

J.D. Power and Reputation.com Create Alliance Integrating Social Media & Reputation Management with Strategic Customer Experience Solutions

[Alliance is Latest Action by J.D. Power to Expand Customer Experience Ecosystem](#)

COSTA MESA and REDWOOD CITY, Calif.: 16 Oct. 2018 — Continuing to build the industry's leading-edge, most comprehensive customer experience solution, J.D. Power has taken another step in building a digital ecosystem that will enable brands to more effectively understand the elements of customer satisfaction, this time through an alliance with Reputation.com.

The alliance combines J.D. Power's world-leading consumer research, data analytics and advisory capabilities with Reputation.com's unmatched technology for capturing customer insights from social media and review sites, to create a unified customer experience data solution for B2C enterprises around the world.

This combination of J.D. Power's capabilities and the Reputation.com platform allows a more holistic view of customer feedback allowing clients to balance both stated and social media feedback to deliver an improved experience to their customers.

Until now, consumer-facing businesses were unable to capture, consolidate and deeply analyze customer feedback from market research, surveys, online consumer reviews, social media posts and other sources in a unified, integrated platform.

Under the alliance, J.D. Power provides its data and analytics expertise and Reputation.com applies machine learning and natural language processing to the cloud of unstructured text on social media and review sites. The combination delivers a unique platform for generating the customer experience insights companies need to improve operations, raise Net Promoter Score[®], raise Reputation Score, differentiate service and compete more effectively.

"Managing a brand's online reputation—and balancing it with other sources of feedback—has never been more important," said **Bernardo Rodriguez, Chief Digital Officer at J.D. Power**. "We can advise clients on their online reputation and how that plays into their overall customer satisfaction related to J.D. Power benchmarks and customer research. Top companies want to differentiate themselves on customer experience, and that means taking a holistic look at all forms of customer feedback."

J.D. Power's industry benchmarks and reputation for independence and integrity have established it as one of the world's most well-known and trusted brands. The organization has captured and analyzed the Voice of the Customer across more than a dozen industries globally for 50 years. Through its proprietary index model, the company identifies the many drivers of customer experience, accurately measures and links their effect to business results, and uncovers insights to drive results for clients.

Reputation.com’s cloud-based reputation and customer experience management platform for large enterprise provides a 360-degree view of online reputation and customer sentiment, enabling clients to effectively manage every aspect of the online and onsite customer experience. The platform’s advanced analytics and reporting capabilities provide valuable operational insights that help clients be more efficient, deliver better service and drive traffic, visits and revenue.

“J.D. Power has perfected its data analytics and consumer insight capabilities and is the established global leader across a range of major industry verticals,” said **Joe Fuca, Chief Executive Officer at Reputation.com**. “Combining this data analytics expertise with Reputation.com’s insights from the social web creates a powerful and comprehensive solution that will benefit both organizations’ customers around the world.”

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

Reputation.com delivers the only integrated SaaS platform that helps enterprises improve their reputation with consumers online and onsite, across the entire customer journey—from finding a location on search, to conversion, to operational improvements that deliver a better customer experience.

Reputation.com technology has managed tens of millions of consumer reviews, surveys and social media interactions across hundreds of thousands of local points of presence for global companies spanning 77 industry verticals, including healthcare, retail, automotive, restaurants and others. Reputation.com is a World Economic Forum Global Growth Company and is funded by the same top-tier venture capital firms that backed Google, Facebook, Cisco and Microsoft. To learn more, visit www.reputation.com.

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