



## FAQ: Chatmeter & ChatExec

### What is ChatMeter?

Innovative Petcare enrolls each of our clinics in ChatMeter, which allows Marketing to update your online business listing across 150+ internet directory sites within 24 hours. This includes real-time hours on Google, Bing, Yahoo, Waze, Apple Maps, Uber, Lyft, and many more. You never know when you will need an update to your business hours due to weather, holidays, staffing or other unforeseen reasons, therefore, your ChatMeter subscription allows us to do that for you quickly and efficiently.

If you need a change of hours on your internet directories, obtain pre-approval from your Regional Operations Manager, then submit a [Marketing Request Form](#) with the specific hour updates.

### What is ChatExec?

ChatExec allows our team to manage and respond to all of your online reviews, ratings, comments, and monitor client feedback.

### Is ChatExec the same thing as Chatmeter?

*No* - Chatmeter is the *software* your online listings are enrolled in when your practice joins Innovative Petcare and ChatExec is a review responding *service* a clinic must opt-in.

### Why is Chatmeter and ChatExec important?

- Keeping your hours of operation accurate is one of the most important aspects of your client's experience with you
- A positive online reputation with consistent review responses are keys to the highest-ranking online search factors when clients decide to visit your business
- If there is a response to a review, 1 in 3 clients will likely update their negative or neutral review to a higher rating
- Responses lead to more positive reviews to drive clients to your practice



**I am unsure if my clinic is enrolled in ChatExec, how does my practice get started?**

Simply fill out this [enrollment form](#) with 5 easy questions. Your clinic will be enrolled within 5-7 business days from receipt and one of our team members will confirm your subscription start date and log-in credentials.

**How much does ChatExec cost my clinic?**

There is no local marketing cost to your clinic to opt-into the ChatExec service and your Chatmeter listings are included in your operational budget.

**If I want to personally respond to escalated reviews, how will I be notified?**

Some clinics choose to respond to their own 1 and 2 star reviews, however, we recommend our team manage all 1-5 star reviews to help keep responses timely, and professional.

If you-opt into ChatExec and want to respond to 1 and 2 star reviews, you will be assigned to the negative review with an email notification from Chatmeter letting you know there is a negative review assigned to you for response.

**I appreciate the peace-of-mind that my reviews are responded to by ChatExec, however, I feel some responses may appear cookie-cutter, may I edit them as I see fit?**

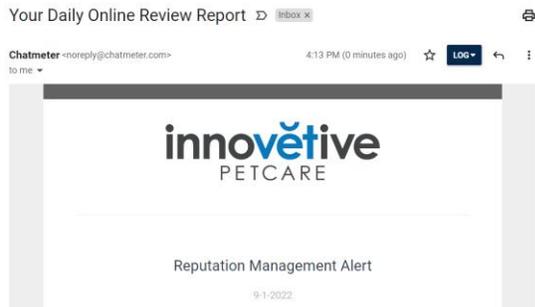
*Absolutely!* That is the great thing about ChatExec – you have autonomy over your own reviews. You can log into the Chatmeter platform and re-respond by typing in the response box. Only one response is allowed per review so once you hit “enter,” that new response will *overwrite* the previous one. If you have any issues with your credentials, please email [marketing@innovativepetcare.com](mailto:marketing@innovativepetcare.com)

**What do the notification emails look like from Chatmeter?**

You will receive a “Daily Digest” email that recaps your daily reviews. (Sample below)

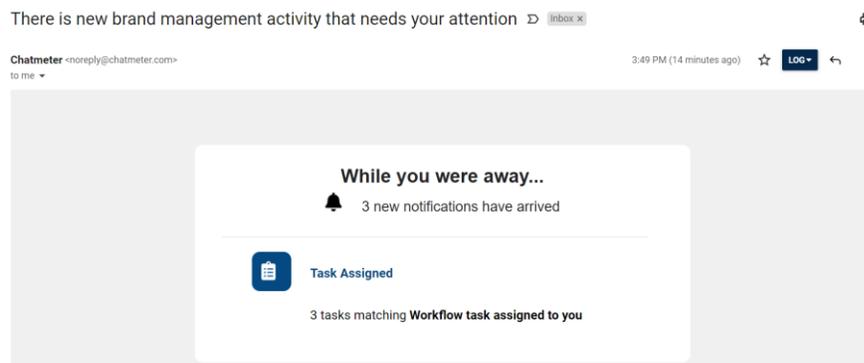
**Subject: Your Daily Online Review Report**

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Those opted-in for ChatExec who requested an escalation workflow will receive a “Brand Management” email to alert them on a review that has not been responded to and needs your attention for the response by logging-in.

**Subject: There is new brand management activity that needs your attention**



**What if I want to add my own templated review responses to choose from?**

Simply reach out to [marketing@innovativepetcare.com](mailto:marketing@innovativepetcare.com) with your desired response template ideas so we can review them with you prior submitting to the ChatExec team.

**What if I am not familiar with using Chatmeter, not getting notifications emails, need to add/remove a new user to my account, or having trouble accessing my account?**

Please reach out to your Innovative Petcare Marketing Business Partners for troubleshooting or emailing [marketing@innovativepetcare.com](mailto:marketing@innovativepetcare.com)