



XM Platform Score



Synup is a listings management platform. They help companies optimize on hundreds of business directories, maps and voice services. Their platform score is extremely low because they are not a CX platform, nor do they offer behavioral automation or other reputation features (except listings). They usually charge per location based on the number of directories for listings.

Experience Management Platform Score
See How Synup Stacks Up

experience.com

synup

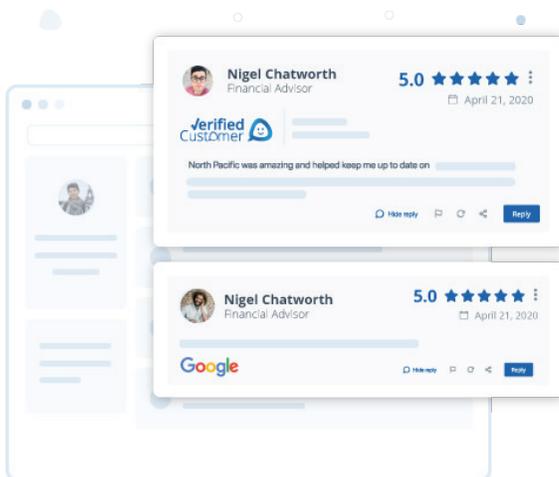
EXPERIENCE MANAGEMENT



CX BEHAVIOR AND ANALYTICS



REPUTATION MANAGEMENT



Synup is a listings management platform. But listings are just a piece of a full experience platform. To win new customers you need a more complete experience platform that also provides social proof through reviews marketing and real-time feedback to improve employee customer service behaviors.

EXPERIENCE MANAGEMENT



Customer Experience		
Build customized surveys	✓	✗
Every question type	✓	✗
Conditional surveys with branching	✓	✗
Personalized surveys with employee name and photo	✓	✗
Automated survey delivery via SMS and Email	✓	✗
Widgets and APIs to map and share CX data	✓	✗
Multiple journey-based survey templates	✓	✗
Collects feedback at every meaningful moment (Journeys)	✓	✗
Integrates with your point of sale for complete automation	✓	✗
Automated reminders for incomplete survey	✓	✗
Unhappy customer resolution workflows	✓	✗
Marketing workflows to share happy sentiment	✓	✗
Collects interactions from social media sites	✓	✗
Listens to calls and uses AI to detect sentiment	✓	✗
Collects data from chat interactions	✓	✗
Create consolidated reporting from omnichannel data	✓	✗
Employee Experience		
Collect surveys from your employees	✓	✗
Recruiting experience survey template	✓	✗
Exit interview surveys	✓	✗
Annual employee engagement surveys	✓	✗
On-demand employee pulse surveys	✓	✗
Integrates with your HR system (i.e. active directory)	✓	✗
Tracks and escalates issues to relevant leaders	✓	✗
APIs to share sentiment on recruiting sites and social media	✓	✗
Creates 3rd party reviews on Glassdoor and Indeed	✓	✗
Benchmarks team and department performance	✓	✗
Product Experience		
Product survey templates	✓	✗
Shopping integrations to survey based on product purchased	✓	✗
Integrates with your point of sale / cart software	✓	✗
Conditional and branching logic	✓	✗
Workflows to escalate issues to product teams	✓	✗
Shares happy customer reviews in marketing and social	✓	✗

CX Consulting

Partner with CX experts to design your CX program	✓	⊗
Integrate with every level of your organization	✓	⊗
Map journeys and collect feedback at every meaningful moment	✓	⊗
White Glove Onboarding	✓	⊗
Perform quarterly and/or annual CX program audits	✓	⊗
Request free on-demand reporting	✓	⊗

CX BEHAVIOR AND ANALYTICS



Organizational Hierarchy

Full organizational hierarchy within a campaign	✓	⊗
Consolidated data and benchmarks at each level	✓	⊗
CX, social, and review signals in a single dashboard	✓	⊗
Reporting and workflows at each level of the hierarchy	✓	⊗

Employee Behavior

Builds a custom employee scorecard to drive optimal behaviors	✓	⊗
Real-time employee rankings / reward integration	✓	⊗
HR system integrations	✓	⊗

Dashboards and Reporting

Comprehensive CX/EX dashboards	✓	⊗
Logins and permissions at every level (i.e. User, Team, Location, Region)	✓	⊗
Sentiment analysis and reporting	✓	⊗
Industry benchmarks	✓	⊗
Compliance monitoring on social media	✓	⊗

REPUTATION MANAGEMENT



Agency Management

Agency controls (manage unlimited companies in a single dashboard)	✓	⊗
Individually customize managed accounts (products, workflows, pricing)	✓	⊗

Reviews

Create 3rd party reviews (sites like Google, Facebook, BBB)	✓	⊗
Systems integration to survey all customers automatically	✓	⊗
Automatic review sharing (Facebook, Twitter, LinkedIn)	✓	⊗
Secondary review sharing (multiple sites)	✓	⊗

Widgets and APIs to map and share reviews on your sites	✓	✗
Pull reviews in from review sites (i.e. Google, Facebook)	✓	✗
Read and reply to 3rd party reviews in-platform	✓	✗
Industry specific review site integrations	✓	✗
Unique URL for every review	✓	✗
Unhappy customer review escalation workflows	✓	✗
Professional Reputation		
Profile pages for professionals with Reviews	✓	✗
Professional websites on company domains	✓	✗
AI Enabled Chat	✓	✗
Location Reputation		
Business Listings Management	✓	✓
Professional Practitioner Pages	✓	✓
Voice Search Optimization	✓	✓

*We make every attempt to keep this information accurate. In some cases, a company will have a part of a feature. In this circumstance, we show YES. The listed companies continue to add features and products to their platforms. As they do, we attempt to keep this information up to date. If you see inaccurate data, please report it immediately to lmckinley@socialsurvey.com so we can adjust.



Easily launch customer and employee experience campaigns



Rank and reward your best customer service employees



Automatically amplify positive reviews for SEO boost (Facebook, Zillow, BBB, and more)

See our platform in action

Drive intelligent CX feedback campaigns and use that feedback to amplify marketing, boost customer-focused employee behavior, all while building a strong brand reputation.

Schedule a personal demo with us today!

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