REPUTATION IN THE AGE OF HYPER-TRANSPARENCY

2025 Reputation Industry Benchmark Report
Presented by InMoment

The digital marketplace is both a goldmine and a battleground. Success and failure can hinge on a single review; **94% of consumers will abandon a business over just one bad experience.** A four-star rating? That's no longer impressive—it's expected.

Managing your brand's reputation goes beyond putting out fires, or responding with a laissez-faire disposition—it's a key driver of trust, growth, and long-term success.

REPUTATION ISN'T JUST BUILT, BUT MANAGED, CULTIVATED, AND THEN DEFENDED.

For businesses with hundreds or thousands of locations, online reputation is difficult to manage and has a direct impact on **revenue, customer acquisition, and retention**. While some industry players sprint ahead in engagement and responsiveness, others are moving at a glacial pace.

So where do you stand?

InMoment's 2025 Online Reputation Benchmark Report provides the answers. This analysis highlights the gap between industry leaders and those struggling to keep up. Curious about our methodology? Read on. Short on time? Skip ahead to So Who's Winning? for the key insights.

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METHODOLOGY

How Are Benchmarks Calculated?

We analyzed **31 million reviews** from **more than 226,500 business locations**, spanning multiple industries and geographies. The dataset includes information from **Google, Facebook, Yelp, and TripAdvisor**, among other review sources.

Businesses were ranked within their industries based on key performance metrics:

- **Review Volume –** Number of reviews received
- **Star Rating –** Average customer rating
- **Review Velocity –** Rate of new reviews generated
- **Response Rates & Times –** Engagement speed and frequency
- **Sentiment Analysis –** AI-driven insights from review content
- **Media –** Owner photos uploaded to Google Business Profile and photos in reviews

How Are Industry Leaders Identified?

Industry leaders are businesses (in each sector) that rank in the **top 10%** across multiple reputation metrics. These businesses demonstrate **stronger overall ratings, higher review volume, attention to photos, faster response times, and higher engagement rates** than their peers.

For example, in the restaurant industry, a location with a **4.37-star rating** and **52 monthly reviews** outperforms **90%** of competitors.

KEY FINDINGS

SO WHO'S WINNING?

Reputation isn't given, but earned—and defended.

Industries that proactively manage their reputation—by monitoring, asking, and responding to reviews quickly and consistently—see the greatest success. **These businesses earn higher ratings and improve brand visibility in crowded markets**. Conversely, brands that lag risk alienating customers and losing market share.

Best-in-Class: The top 10% in most industries maintain a strong 4.5 star + rating. Hospitality, Retail, and Real Estate follow very closely with a 4.4 star + rating.

Needs Improvement: Industry leaders set the standard, averaging significantly higher ratings than the overall market. While top brands maintain 4.5+ star ratings, most organizations lag behind, with overall averages often below 4.2. This reinforces that actively managing reputation isn't just beneficial—it's essential for staying competitive.

Key Takeaway

Top brands don't achieve high ratings by chance—they actively manage their reputation. With industry leaders maintaining 4.5+ star ratings while the overall market lags behind, it's clear that consistent engagement, review volume, and customer feedback drive visibility and long-term success.

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Industry Leaders vs Overall Average: Star Rating

Industry	**Rating** (Industry Leaders)	**Rating** (Overall Average)
Automotive	4.70	4.36
Restaurant	4.55	4.01
Entertainment	4.58	4.16
Hospitality	4.43	3.75
Retail	4.49	4.07
Consumer Services	4.72	4.23
Real Estate	4.41	3.78
Financial Services	4.77	3.97
Healthcare	4.69	4.27
Legal	4.71	4.33
Insurance	4.81	4.35

WHAT REVIEWS *REALLY* SAY: MORE THAN JUST STAR RATINGS

Reviews are more than ratings—they're real-time business intelligence.

Reviews shape your online brand image, providing social proof, enhancing your reputation, and delivering real-time customer insights. High-performing brands don't just wait for reviews—they generate them. Businesses that actively collect fresh feedback each month see stronger engagement, better visibility, and a more accurate reflection of customer sentiment. A steady stream of reviews signals trustworthiness and delivers valuable experience insights that drive operational improvements.

Best-in-Class: The **Automotive** and **Restaurant** industries are leading the pack, outperforming both their industry peers and the overall average. Their high review volumes provide valuable customer insights and strengthen brand trust.

Needs Improvement: The **Insurance** and **Legal** industries have room to grow. Increasing review volume can unlock critical service insights, enhance customer experience, and drive stronger industry positioning.

Key Takeaway

Industry leaders aren't just earning more reviews—they're driving engagement at more than twice the market rate. Frequent reviews boost trust, improve ratings, and generate deeper experience insights that fuel customer satisfaction and retention.

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Industry Leaders vs Overall Average: Number of Reviews Per Month

Industry	Industry Leaders	Overall Average
Automotive	49	19
Restaurant	43	18
Entertainment	29	13
Hospitality	22	9
Retail	20	8
Consumer Services	13	6
Real Estate	11	4
Financial Services	8	3
Healthcare	6	2
Legal	5	2
Insurance	4	2

THE NEW HIGH-IMPACT METRIC YOU CAN'T IGNORE IN 2025

The secret to staying ahead.

Not all reputation management strategies contribute equally to business growth. A recent InMoment analysis of Google Profile views data shows that the strongest brands aren't just responding to reviews quickly—they're optimizing their entire online presence. Brands with a higher volume of owner-uploaded and customer-uploaded photos attract greater engagement, driving visibility and growth. In many industries, market leaders have two to three times more visual content than their competitors.

Best-in-Class: Industry leaders in Entertainment, Hospitality, and Real Estate set the standard, with over 8x more visual content than the industry average.

Needs Improvement: While top brands are already recognizing the importance of photos, all industries should invest more time in managing and optimizing their visual content on their Google Profiles to boost engagement and enhance their online presence.

Key Takeaway

Brands that prioritize visual content, like owner-uploaded photos, attract more engagement and boost visibility. To stay ahead in 2025, businesses must embrace this strategy and optimize their Google Profiles with eye-catching visuals that showcase their offerings, build trust, and capture the attention of potential customers—ultimately strengthening their reputation and driving growth.

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Industry Leaders vs Overall Average: Media

Industry	Media (Top 10%)	Media (Overall) Average
Automotive	3	2
Consumer Services	6	2
Entertainment	16	1
Financial Services	5	5
Healthcare	2	2
Hospitality	8	1
Insurance	2	1
Legal	2	2
Real Estate	8	1
Restaurant	5	3
Retail	6	2

THE RACE TO RESPOND

Ignoring a bad review is losing a customer forever.

In today's instant-gratification economy, **delayed engagement is a death sentence for trust**. Brands that act fast demonstrate they care, build trust, and encourage customers to come back. On the flip side, slow responses don't just test patience—they risk losing loyalty and missed opportunities to strengthen relationships and drive growth.

Best-in-Class:
Automotive → Response times **under 1 day**

Needs Improvement:
Entertainment → Response times **above 2 days**

Key Takeaway:

There's a direct link between response rate, response time, and customer trust. Fast responses strengthen relationships, build credibility, and can even turn a negative review into a positive one if the issue is quickly resolved. Most importantly, engaging with customer feedback shows that you value their experiences, encouraging them to return.

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Industry Leaders Average Response Rate and Time Taken to Respond

Industry	Response Rate (%)	Response Time (Days)
Automotive	96	0.63
Retail	95	1.01
Consumer Services	97	1.11
Restaurant	96	1.26
Healthcare	96	1.43
Insurance	97	1.45
Real Estate	94	1.59
Legal	89	1.83
Financial Services	92	2.01
Hospitality	94	2.32
Entertainment	94	2.33

INDUSTRY SHAKE-UPS

Reputation isn't static—who's rising, and who's slipping?

The past year has seen significant shifts across industries, with some making impressive strides while others struggle to maintain customer satisfaction.

Improving: Automotive (+0.28 YoY), Restaurant (+0.14 YoY), Financial Services (+0.04 YoY) → Notable jumps in ratings & response times vs. 2023.

Stable: Consumer Services remained almost unchanged (+0.008), indicating consistency.

Declining: Hospitality (-0.42 YoY), Legal (-0.18 YoY), Insurance (-0.15 YoY) → Lower ratings and slower responses year-over-year.

Industries investing in proactive reputation management and focusing on consistency and high-quality customer experiences are seeing the biggest reputational gains. Look particularly to **value perception and service consistency** to strengthen customer loyalty and long-term success.

Automotive Leads the Way

Automotive has emerged as the biggest success story, showing the most consistent improvement in customer ratings. With an average rating increase of +0.28, the sector also saw a reduction in rating variability (-0.18), meaning customer experiences are becoming more stable and reliable.

This also means that the sector is highly competitive, and brands must continue refining their offerings to stay ahead. Customer expectations are rising, making consistency in service and product quality critical to maintaining a strong reputation.

Hospitality Faces the Biggest Challenges

At the other end of the spectrum, Hospitality saw the sharpest decline, with ratings dropping -0.42 YoY, below 4 stars, and an increase in rating variability (+0.14). This could suggest growing inconsistencies in service delivery, potentially linked to cost pressures, staffing shortages, and changing customer expectations.

It's not all doom and gloom for the hospitality industry, though. These challenges present a huge opportunity for brands to differentiate themselves by focusing on service improvements, innovative guest experiences, and better value propositions. Those who address these issues proactively can create a strong, competitive advantage and regain customer trust.

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Key Takeaway:

Reputation is fluid—brands need to continuously adapt to maintain their competitive edge. By proactively monitoring online brand performance and gathering diverse feedback, organizations can uncover valuable customer experience trends and insights that drive actions to increase customer satisfaction, generate high-quality positive reviews, and boost ratings.

Year-to-Year Industry Shifts

	Average Rating			Standard Deviation Rating		
Industry	2023	2024	Change	2023	2024	Change
Automotive	4.08	4.36	0.28	0.80	0.62	-0.18
Entertainment	4.23	4.16	-0.07	0.51	0.56	0.05
Financial Services	3.93	3.97	0.04	1.28	1.16	-0.12
Healthcare	4.20	4.27	0.07	1.11	1.06	-0.04
Hospitality	4.17	3.75	-0.42	0.62	0.76	0.14
Insurance	4.49	4.35	-0.15	0.99	1.12	0.13
Restaurant	3.87	4.01	0.14	0.66	0.67	0.01
Retail	4.20	4.07	-0.13	0.74	0.81	0.07

EXPERIENCE TRENDS

REPUTATION ACROSS CX CATEGORIES

It's not just customer service—reputation is earned everywhere.

Now that we've identified the key findings, let's dive deeper into the data. Here are the charts that show how different industries stack up and where the biggest shifts in reputation and customer perception are happening.

Value Perception

Value is the Achilles heel of modern-day customer experience. Across industries, reviews mentioning "value" were significantly more negative than those discussing other CX factors.

Why Do Some Industries Struggle with Value Perception?

- **Entertainment (58):** Rising ticket and subscription prices, combined with increased competition from free or lower-cost digital alternatives, contribute to lower value perception.
- **Hospitality (66):** Increased costs of travel and accommodations have left consumers expecting more, while staff shortages and service inconsistencies impact perceived value.
- **Restaurant (65):** Inflation-driven menu price increases and added surcharges without a clear improvement in quality or service are eroding customer satisfaction.

Reputation is built through consistency. A steady performance across all key CX factors is what really separates the reputation leaders from the rest. Let's take a look at the all-rounders who are getting it right.

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Value Perception

Industry	Value (%)
Automotive	77
Consumer Services	79
Entertainment	58
Financial Services	71
Healthcare	81
Hospitality	66
Insurance	91
Legal	78
Real Estate	74
Restaurant	65
Retail	82

REPUTATION ALL-AROUNDERS

It's all about balance. Who's getting it right all the time?

Total reputation management success isn't about excelling in just one area—the goal is to **deliver a balanced, high-quality experience across all customer touchpoints**. The industries that lead in reputation have strong scores across all key Customer Experience (CX) categories: **customer service, product quality, location, and value perception.**

Why Reputation Balance Matters

Industries that achieve high scores across all CX factors build stronger, more resilient reputational foundations. Satisfying experiences result in positive reviews and higher ratings. **Insurance and Consumer Services** are leading because they deliver consistently across the full customer journey.

Key Takeaways

Balanced Performance is Key: Industries that focus on a single strength while neglecting others see inconsistencies in customer sentiment.

Service and Product Matter More Than Location: High performers like Insurance and Retail show that customers prioritize service quality and product reliability over physical convenience.

Value Can Be a Dealbreaker: Even industries with strong service and product offerings (like Entertainment and Hospitality) struggle when customers feel they aren't getting what they paid for.

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Customer Experience Scores

Industry	Customer (%)	Location (%)	Product (%)	Service (%)	Value (%)
Automotive	82	88	85	89	77
Consumer Services	88	90	93	94	79
Entertainment	79	81	79	84	58
Financial Services	82	90	87	90	71
Healthcare	86	91	90	92	81
Hospitality	80	83	83	84	66
Insurance	92	89	97	97	91
Legal	69	63	82	75	78
Real Estate	83	87	87	89	74
Restaurant	82	84	82	84	65
Retail	84	84	90	92	82

STAY ON TOP: ELEVATE YOUR REPUTATION WITH INMOMENT

Reputation doesn't happen by accident—it's the result of strategic action.

Achieving and maintaining a stellar reputation isn't just about collecting reviews—it's about building lasting customer trust and engagement. Here's how InMoment can help:

Monitoring and Responding Proactively: The industry leaders in reputation management don't wait – they act. InMoment's advanced tools allow you to monitor reviews in near real-time and reply quickly using AI-powered responses, ensuring you engage customers faster, resolve concerns before they escalate, and strengthen brand trust.

Turning Ratings and Reviews into Revenue: Higher ratings drive better search rankings, increased Google Profile views, and more location visits. InMoment enables you to generate more reviews, engage with customers, and optimize location performance to maximize the ROI of your reputation management efforts.

Enacting Sentiment Analysis for Smarter Insights: Use InMoment's sentiment analysis to understand the emotions behind customer feedback. This allows you to tailor responses and strategies that resonate with your audience, improving satisfaction and loyalty.

Boosting Performance at Every Level: Gain a clear view of your brand's reputation across all locations. InMoment tracks location performance and correlates it with Google Profile views, customer engagement, and reputation benchmarks– giving you the insights needed to optimize visibility, enhance customer experience, and drive real business impact.

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A FINAL WORD

This year's data reveals a stark contrast: industry leaders who proactively manage their reputation are reaping the rewards—**higher ratings, stronger brand visibility, and increased customer loyalty**. Meanwhile, brands that lag behind are losing ground, missing opportunities, and falling off the digital radar.

REPUTATION IS A GROWTH ENGINE—IF YOU KNOW HOW TO POWER IT.

InMoment's Reputation Management solution empowers organizations to take control of their brand perception, improve online visibility, and drive revenue growth. By increasing star ratings, improving search rankings, and optimizing location performance, our AI-powered, all-in-one solution ensures businesses stay ahead—turning reputation into a competitive advantage.

Industry leaders don't leave reputation to chance. Make it a cornerstone of your customer acquisition strategy and turn ratings into revenue.

If you'd like to discuss your unique requirements, we'd be delighted to assist:

Contact us →

About InMoment

InMoment is the leader in improving experiences and is the highest recommended CX platform and services company in the world. It is renowned for helping clients collect and connect customer experience data from everywhere—from surveys and social reviews, to conversational chat logs and transcripts. As the pace setters in AI and text analytics, its over 3,000 clients activate and understand every byte of structured and unstructured data, breaking down data and team silos to take the smartest actions. This award-winning technology combined with in-house industry experts empower brands to gain ROI from their CX programs in half the time as its competitors. Unlock the true potential of every piece of customer data with InMoment.

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