

Annexure 4

Overview

HelloPeter is a South African online customer service platform that allows consumers to review and rate companies and their services. Businesses, in turn, can respond to these reviews if they pay. Customers can observe other clients' feedback and see how a business deals with reviews.

While HelloPeter is a useful platform for many, there are some common complaints about it:

1. **Fake Reviews:** Some users believe that there are fake reviews posted by competitors or by the businesses themselves to manipulate ratings.
2. **Slow or Unresponsive Customer Service:** Some users report that HelloPeter's own customer service can be slow or unresponsive when issues are raised.
3. **Impact on Businesses:** Business owners sometimes feel that the platform is biased towards negative reviews and does not provide enough support for unjust negative feedback, which can harm their reputation unfairly.
4. **Review Moderation:** There are concerns about inconsistent moderation of reviews, with some users feeling that posts get removed or kept without clear reasons.
5. **Premium Services:** Some users have expressed frustration that businesses have to pay for premium services to manage their reputations effectively on the site, which they feel creates an uneven playing field.
6. **Effectiveness of Resolutions:** Consumers sometimes feel that leaving a review on HelloPeter does not lead to a satisfactory resolution of their issues with the company.

Landscape of Review Websites in South Africa

In South Africa, several review websites are used by consumers to share their experiences and rate businesses. Some of the biggest and most popular review platforms include:

1. **HelloPeter.com:** As mentioned, HelloPeter is the most popular consumer review website in South Africa, allowing users to post reviews and rate companies. HelloPeter.com is the only business of its nature registered and run in South Africa. HelloPeter.com was started in 2000 but has gone through a number of owners.
2. **Trustpilot:** Although it operates globally, Trustpilot is also used by a few South African consumers to review and rate local businesses. It is a Danish consumer business operating a review website founded in Denmark in 2007.
3. **Google Reviews:** Many consumers leave reviews directly on Google, which appear in Google search results and on Google Maps. This is a popular and widely accessible option also used by South Africans. Google Reviews started in 2007.

4. **Facebook Review:** Businesses often have pages where customers can leave reviews and ratings. Facebook is a major platform for social and business engagement in South Africa. This service started in 2013. It is used less than Google Reviews.
5. **TripAdvisor and Zomato:** These are also used by South Africans but focus on one type of business service only.
6. **Yelp:** This is used by a few South Africans. It was started in 2004.

HelloPeter.com is one of the oldest review websites used by South Africans. It is also the only one that charges to respond, which is a change the business made in recent years.

Fees on HelloPeter.com

There are several subscription plans for businesses to manage and respond to reviews. The cost of these plans can vary based on the level of service and features provided. Here is a general idea of the offerings:

1. **Starter Plan:** This entry-level plan usually allows for basic engagement with customers, including responding to reviews. The cost might be in the range of a few hundred South African Rand per month.
2. **Standard Plan:** Provides additional features like advanced analytics, more extensive customer engagement tools, and may cost more, typically in the range of several hundred to around a thousand Rand per month.
3. **Premium Plan:** Offers the most comprehensive set of features, including detailed analytics, reputation management tools, and higher levels of customer support. This plan can be more expensive, potentially exceeding a thousand Rand per month.

The current plans will either cost a business between R7000 and R50 004 per year.

The image shows two pricing cards for HelloPeter.com. The 'Growth' plan is on the left, starting at R599 per month, and the 'Premium' plan is on the right, starting at R4167 per month. Both plans offer a 'Monthly' view and an 'Annually' view with a 'Save 10%' discount. The 'Growth' plan includes features like customizable email invite templates, SMS review invites, photo reviews, Google review collection, Google review monitoring management, Facebook review tab, Social Ads, customizable on-site widget library, full review & invite performance analytics, and Google & Net Promoter Score analytics. The 'Premium' plan includes all the features of the 'Growth' plan plus multi-location review collection, advanced review management, advanced notifications, competitor analysis, advanced Google search insights, multi-user logins, and full API access with support. Both plans have a 'START FREE TRIAL' button for the Growth plan and a 'REQUEST DEMO' button for the Premium plan.

Plan	Starts at	Per Month	Features
Growth	R599	Per Month	- Customisable email invite templates - SMS review invites - Photo reviews - Google review collection - Google review monitoring management - Facebook review tab - Social Ads - Customisable on-site widget library - Full review & invite performance analytics - Google & Net Promoter Score analytics
Premium	R4167	Per month, Paid annually	- All the greatness of GROWTH, and: - Multi-location review collection - Advanced review management - Advanced notifications - Competitor analysis - Advanced Google search insights - Multi-user logins - Full API access with support

Web Domination

HelloPeter.com has maintained top positions on search engines for several reasons related to search engine optimization. It is also important to note that their team spends a great deal of professional effort on a positive online reputation campaign for their own business. They have created countless positive review pages promoting their own business services, practices, and processes – always reflecting them in the very best light. This has been done by design.