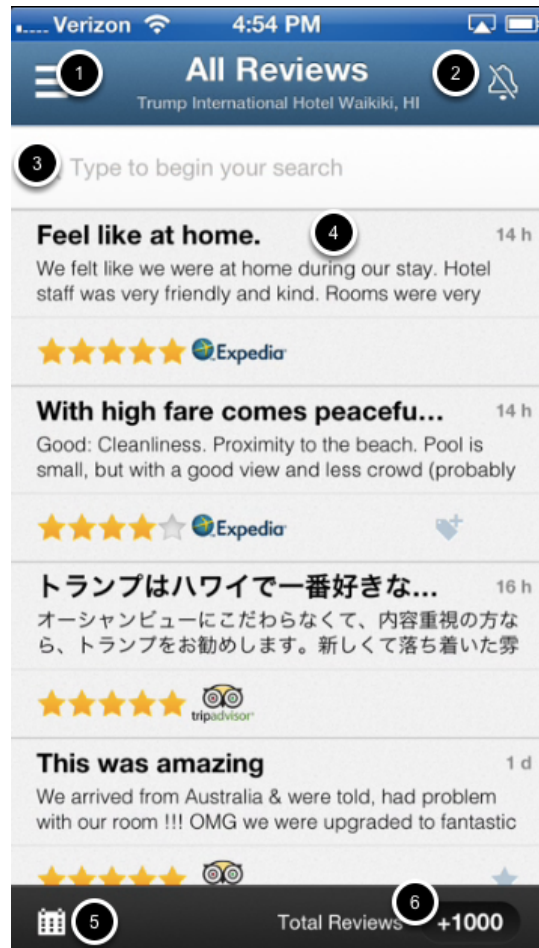
Reviews Menu



The Reviews menu will provide you with a number of filtered views, highlighting the most relevant reviews data.

1. All reviews
2. Saved Reviews
3. Positive Reviews
4. Negative Reviews
5. TripAdvisor Reviews
6. Reviews that have no response

View All Reviews

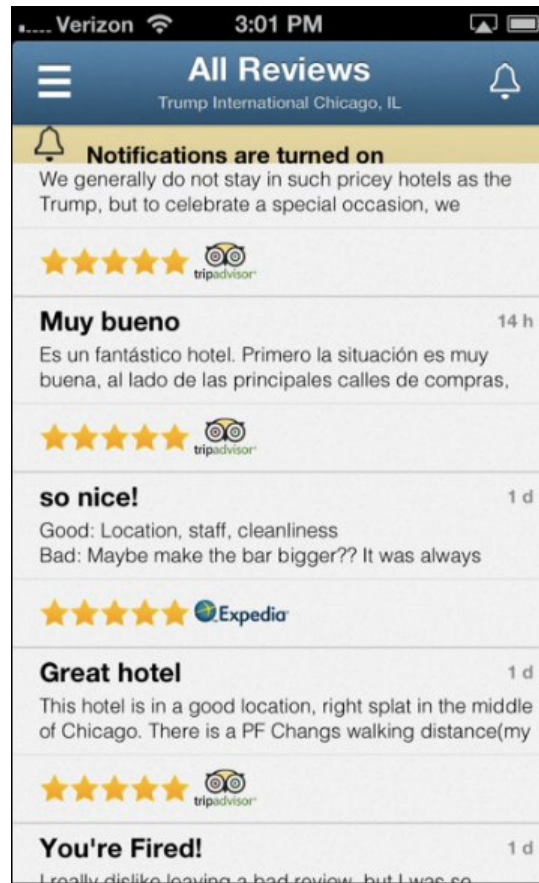


The All Reviews screen will stream all of your reviews in chronological order, with the most recent review at the top. You'll find the following features on this screen:

1. Menu icon - you can also swipe from left to right to return to the menu
2. Notification Icon - to turn off or on push notifications
3. Search field - to create a search for any word of phrase amongst your reviews
4. All of your reviews as they appear within the Revinatate website, including all relevant reviews content
5. Date range selector - the default will be Quarter to Date.
6. Total number of reviews - general number provided

*Note: you can update your reviews at any time by pulling the All Reviews screen down update and load any new reviews.

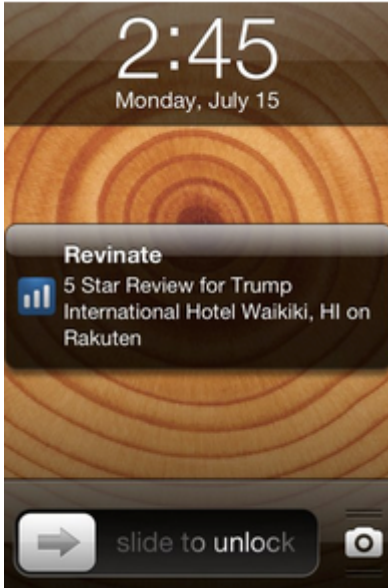
Notification



By clicking on the "bell" icon in the top right corner of the All Reviews page, you can enable or disable a push Notifications. Push notifications are a way for an app to send information to your phone (via a badge, alert, or pop up message) even when the app isn't in use.

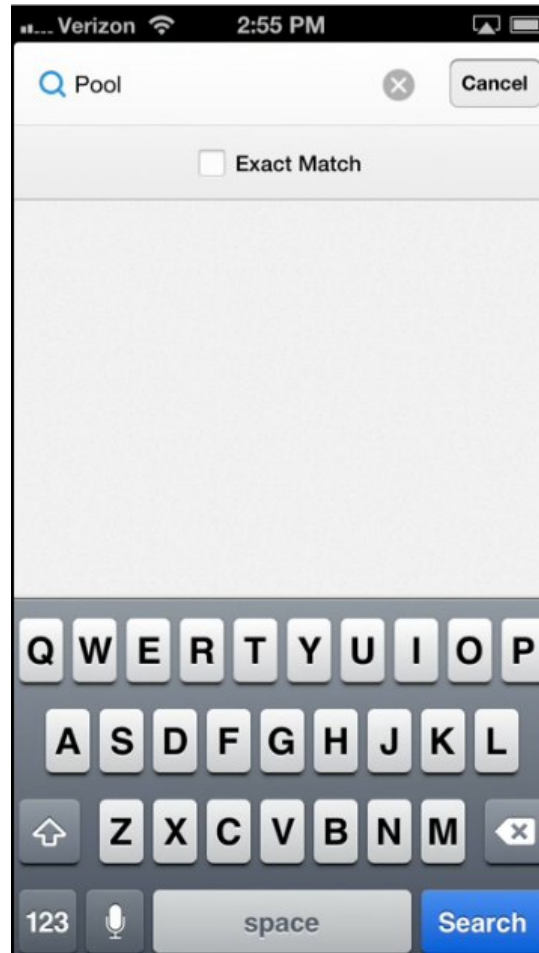
One thing to note is that the notifications are enabled/disabled on a per view basis. For example, if you have access to multiple properties, and you enable notifications while in one property view, then you will need to go back to the property/group list to enable notifications for other accounts.

Alert



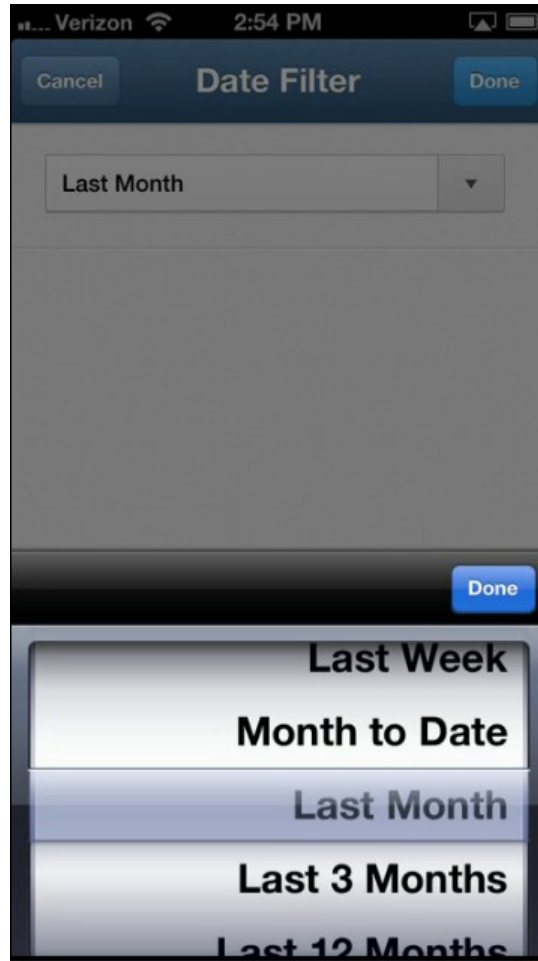
After enabling notifications in the app and making sure you have enabled and selected the alerts/notifications in your iPhone settings, you will receive alerts such as this one above.

Search Field



Once you start to type in the search field, a keyboard will populate for you to type in any keyword or phrase to search amongst all of your reviews. Click on the "Exact Match" box if you would like to search to match the exact order of your phrase.

Date Range Selector



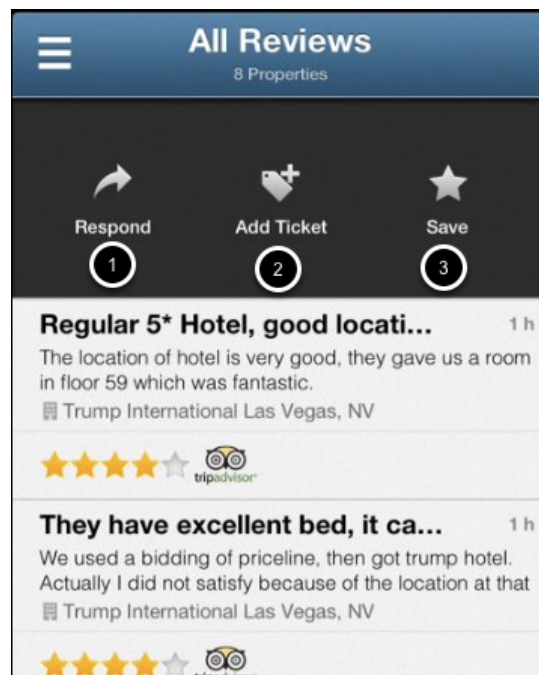
By clicking on the Date icon, in the bottom left corner of the All Reviews screen, you will have some date range options to choose.

Taking Action on Reviews

There are various actions you can take on a review within the mobile app. You can access actions 2 ways:

1. From the All Reviews stream, you can use a shortcut to 3 main actions by swiping from right to left on any given review.
2. From the All Reviews stream, you can tap on the review you want to take action on. A toolbar of actions will appear at the bottom.

Actions Shortcut



3 main actions will appear in the shortcut:

1. Respond to review
2. Add Ticket
3. Save review

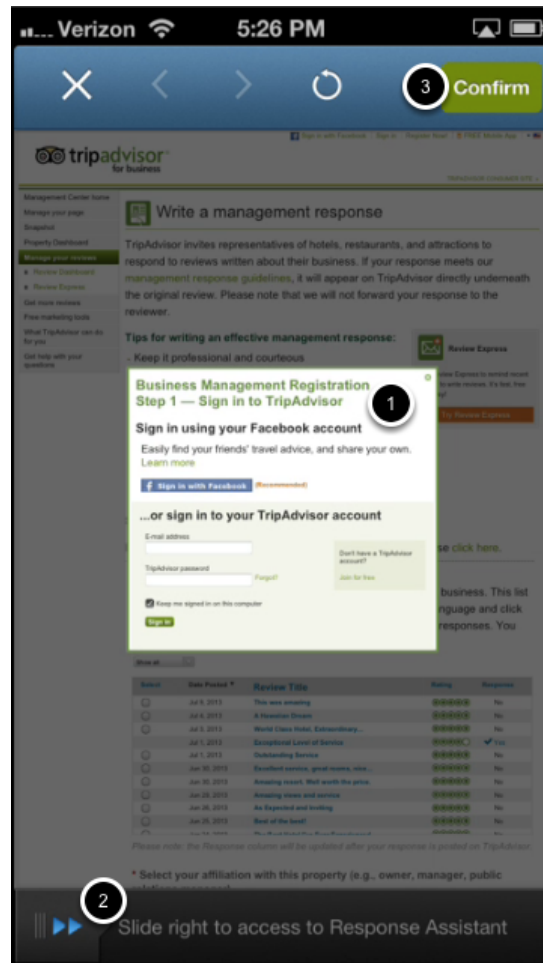
Actions Toolbar



After tapping on the review, the toolbar will display:

1. Respond to review
2. Email or Text review
3. Add a ticket
4. Action icon you can select
5. More actions

Respond to Review

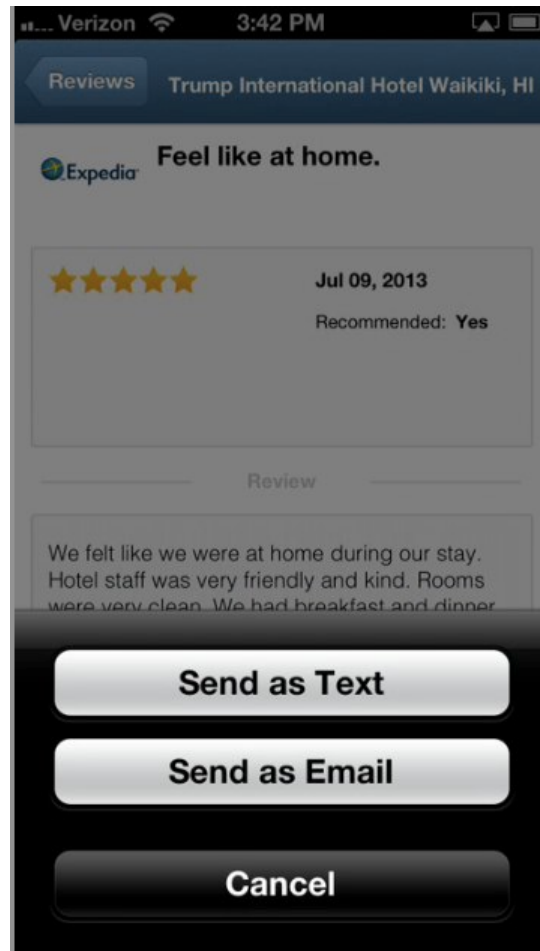


Once you tap on Response icon, you will get re-directed to the response center for that website. The response process includes:

1. Logging into the website with your login credentials for that site. Once logged in, you can select the review and submit your response.
2. If response templates are enabled and available to you, locate the slide bar labeled "Response Assistant", at the bottom of the screen. Slide to access the response templates to select from.
3. After you submit your response on the review site, click on the "green" confirm button so that Revinatate can track your response submission.

*Note: A small blue arrow icon will populate under the review, indicating the review has been responded to.

Send Text or Email

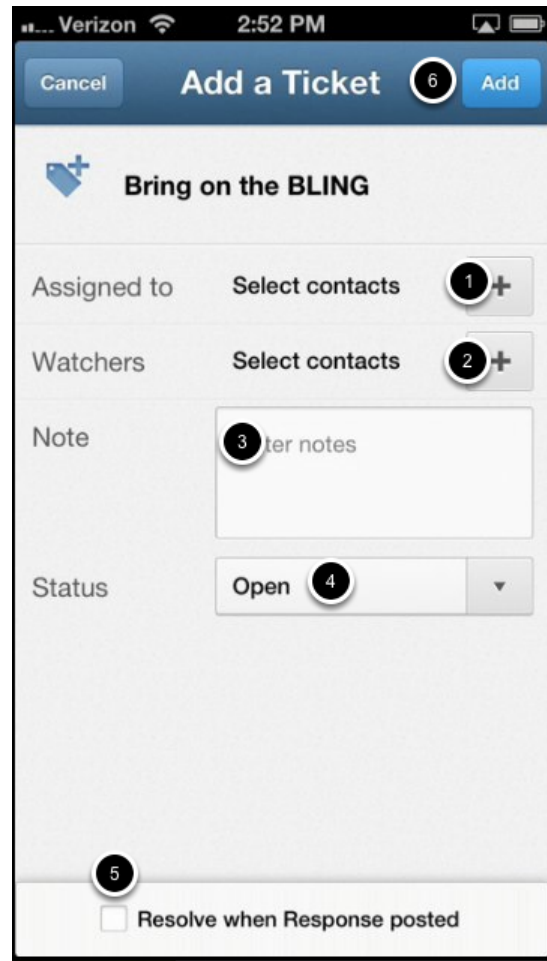


You will also have the option to either email or text a review. This feature will use your contact list on your phone.

- By tapping “Send as Text”, a link to the review as well as a “share message” will populate in the text message composition field. Enter the contact information of the recipient and tap to send. When sending as a text, only the link to the review will be sent.
- By tapping “Send as Email”, the full review as well as a link to the review on the review site will populate in a blank email. Enter the email address of the recipient and tap “send”. A review summary, the review body and a link to the site for which the review is posted on will be send in the email.

*Note: A small blue letter icon will populate under the review, indicating the review has been sent to someone.

Add a Ticket



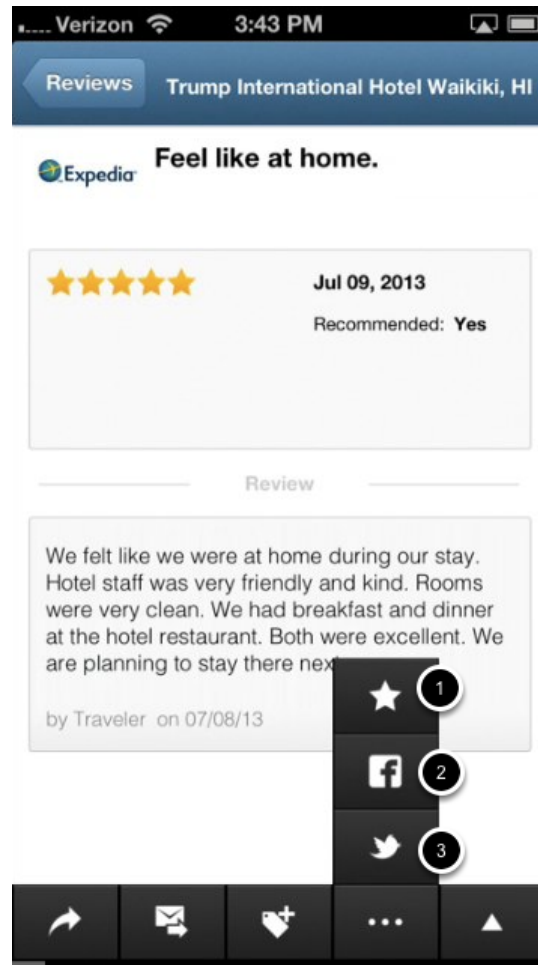
To create a ticket, tap on the Add Ticket icon then:

1. Use the Select Contacts + icon to assign the ticket to someone
2. Use the Select Contacts + icon to include a watcher of the ticket
3. Enter Notes - type in the action/task that you are assigning
4. The status will automatically be open until resolved
5. If the task is related to responding to a review, you can tap a checkmark for "Resolve when Respons posted", which will automatically resolve/close the ticket once a response is posted live on the review site.
6. Tap on the "Add" button in the top right corner to send the ticket

An email will go out to the assignee and the watcher will be copied on the email.

*Note: A small blue ticket icon will populate under the review, indicating the review has a ticket.

Assign a Custom Action Icon

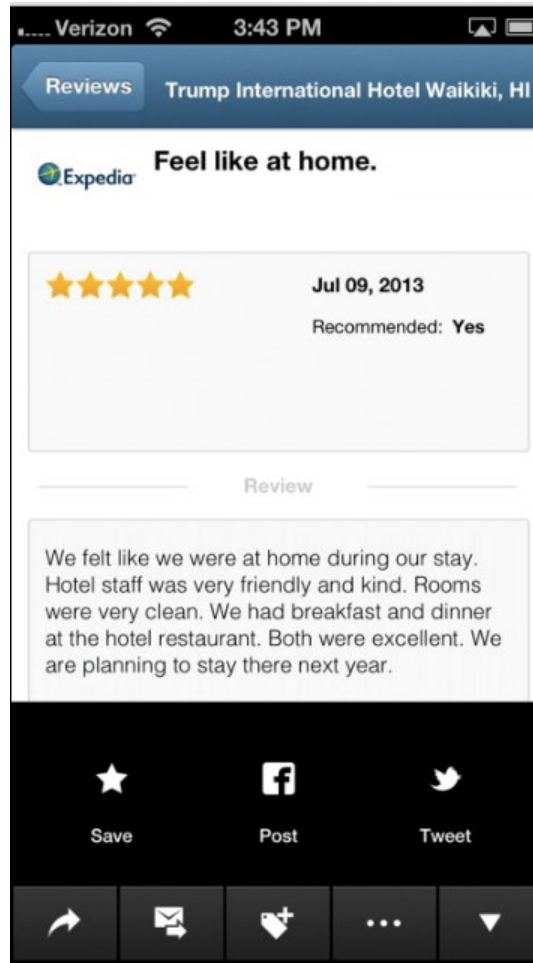


You can assign the next action icon that is more relevant to you. By tapping on the 4th icon tab, 3 other actions will populate for you to choose and set:

1. Save review
2. Post to Facebook
3. Tweet this

To set an action icon, tap and hold to select. Once selected, that icon will appear as the 4th action of the Actions toolbar.

More Actions

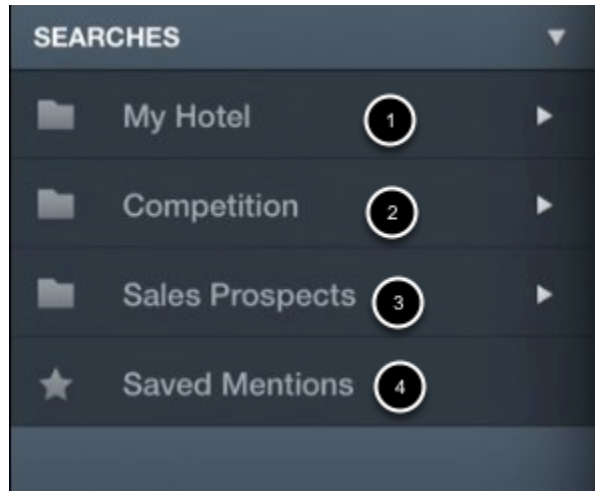


After you have selected and set your 4th action, the remaining 2 actions will be available from this last actions tab.

Searches

Social Media Searches

Search Topics

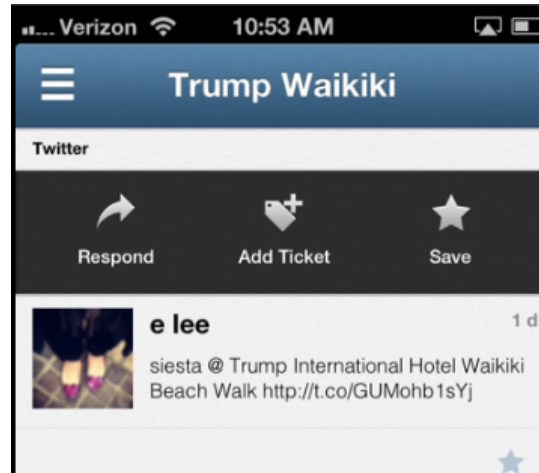


The next section of the mobile app displays your Social Media Searches. From the searches menu, you'll find the search folders as they appear in the Revinata web version. They may include searches about:

1. My Hotel
2. Competition
3. Sales Prospects
4. Saved Search Mentions

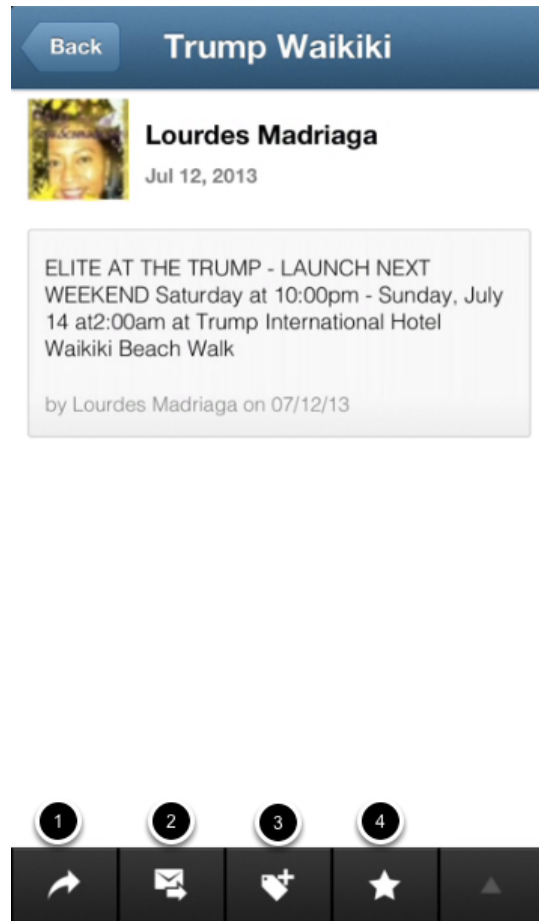
To view your social media mentions, expand the folder and select the search topic.

Shortcut for Quick Actions



While looking at your search results, you can use the actions shortcut and swipe from right to left to view the actions you can take on any given social media mention. For example, with Twitter results, you can swipe left to quickly access the actions: reply, add ticket and save.

Taking Action on Social Media Searches



You can also access other actions by selecting a mention and viewing the actions bar at the bottom of the screen. For example, with your Twitter results you'll be able to:

1. Reply to a tweet, retweet or send a direct message
2. Send this mention as a text or send this mention as an email
3. Assign a ticket to someone regarding this mention
4. Save this mention to your Saved Mentions folder

Snapshot

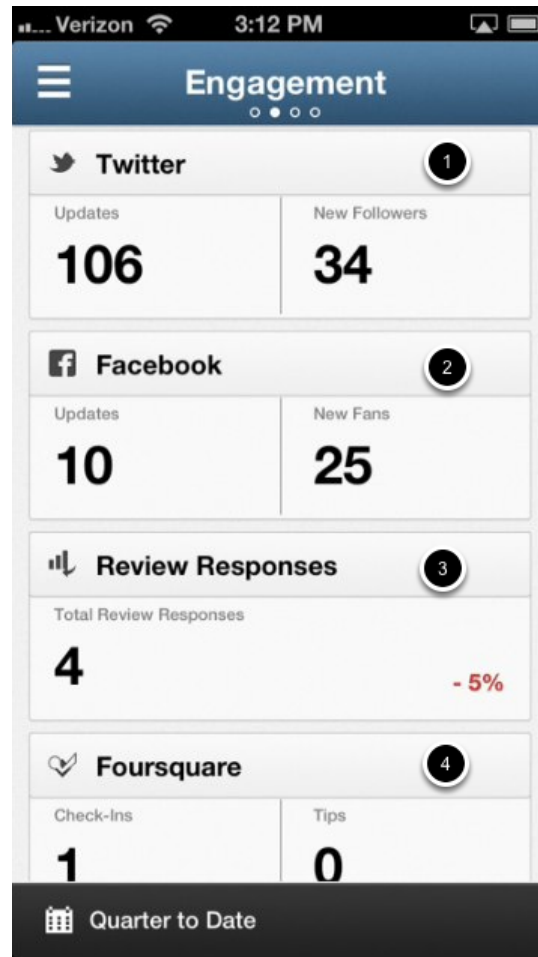
Overview



This snapshot provides an overview of your reviews data. The default date range will be Quarter to Date, but you can use the Date selector in the bottom left corner of the screen to adjust. The report will display:

- The distribution of your reviews across the different review sites
- The number of new reviews, percentage of goal and a trend line
- The average rating of your reviews, percentage of goal and a trend line
- The percentage of positive reviews, percentage of goal and a trend line
- The current TripAdvisor rank, percentage of goal and a trend line

Engagement



This report will provide a snapshot of your response and social media engagement, including:

1. Twitter - number of updates and new followers
2. Facebook - number of updates and new fans
3. Review Responses - total number of reviews with responses and percentage increase/decrease as compared to the previous time period
4. Foursquare - number of checkins and tips

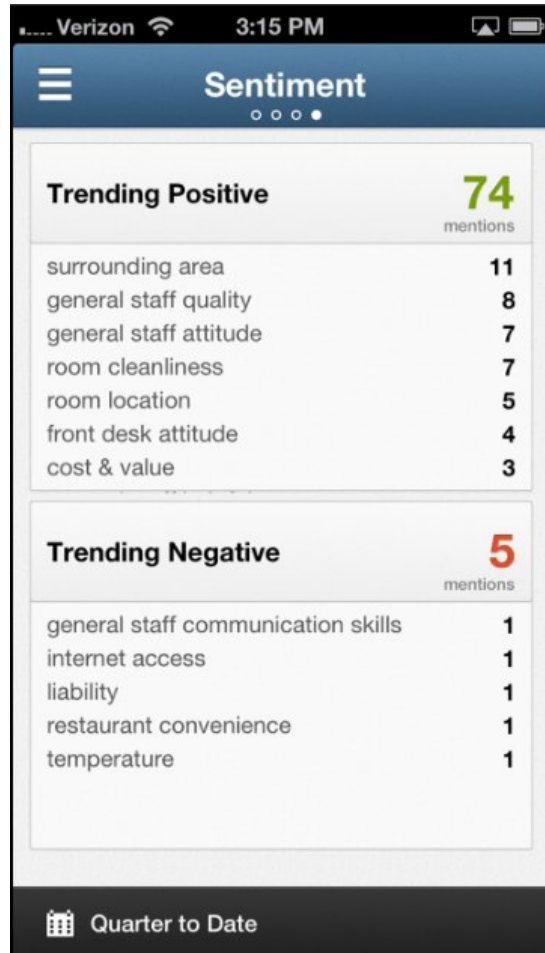
Reviews



This report shows a snapshot view of your reviews stats as compared to your comp set. It includes:

1. Your average star rating
2. A pie chart showing the percentage of positive, neutral and negative reviews
3. The same stats for each one of your competitors in your comp set

Sentiment

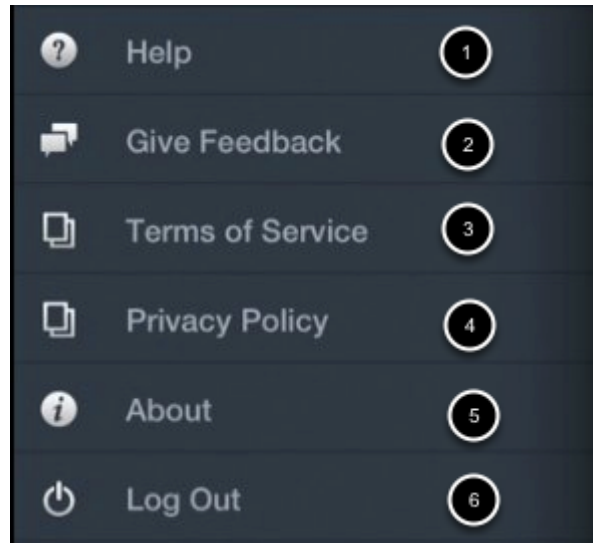


The sentiment snapshot shows the number of positive and negative mentions, allowing you the opportunity to identify your top trending sentiment topics.

Settings

Help and App Info

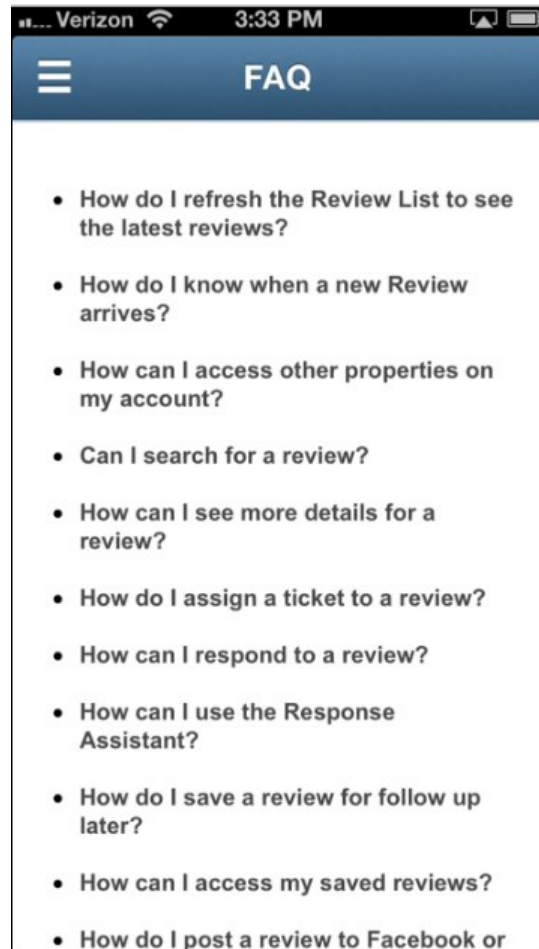
Settings



In th settings area of the tool, you will find:

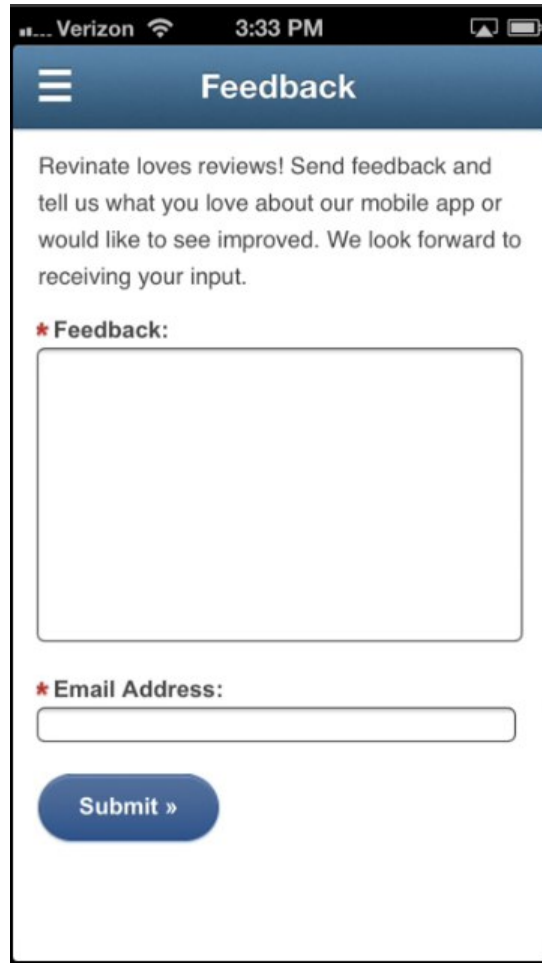
1. Help - FAQ's
2. Give Feedback - submit questions/comments to Revinatate
3. Terms of Service - a detailed look at the terms of service
4. Privacy Policy - a detailed look at the privacy policy
5. About - display the version details
6. Log Out

FAQ's



The Help section will display a list of Frequently Asked Questions and answers. Feel free to explore this area should you have any questions regarding the mobile app. You can also reach out to support@revinate.com at any time.

Give Feedback



The screenshot shows a mobile app interface for providing feedback. At the top, the status bar displays "Verizon" and "3:33 PM". Below the status bar is a blue header with a hamburger menu icon and the word "Feedback". The main content area contains a paragraph: "Revinatate loves reviews! Send feedback and tell us what you love about our mobile app or would like to see improved. We look forward to receiving your input." Below this is a form with two fields: a large text area labeled "* Feedback:" and a smaller text input field labeled "* Email Address:". At the bottom of the form is a blue button with the text "Submit »".

We always welcome any comments, suggestions, queries you may have about the mobile app. Feel free to use the Give Feedback form to provide us with your valuable input.