# Al Reputation Manager Quick Start Guide



# **AI Reputation Manager**

Al Reputation Manager monitors, analyzes, and optimizes how a brand appears in Al search results (e.g., ChatGPT, Gemini, Bing Al). This tool allows the user to ask Al specific questions about a brand to understand what responses the Al models return, giving users deeper insight into how their brand is perceived in an Al search.

- Ask: Input tailored prompts to see how AI search engines respond to queries about a brand.
- Analyze: Evaluate AI-generated responses for sentiment, identify data gaps or misinformation, and understand consumer perception.
- Act: Optimize brand messaging and address inaccuracies to proactively shape the brand reputation in the AI landscape.

## **Add Questions**

We utilize AI-powered tools to enhance our platform. These tools may process in accordance with our Privacy Policy located at: <u>https://reputation.com/priva</u> By clicking "I Consent" you consent to the use of AI to generate responses in A Manager.	
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	Add Questions

- 1. In the Reputation platform, go to **Experience** > **AI Reputation Manager**.
- 2. In the **Consent to use AI** dialog box, review the message and click **I consent**.
- 3. Click **Add Question** to add a prompt.
  - Users can add up to 40 prompts.

## Reputation



tions			
	nse back from AI services. Add questions here to see	Al responses in the feed view.	
Up to 40 active questions can be added.			
∧ Hide Examples			
What hospitals have the best patient reviews?	Which clinics have the best patient satisfaction scores?	What are the top questions being asked maternity services?	i about
Type a question			
Words 0/35 Sentences 0/2	c	Cancel Preview Al Response	Add
Are well regarded for knee surgerles	2	×	Remove

- 4. Type the question.
  - There are example questions above the text field as examples of effective prompts.

- 5. Click **Preview Al Response** to see what type of information will be returned and determine if the question should be added.
- 6. Click **Add** to include the question.

- 7. Continue to add questions as needed.
- 8. Click Done.

Al Reputation Manager will display summations of answers from multiple AI, along with sentiment tags.



## **Navigate Questions**

Al Reputation Manager Beta Ask business specific questions and see how AI responds to them. Uncover insights within AI responses and act. Learn more Disclaimer: The information is pulled from various AI services and is provided as-is without any warranties or guarantees of accuracy. Reputation recommends indeput AI Responses ③	A endently v	rerifying	Manage Questions
Are       well-regarded for knee surgeries?         Conclusion       Agreed         Agreed       Alignment Score: 100%         Summary       They have pointed out the following on why         They have pointed out the following on why       are generally well-regarded for knee surgeries:         • Many       offer advanced surgical options, including minimally invasive and robot-assisted procedures, which help reduce record         • Hospitals like       and         • Jurgeons at these facilities are experienced, and the care teams offer comprehensive pre- and post-surgery support to optimize recover         Advanced Equipment       (High Quality Care         (High Quality Care       (High Quality Care         • Sources (20)       (Accidents)         • Sources (20)       (Accidents)	very time nents.		aited Dec 16, 2024 C E ain.
What are the most liked domestic SUV's? Conclusion Ford Explorer, Chevrolet Traverse, Jeep Grand Cherokee, GMC Acadia, Toyota RAV4 Alignment Score: 10		genera	ated Dec 16, 2024 C
<ul> <li>Summary</li> <li>Ford Explorer: Known for its spaciousness and versatility, the Explorer is popular among families and offers a variety of engine options.</li> <li>Chevrolet Traverse: This midsize SUV is appreciated for its roomy interior, comfort, and user-friendly technology.</li> <li>Jeep Grand Cherokee: Famous for its off-road capabilities and luxurious features, the Grand Cherokee remains a favorite among adventu premium experience.</li> <li>GMC Acadia: Offers a comfortable ride and upscale interior, making it a good choice for families needing extra space.</li> <li>Toyota RAV4: Although a Japanese brand, the RAV4 is often built in the U.S. and has a strong reputation for reliability, fuel efficiency, and</li> <li>Ford Explorer: Known for its spaciousness and versatility, the Explorer is popular among families and offers a variety of engine options.</li> <li>Chevrolet Traverse: This midsize SUV is appreciated for its roomy interior, comfort, and user-friendly technology.</li> <li>Jeep Grand Cherokee: Famous for its off-road capabilities and luxurious features, the Grand Cherokee remains a favorite among adventu premium experience.</li> </ul>	overall v	value.	

Α	The download icon downloads generated answers.
В	Manage Questions allows users to add or remove questions.
С	The word icon opens a word cloud that maps all the topics in the answer list. The size of the word indicates the frequency of the word appearing in search results, while the color indicates the overall contextual sentiment.
D	The <b>Conclusion</b> section summarizes the level of similarity between each AI source's response to the question, and shows if answers are consistent across various platforms.
E	The date displays the last time answers were generated. Click the refresh icon to regenerate answers.
F	The <b>Summary</b> section compiles the responses from several AI sources.
G	The sentiment tags show the general sentiment and common themes of the summary.
Η	Click <b>Sources</b> to cite specific takeaways in the summary from several Al sources.
I	The like and dislike icons provide Reputation feedback on the summary response. After clicking either icon, share the reasons you chose to like or dislike the response.

### Manage Questions

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	are prompts that are sent to get a response back from AI services. Add questions here to see AI responses in the feed view. the questions can be added.		
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Questions are p Up to 40 active q		sent to get a response back from Al services. Add questions here to see a	Al respon	ses in the f	eed view.		
Show Example							
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Words 0/35 Se	ntences 0/2	c	ancel	Previe	w Al Response	A	ld
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- 1. In the top right corner, click Manage Questions.
  - From this page, add or remove questions.

2. To add a question, click **Add Question** and follow the steps from previous section of this guide.

- 3. To remove a question, click **Remove**.
- 4. In the **Remove this question?** pop-up window, click **Remove**.

## **Reputation**

#### **Common Themes**

The word cloud is comprised of the common themes in the answers to the listed questions. The size of the word indicates the frequency of the word appearing in search result summaries, while the color indicates the general sentiment.



1. Click the word cloud icon to open a word cloud.



#### Sources

While reviewing a summary to a question, click **Sources** to cite all of the AI source responses that factor into the overall summary. Citations include where all related information can be found, including web searches and websites that contain related information.

⊘ Sources (20)	Sources (20)	×
	The luxury car market: Five new industry trends   McKinsey	Ľ
	Best and Worst Places to Buy a Used Car   U.S. News	Ľ
	Luxury car - Wikipedia W en.wikipedia.org	Ľ
	What are the worst places to buy used cars? - Quora Q quora.com	2



### **Provide Feedback**

Provide Feedback	×
Please let us know why you liked the AI response. Disclaimer: Feedback will help the Reputation team monitor qualities including accuration appropriateness of responses from our AI service.	uracy, style, completeness, and
Is accurate     Like the style     Has complete information       Other     Other	Appropiate
Type feedback	
	Cancel Submit

1. Click the thumbs up icon to provide positive feedback to the summarized response.



Provide Feedback X
Please let us know why you disliked the Al response. Disclaimer: Feedback will help the Reputation team monitor qualities including accuracy, style, completeness, and
appropriateness of responses from our AI service. Reason(s)*
Is not accurate     Don't like the style     Not complete information       Not appropriate     Other
Specific Feedback (Optional) Type feedback
Cancel Submit

2. Click the thumbs down icon to provide negative feedback to the summarized response..

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