

# A Secure Network is Key to Securing Your Reputation



With the prevalence of review apps like Yelp, consumers are always just a few clicks away from leaving you a five-star review – or one that causes irreparable damage. But while factors such as customer service have obvious influence on your business's reputation, have you considered the impact of your network security?

**You should...**

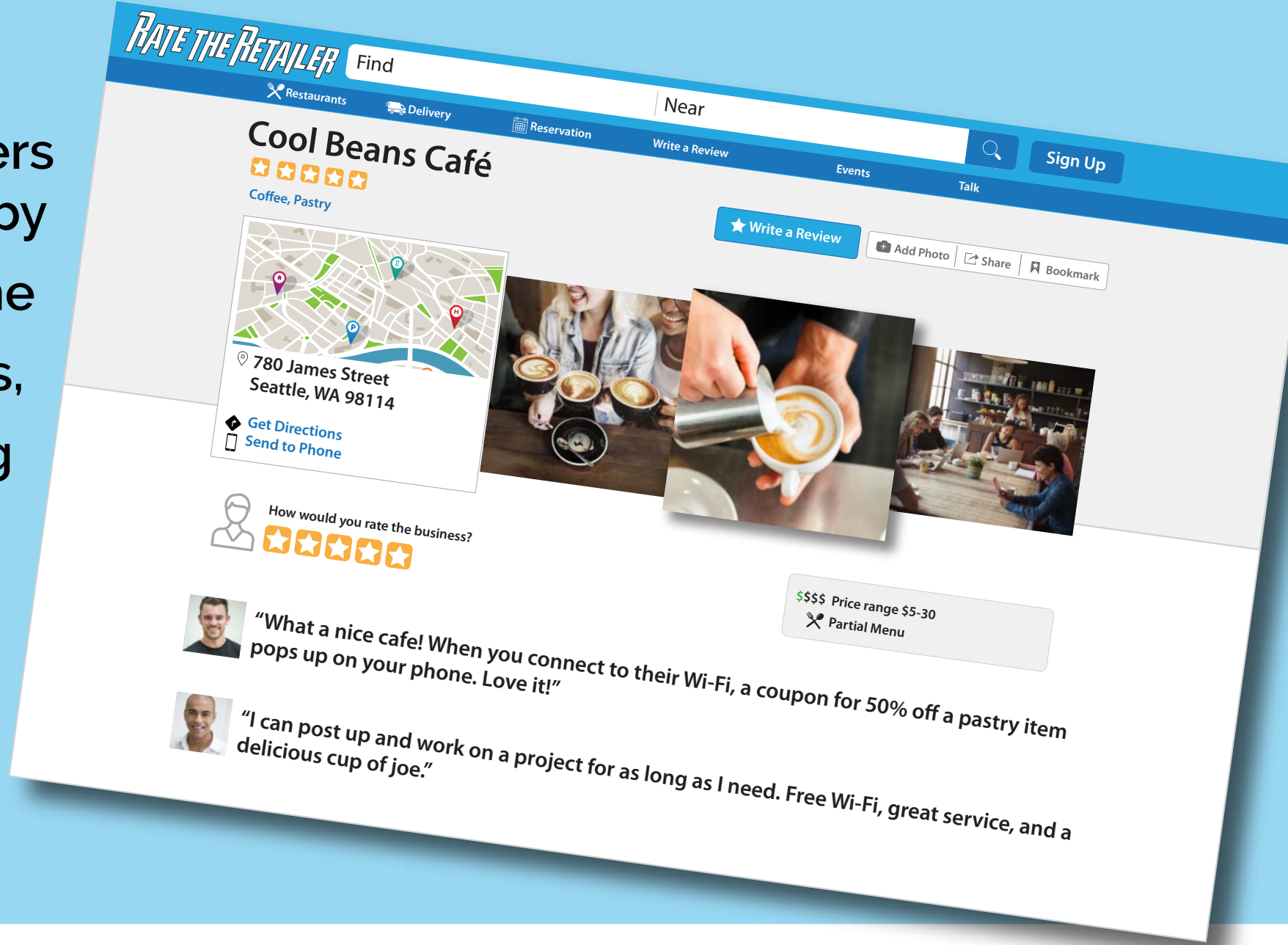


How would you rate the business?



## 92% of consumers now read online reviews<sup>1</sup>

Consumers today are empowered by the endless resources available online to research your business, products, or services before making buying decisions.



## 84% of consumers trust online reviews as much as personal recommendations.<sup>2</sup>

The majority of shoppers trust reviews from strangers on the Internet as much as their own friends.



"Had an urgent project I needed to work on, and decided to stop here due to the 'Free Wi-Fi' that was advertised. 'Useless Wi-Fi' would have been more accurate. Tried for 30 minutes to connect, and never did. What a waste of time."

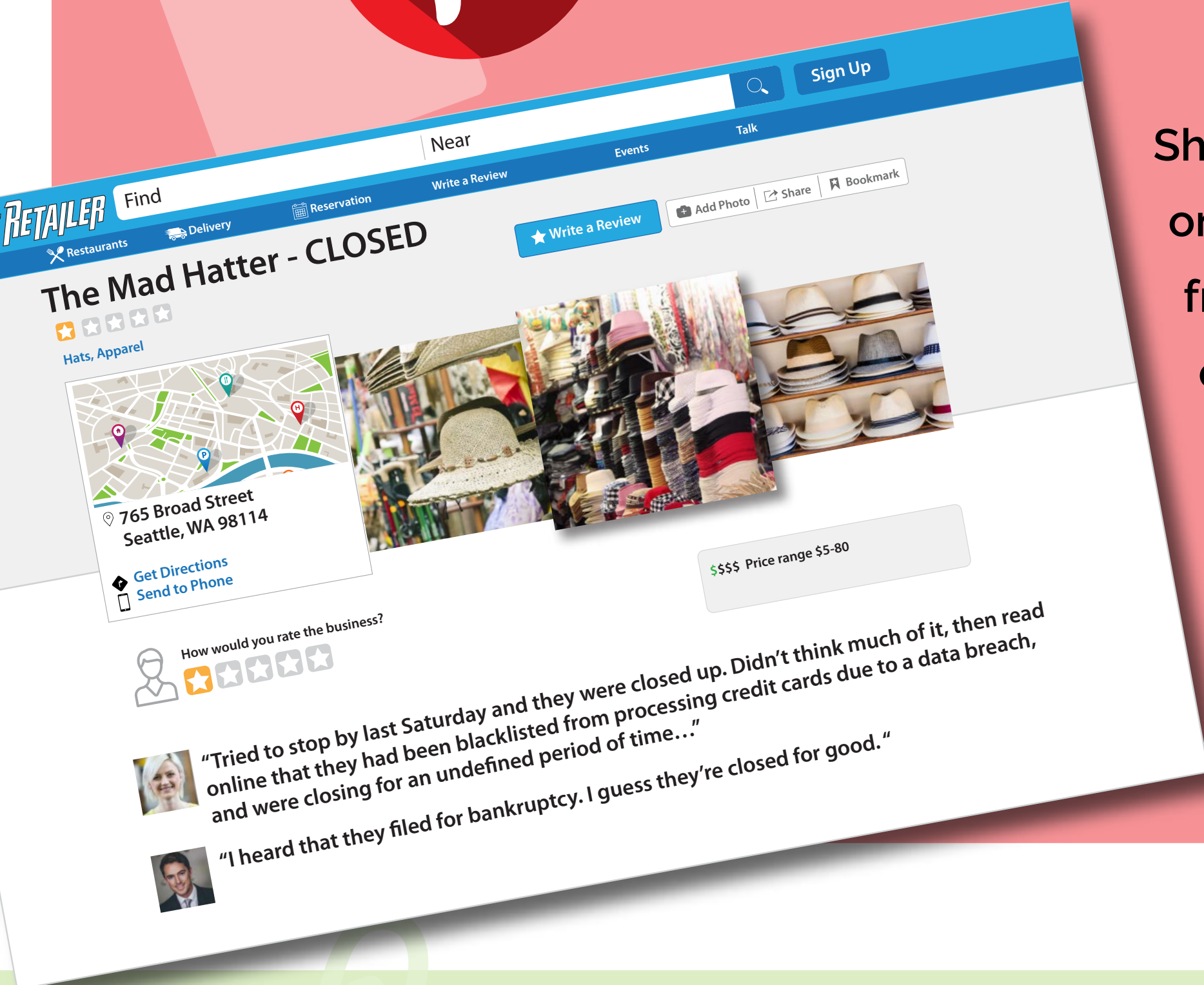


"This store is new but has already established a reputation for great clothes and a friendly staff. Always fun supporting small businesses but I can't imagine they'll stay small for long! :)"



## Customers are more likely to share bad reviews than positive.

Sharing a bad customer experience online is an easy way to release frustration, and save someone else from a similar experience.



## 87% of consumers would NOT do business with a company that had experienced a data breach.<sup>3</sup>

Businesses that fall victim to a data breach face significant financial and reputational damage, the likes of which some will never recover from.



## 1/3 The total cost of a data breach has risen by almost a third since 2013.<sup>4</sup>

This cost includes turnover of customers, increased customer acquisition activities, reputation loss and diminished goodwill.



## 74% of consumers say positive reviews make them trust businesses more.<sup>5</sup>

While negative reviews can be terminal for the financial health of a business, positive reviews endow customers with invaluable trust and peace of mind.



"This restaurant has a reputation for providing some of the best food (and customer service) in town. A must try."



"The unfortunate thing is that this place makes delicious food. But after reading all the reviews on here about visitors being hacked, I definitely won't be back."



## What are YOU doing to protect your reputation?

If business growth is your goal, then protecting your business's network and good name is your priority. WatchGuard has best-in-class solutions to protect your network, your business, and ultimately – your reputation.



1. Nielsen, "Global Trust in Advertising and Brand Messages"

2. BrightLocal, "Local Consumer Review Survey 2016"

3. CyberSecurity Institute, "How Does a Data Breach Affect Your Business' Reputation?"

4. E92Plus, "How a Serious Data Breach May Drive a Company Out of Business"

5. BrightLocal, "Local Consumer Review Survey 2016"