

Q. DO BETTER YELP RATINGS INCREASE TIPS EARNED?

Here at Upserve we have a ton of real data on what restaurants are doing to succeed.

We had a hunch that positive yelp reviews translate into improved tips at restaurants nationwide.

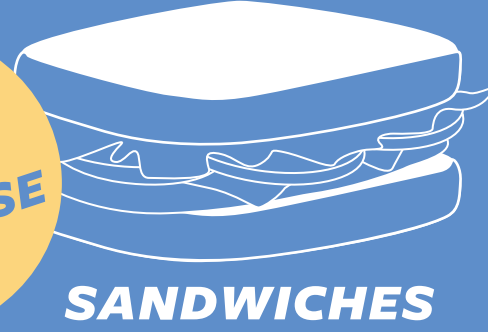
Here's what we uncovered...

THE EQUATION

★★ → ★★☆☆☆☆ = % INCREASE IN TIPS?
(increased ratings)

INCREASED TIPS

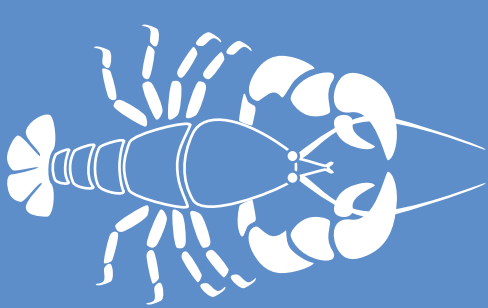
HIGHEST TIP INCREASE



SANDWICHES



+100%
TIP INCREASE



SEAFOOD



+86%
TIP INCREASE



ITALIAN



+42%
TIP INCREASE

UNCHANGED TIPS



WINE BARS



+3.5%
TIP INCREASE



PUBS



+0%
TIP INCREASE

A. HIGHER YELP RATINGS AREN'T A SILVER BULLET

Higher Yelp ratings aren't a silver bullet to better tips for your staff, but they do contain great clues to what you're doing right and where there's room for improvement.

Upserve combines all of your reviews from Yelp, OpenTable, TripAdvisor and Google+ in one simple to use dashboard so you can see:

- what customers are saying
- which menu items get mentioned most often
- spot red flags and service issues faster

SHOULD I REALLY CARE ABOUT YELP?

135*
MILLION
UNIQUE USERS

WHO USES YELP THE MOST?

YOUNG



EDUCATED

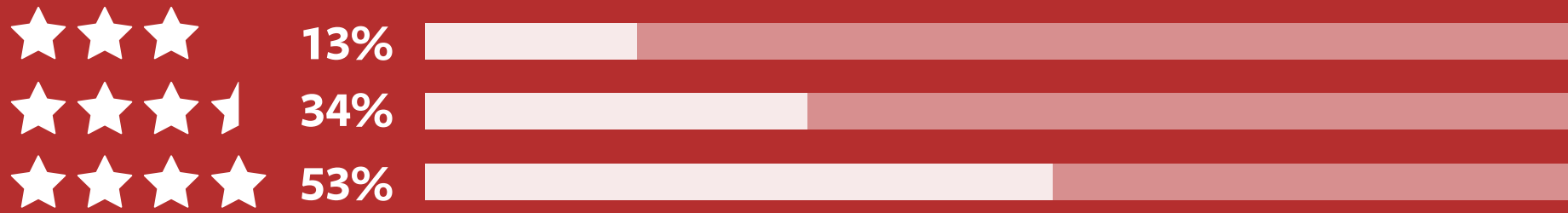


EMPLOYED



STARS MATTER

A research team at UC Berkely found that a restaurant's chance of selling out during prime dining times jumps from 13% to 34% when increased from 3 to 3.5 stars and then another 19% when it hits 4 stars



PURCHASING BEHAVIOR?

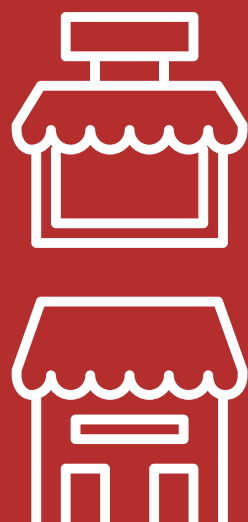


79%

of consumers trust online reviews as much as personal recommendations

35%

of Yelp users will visit a searched business within 24 hrs of searching Yelp



LIKLIHOOD OF BEING FOUND?

Only 20 percent of the reviews on Yelp are for restaurants. Which means users will be on it more often and more likely to discover your business.

