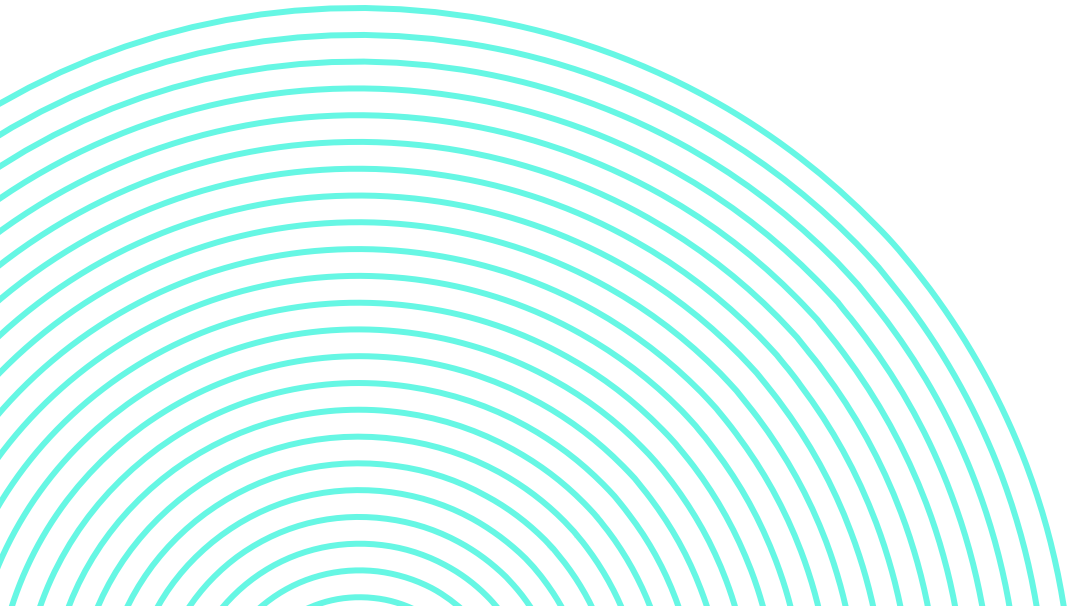
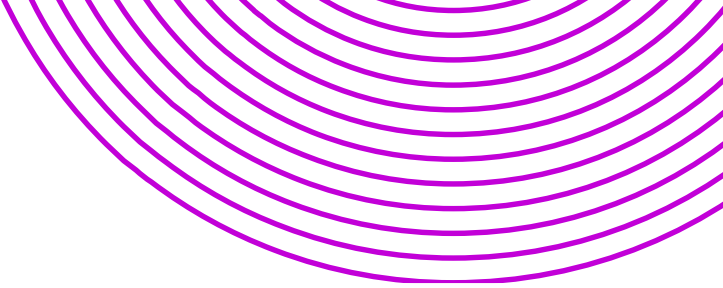




**Automation Partner
2026**



Chatter

The All-In-One CX and Reputation Management Solution

Chatter offers a powerful suite of individual customer experience tools that deliver enterprise-grade capabilities at an affordable price. We eliminate the need for costly third-party software by providing standalone, dedicated solutions for real-time feedback (Surveys & Digital Intercepts), total reputation control (Review Solicitation, Ingestion, and AI replies), and AI-driven growth (Listings, Social & Search AI).

Whether you need revenue-driving Promotional SMS, Live 2-Way Conversations, or In-Store "Save-the-Sale" triggers, Chatter lets you mix and match the exact tools your business needs. Dominate search rankings, capture in-the-moment sentiment, and maximize retention by choosing the specific solutions that fit your budget and strategy.

Google - Review Solicitation

Product highlights:

- Review Solicitation can be sent by SMS or e-mail
- Make it easier for your happy customers to leave more reviews
- Helps increase foot traffic
- Solicitation can be tailored to fit into any point in the customer journey
- Intelligent reminders (Additional +\$39.99 per month/per location)
- Customizable messaging
- Helps organically with search engine optimization
- Now available: Automatic AI generated business replies can be posted to new reviews (Additional +\$19.99 per month/per location)
- Review Ingestion is included with this product. Note: Chatter will ingest your publicly available online reviews such as Google and run it through the retail industry specific AI which will then consolidate all the feedback into topics so it's easy to take immediate action. 2 years of historical data will be available.

**AAFD
member?
Special rates
for you!**

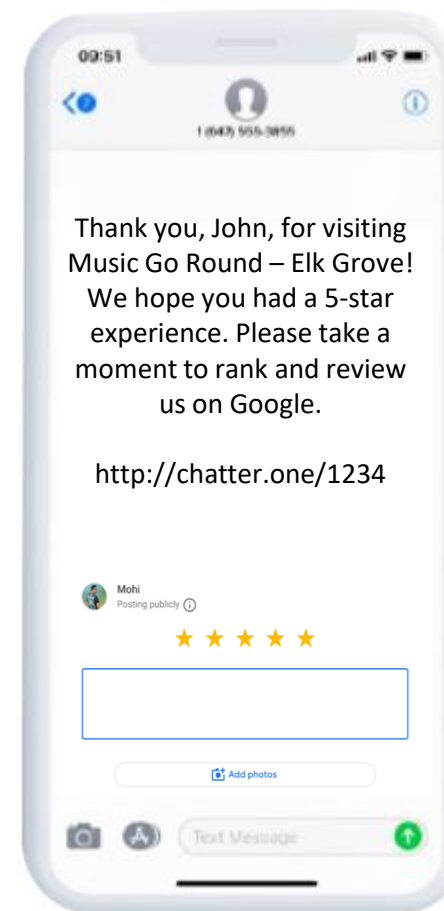
**\$74.99 per
month/per
location**



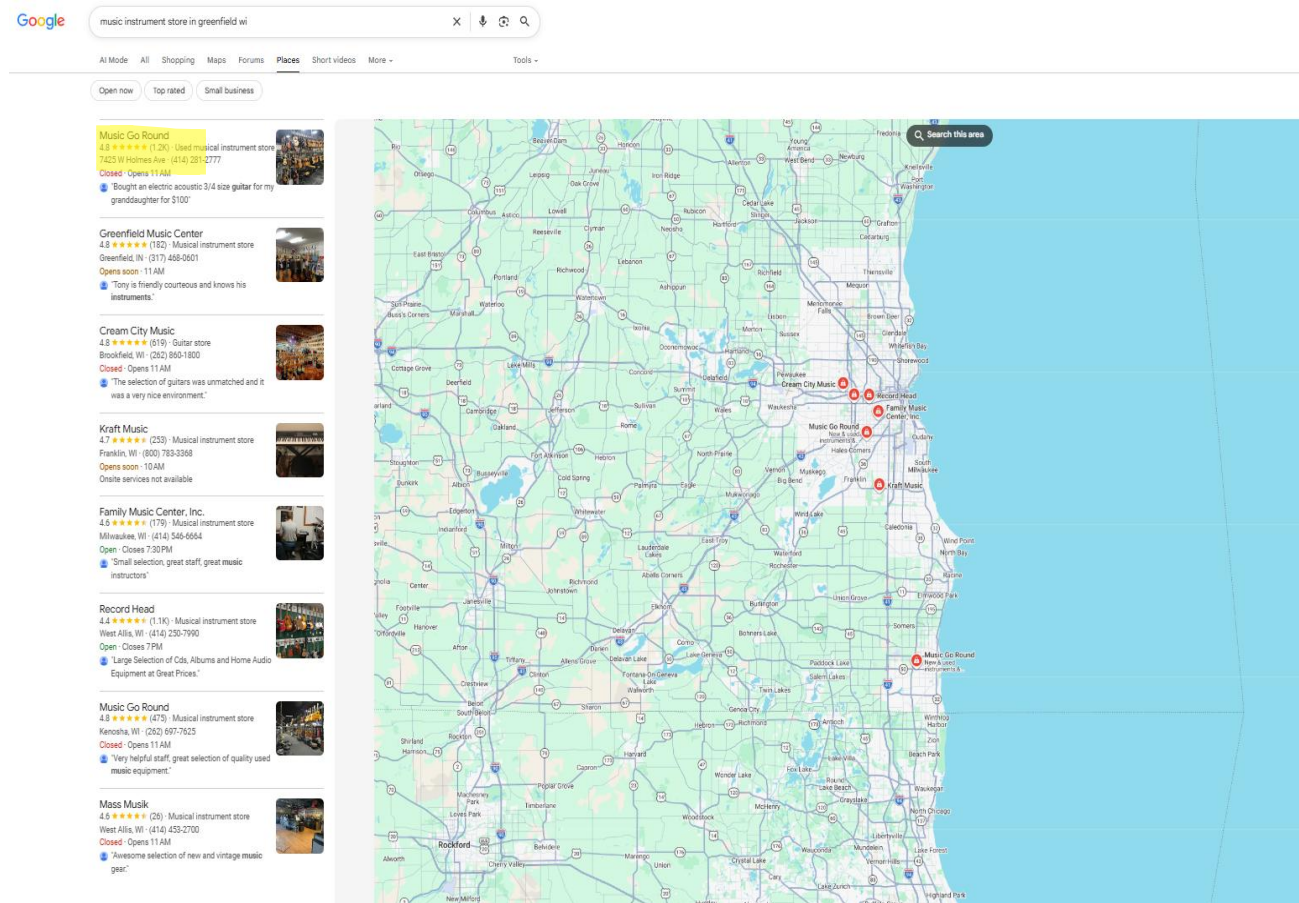
**Intelligent reminders:
This gives you an
additional 3-5% on your
CTR!**

**If a customer doesn't click
on the first link, we will
send another soft
reminder in 72 hours.**

**Drown Out the Noise and
Dominate Local Search**



Why do businesses need Google - Review Solicitation?



1. We know that 87% of customers use Google to find products and services.

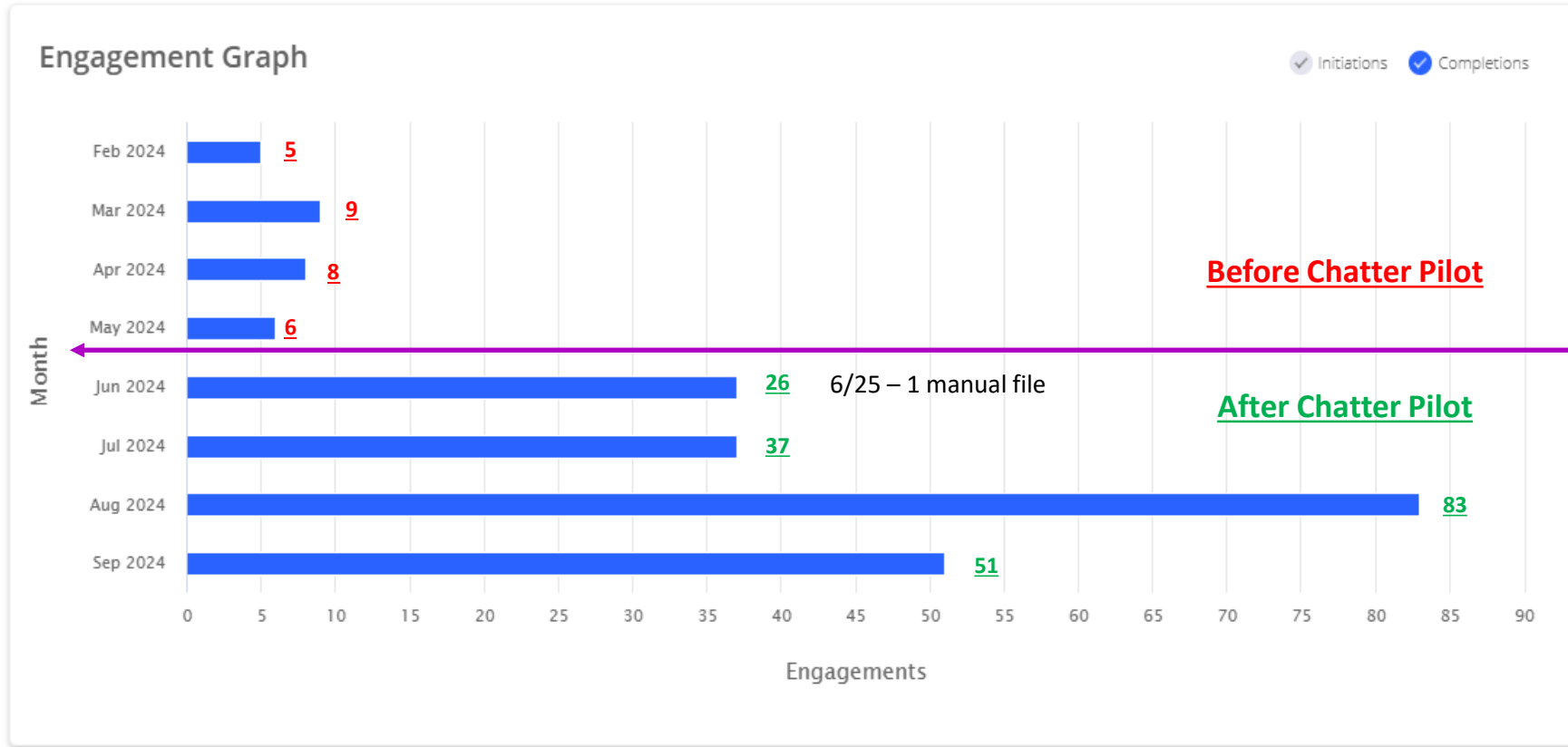
Example: “Music Instrument store near me”

2. We understand the Google algorithm – quantity of reviews, review ratings, review recency (Top Impact) and following closely behind are keywords and diversity.

3. More Visibility = More Traffic

Chatter makes it very easy for your happy customers to leave a review via SMS, drown out the negative Google reviews, & boost your business (organically) to the top of the Google search!

Does this Google - Review Solicitation really work?



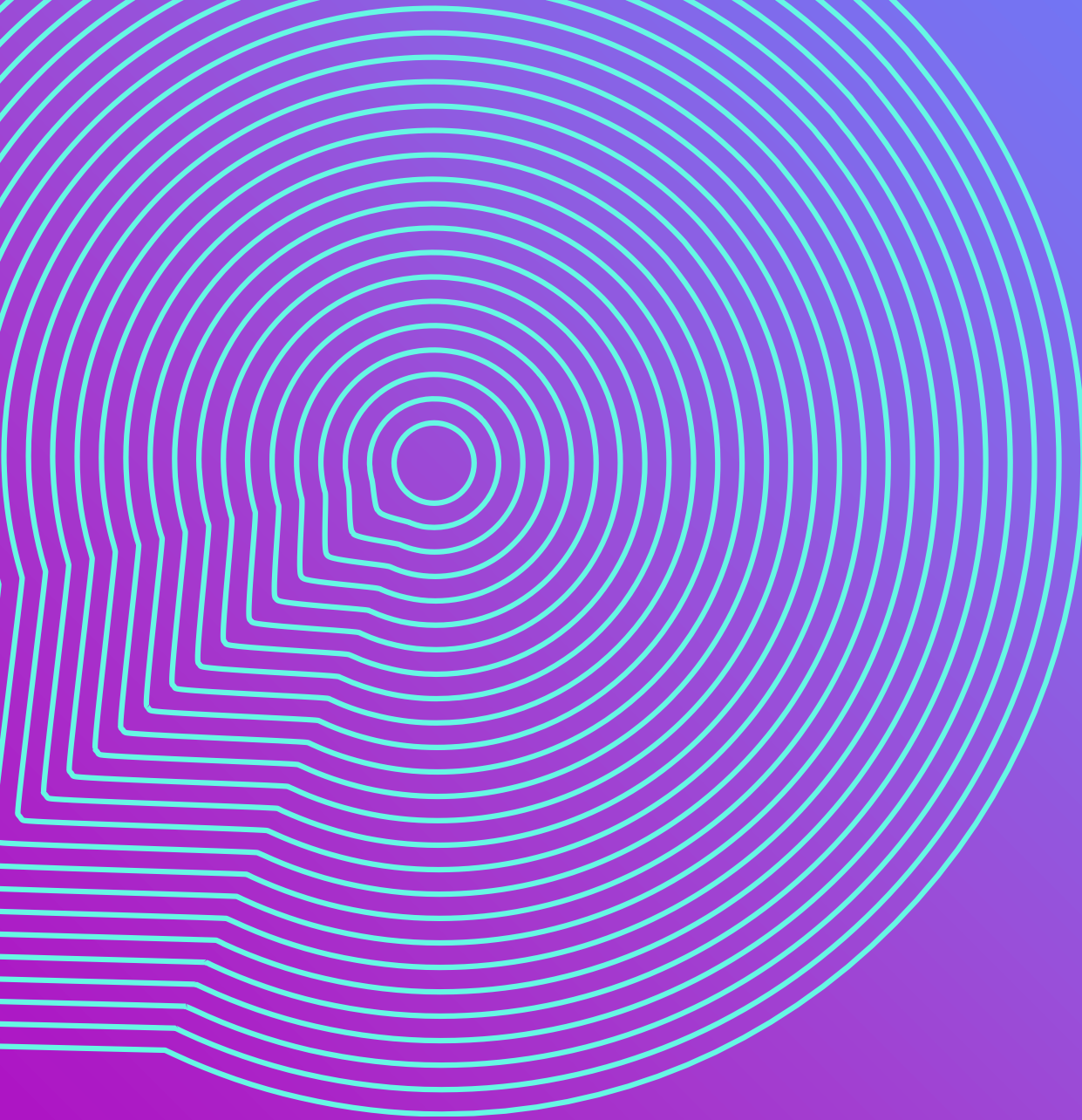
% CSAT
86%

+28
New Reviews in 4
months

% CSAT
98%

+197
New Reviews in 4
months

Music Go Round – Greenfield and Kenosha, WI



Employee Recognition Report

Transforming Google Reviews Into Team Growth

Isolate Employee Metrics: Automatically pull individual staff mentions from Google feedback.

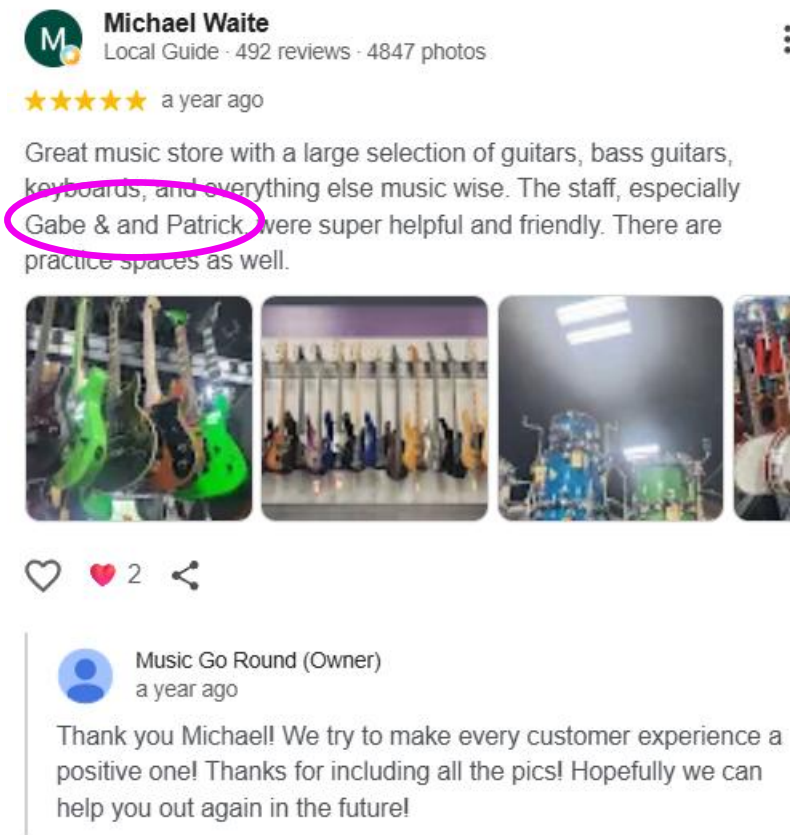
Celebrate Top Performers: Clear data to publicly recognize and reward your best team members.

Targeted Coaching: Instantly pinpoint specific areas where staff need extra training or support.

Drive Store Performance: Use monthly structured data to run efficient, data-driven team meetings.

	A	B	C	D	E	F	G
1	Employee Name(s)	Location	5 star	4 star	3 star	2 star	1 star
2	Gab	Greenfield	2				
3	Gwen	Littlefield	1				
4	Alex	Kenosha	1				
5	Lyric	Elk Grove	1				
6	Kade	Kenosha	3				
7	Jesse	Elk Grove	1				
8	Aadin	Kenosha	1				
9	Andy	Littlefield	1				
10	Ian	Aurora	1				
11	Brian	Kenosha	1				
12	Danny	Kenosha	1				
13	Chad	Littlefield	1				

[Employee Recognition Monthly Report](#)



Michael Waite
Local Guide · 492 reviews · 4847 photos

★★★★★ a year ago

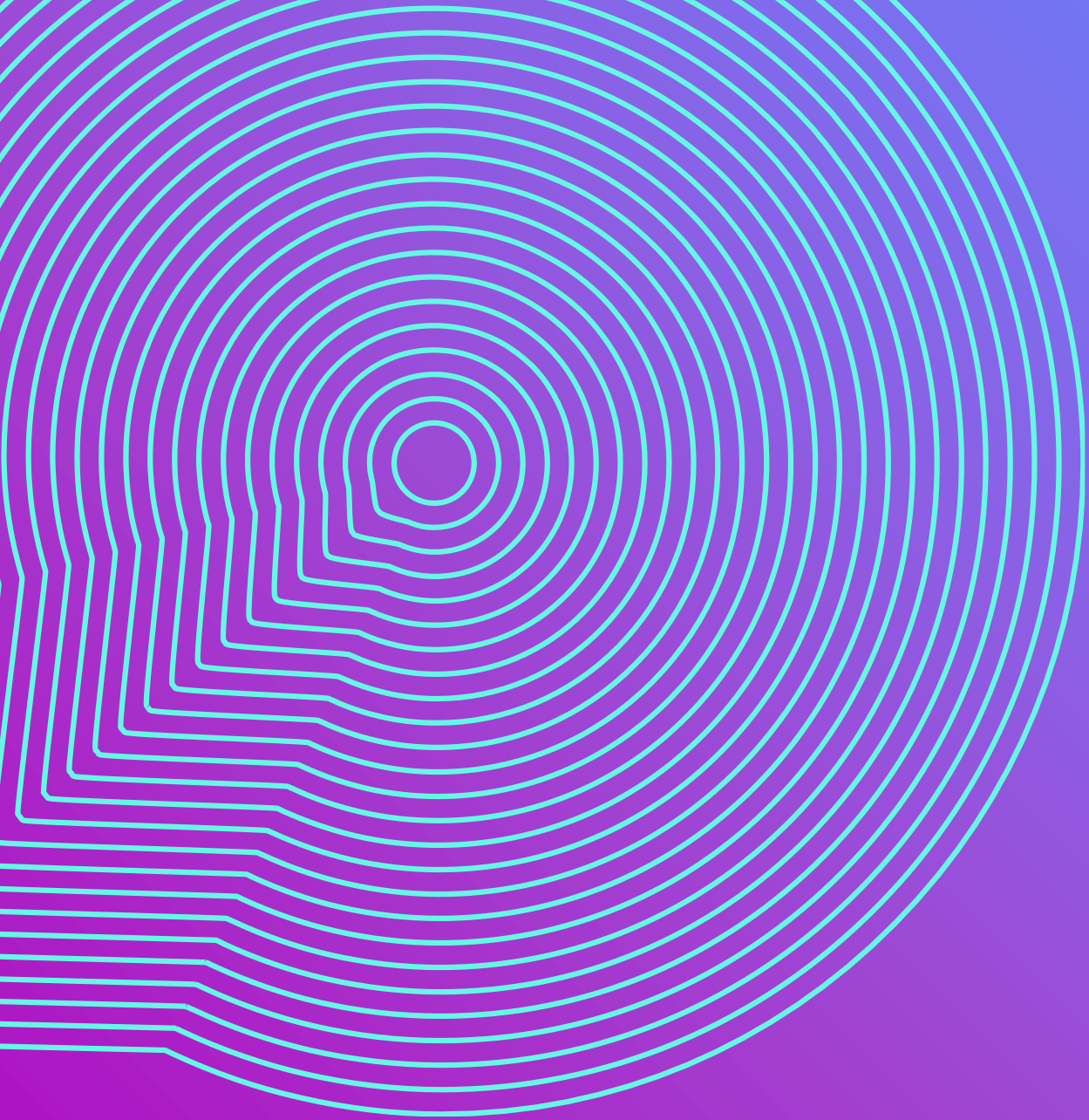
Great music store with a large selection of guitars, bass guitars, keyboards, and everything else music wise. The staff, especially Gabe & and Patrick, were super helpful and friendly. There are practice spaces as well.



♡ ❤️ 2 ➦

 **Music Go Round (Owner)**
a year ago

Thank you Michael! We try to make every customer experience a positive one! Thanks for including all the pics! Hopefully we can help you out again in the future!



NEW:
ResaleAI Integration

ResaleAI

Proud **PARTNER**

Automation

Get more from ResaleAI by connecting with other programs you use

 When I Work® Employee sync Create employees in ResaleAI automatically from When I Work. View the schedule and clock in and out through ResaleAI GET STARTED	 homebase Employee sync Create employees in ResaleAI automatically from Homebase. View the schedule and clock in and out through ResaleAI GET STARTED	 Constant Contact Email collection Add new contacts to Constant Contact automatically as you create or edit customer records in DRS GET STARTED	 FIVESTARS Automatic loyalty points Automatically award points when a customer record is associated with a transaction GET STARTED
 resale Nightly reports Specify who receives emailed nightly reports with daily notes and key performance indicators Last sent to 6 recipients on 7/1/26 MANAGE	 intuit quickbooks. Bookkeeping assist Automatically create and post daily journal entries in Quickbooks without manual data entry GET STARTED	 chatter BY STINGRAY Collect Google reviews Automatically text customers after they shop or sell to ask for a Google review Sent interactions on 7/2/26 MANAGE	

Key items on the [Chatter Automation](#) page

1. Learn more link
2. Onboarding link – to get started with Alexis Stewart

Music Go Round API Data

Company Data
Music Go Round

SOURCE TYPE: SOURCE: EVENT:

Showing 1 to 50 of 8,017 interactions

ID	TIMESTAMP	SOURCE TYPE	SOURCE	EVENT	LOCATION	POC	CUSTOMER NAME
138071415	2026-08-12 11:46:32	API	user:84300	buy	40112	Music Go Round - Kenosha	Kade Kozak
138056780	2026-08-12 10:52:15	API	user:96607	buy	41119	Music Go Round - Braden...	Robert Pecha
138056779	2026-08-12 10:39:09	API	user:96607	buy	41119	Music Go Round - Braden...	William Irvan
137996009	2026-08-11 22:04:03	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Mgr 1 A No Custome
137996008	2026-08-11 21:33:38	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Mgr 1 A No Custome
137996007	2026-08-11 20:42:29	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Mgr 1 A No Custome
137996006	2026-08-11 20:01:25	API	user:84300	sales transaction	40015	Music Go Round - Greenfl...	Timothy Allen Farebr
137996005	2026-08-11 19:56:53	API	user:84300	sales transaction	40015	Music Go Round - Greenfl...	Matteo Knorr
137996004	2026-08-11 20:32:29	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Mgr 1 A No Custome
137996003	2026-08-11 20:26:49	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Robert* James Dema
137996002	2026-08-11 20:24:39	API	user:98620	sales transaction	41124	Music Go Round - Littleton	Mgr 1 A No Custome
137996001	2026-08-11 19:48:04	API	user:84300	sales transaction	40015	Music Go Round - Greenfl...	Hector Cordova



Data we are receive:

- Location identifier - (*Winmark store number*)
- First name
- Last name
- Phone number
- Email
- Event - *Either "Sales transaction" or "Buy"*
- Consent
- Transaction ID - *The DRS trans id*
- Timestamp
- Metadata:
 - Trade (*True/False*)
 - Dollar amount
 - Employee
 - Subcategory (*DRS subcategories of items purchased or sold*)

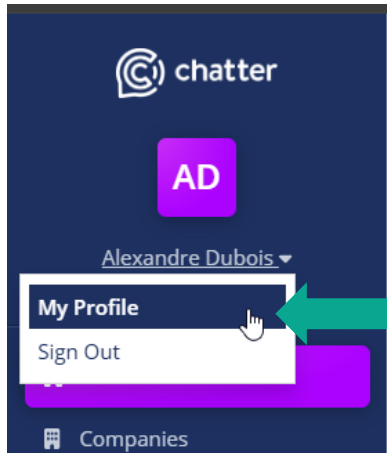
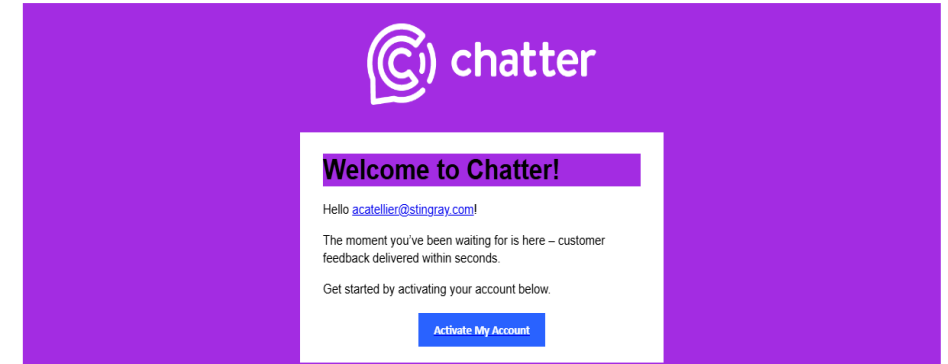
How does the automation work?

Step 1: Once our team has sent you the “welcome to chatter e-mail” to create password, you will use those credentials to activate your account and access the dashboard.

<https://app.chatterresearch.com/>



From: Chatter Research <noreply@chatterresearch.com>
Sent: Thursday, November 30, 2023 9:31 AM
To: Ava Catellier <acatellier@stingray.com>
Subject: Welcome to Chatter!



Step 2: Once you are in the Chatter Dashboard, Go to the left side of the page, click the arrow beside your name and click **My Profile**



API Access Token

No API token available for this user.

Generate



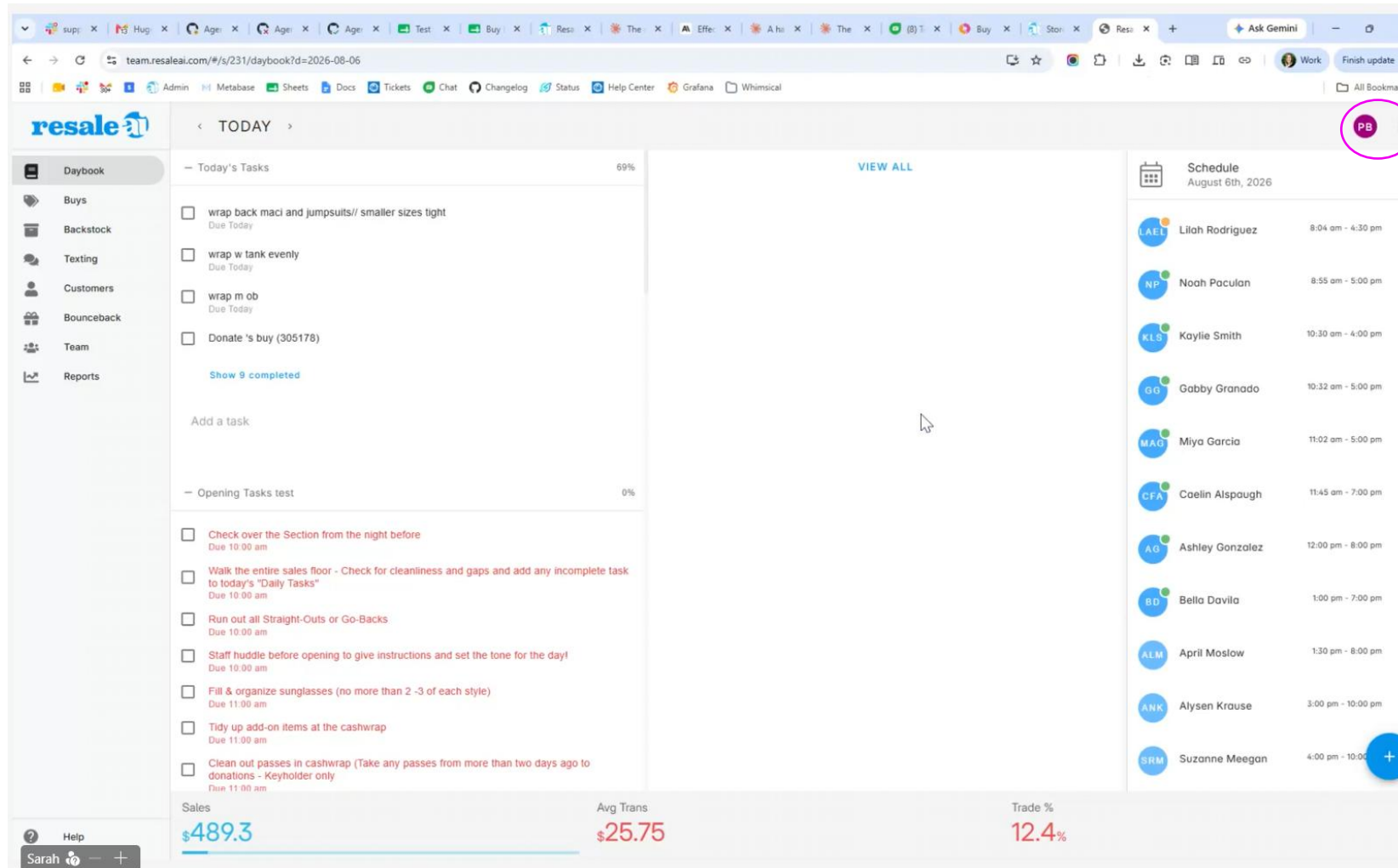
Step 3: Under My profile you will see API Access Token, click the **Generate** button



API Access Token

erD0vQiRjoQv6dTfqCWyXoj52EyzKClk4w7YqTIQz14

How does the automation work?

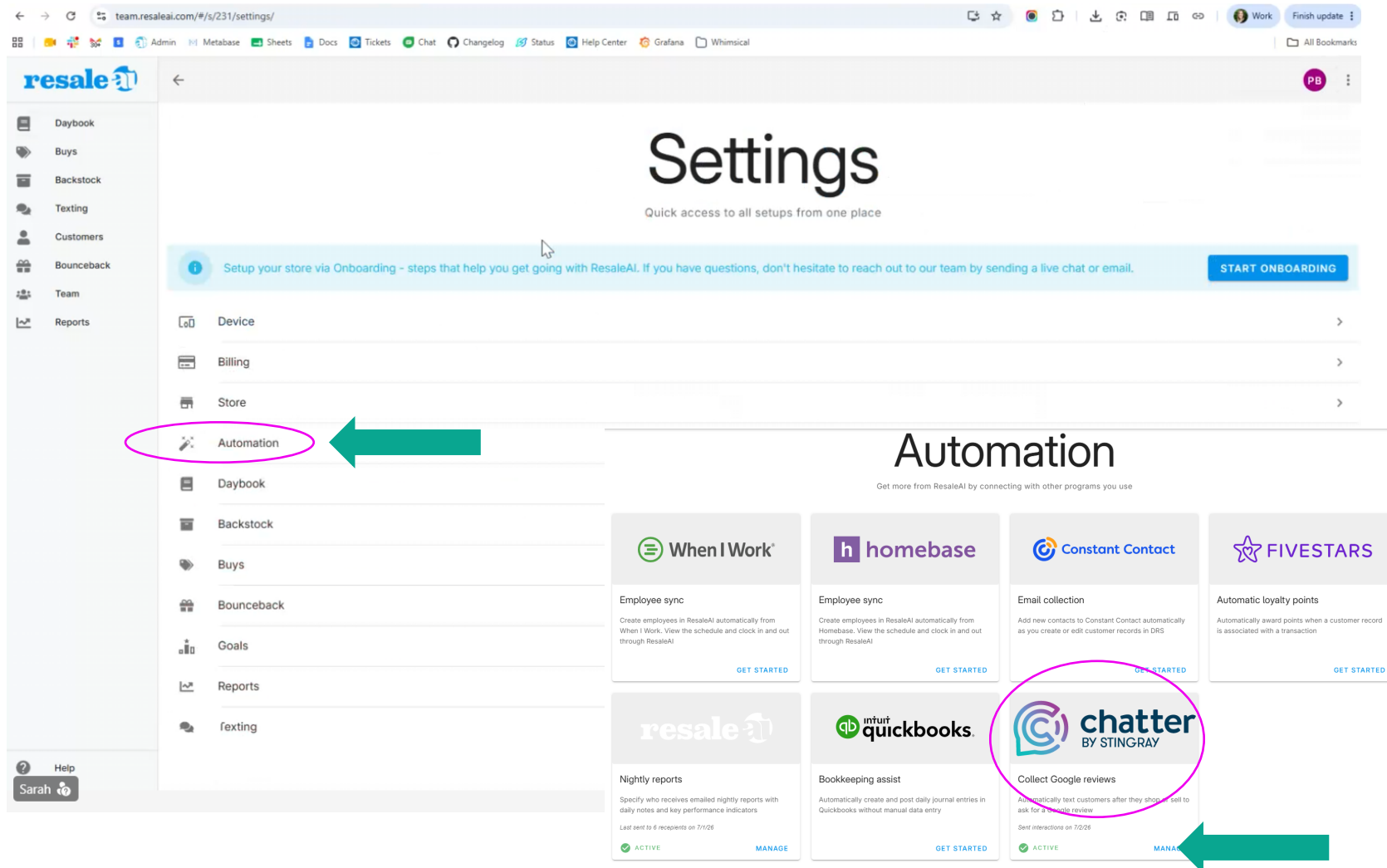


The screenshot shows the ResaleAI dashboard interface. On the left is a sidebar with navigation links: Daybook, Buys, Backstock, Texting, Customers, Bounceback, Team, and Reports. The main content area is divided into three sections. The top section, titled 'TODAY', shows 'Today's Tasks' with a 69% completion rate, listing tasks like 'wrap back maci and jumpsuits// smaller sizes tight' and 'wrap w tank evenly'. Below this is 'Opening Tasks test' with a 0% completion rate, listing tasks like 'Check over the Section from the night before' and 'Walk the entire sales floor'. The bottom section shows 'Sales' at \$489.3, 'Avg Trans' at \$25.75, and 'Trade %' at 12.4%. On the right, there is a 'Schedule' for August 6th, 2026, listing staff members and their shifts. A green arrow points to the top right corner of the dashboard, specifically to a circular profile icon with the initials 'PB' and a three-dot menu icon next to it.

Step 4: Go back to the ResaleAI dashboard

Click the top right 3 dots by your initials, click **settings**.

How does the automation work?

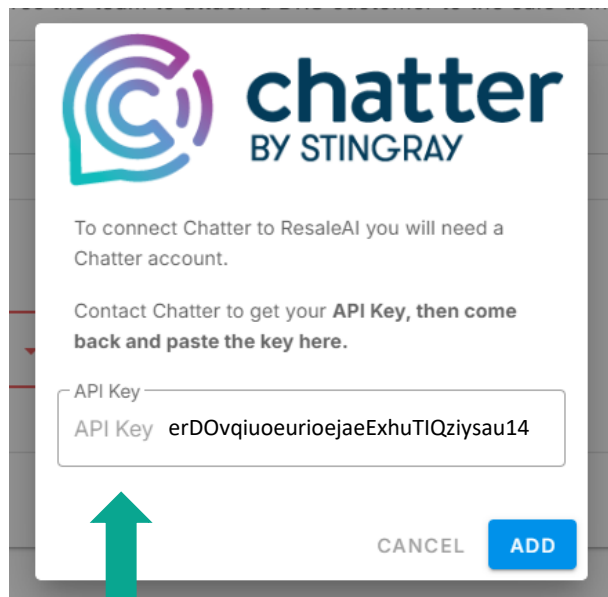


The screenshot shows the ResaleAI Settings page. In the left sidebar, the 'Automation' option is circled in pink and has a green arrow pointing to it. Below the sidebar, the 'Automation' page is displayed, featuring a grid of integration cards. The 'chatter BY STINGRAY' card is circled in pink and has a green arrow pointing to it. The cards include integrations with When I Work, homebase, Constant Contact, FIVESTARS, resale AI, intuit quickbooks, and chatter BY STINGRAY.

Step 5: Click Automation, it will take you to the main Automation page.

Click Get Started

How does the automation work?



chatter
BY STINGRAY

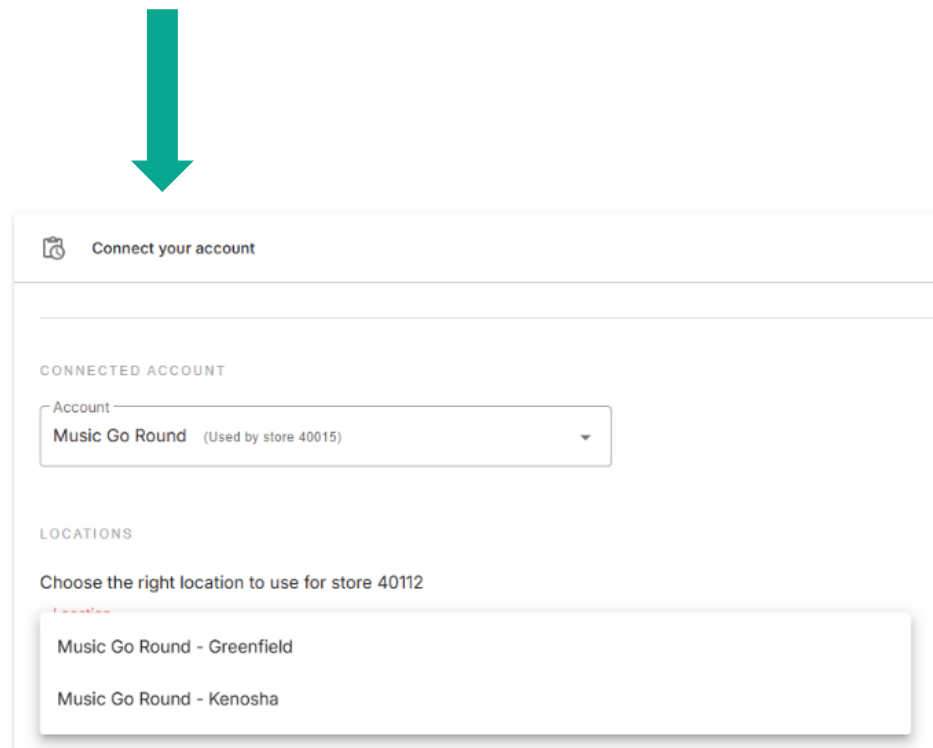
To connect Chatter to ResaleAI you will need a Chatter account.

Contact Chatter to get your **API Key**, then come back and paste the key here.

API Key
API Key erDOvquoeurioejaeExhuTIQziysau14

CANCEL ADD

Step 6: Use the API Key provided and paste it into the API key section
Click the **ADD** button.



Connect your account

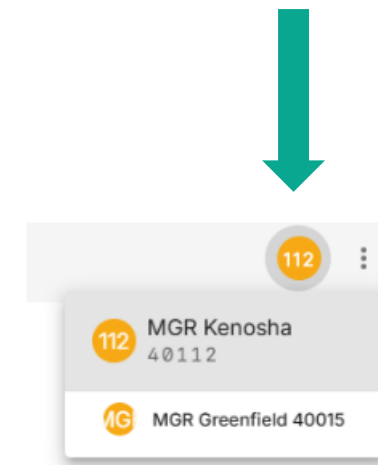
CONNECTED ACCOUNT

Account
Music Go Round (Used by store 40015)

LOCATIONS

Choose the right location to use for store 40112

- Music Go Round - Greenfield
- Music Go Round - Kenosha



If you have **two or more locations**, make sure you click the top right corner to switch between locations. Repeat the same steps and use the same API Key provided.

Final Step – Insights Invitation

CR

Chatter Research noreply@chatterresearch.com

To: Alexis Stewart



Reply



Reply all



Forward



Welcome! 🎉

Hi John Doe, 🤖

Chatter has prepared your experience for *Google Reviews*. We've brought **2 years** of Google Reviews data for your store into the platform and it's **ready** for you to explore! 🌟

Set Your Password 🗝️

If you're having trouble with the button above, copy and paste this link into your browser:

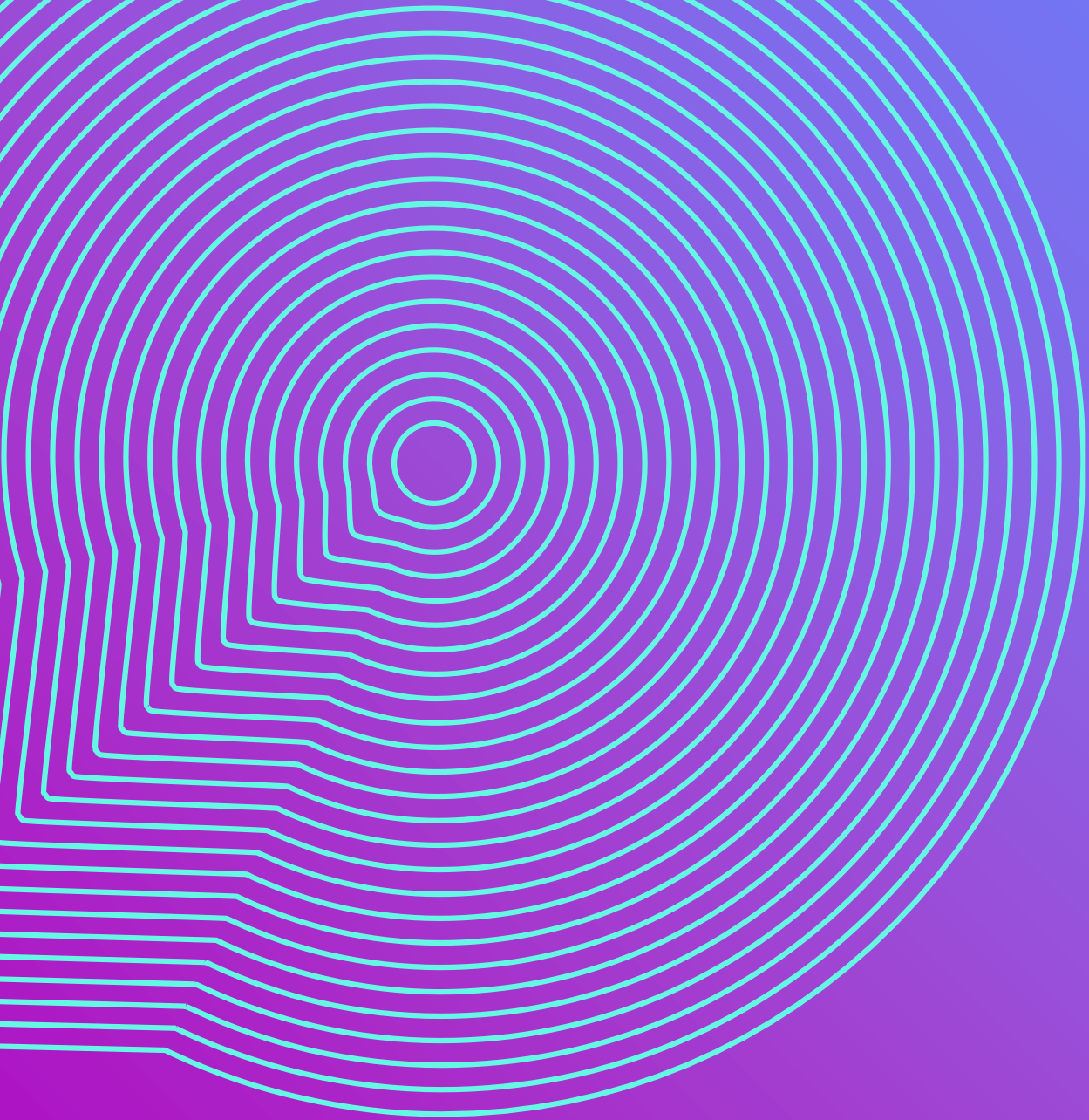
<https://insights.chatterresearch.com/setPassword/ZG4vdXZWF9K3Rlc3QzQHNOaW5ncmF5LnNvbQd0ma-4ee4780a6f04e8973b6c496032e59a>

<https://insights.chatterresearch.com/setPassword/ZG4vdXZWF9K3Rlc3QzQHNOaW5ncmF5LnNvbQd0ma-4ee4780a6f04e8973b6c496032e59a>

Chatter by Stingray

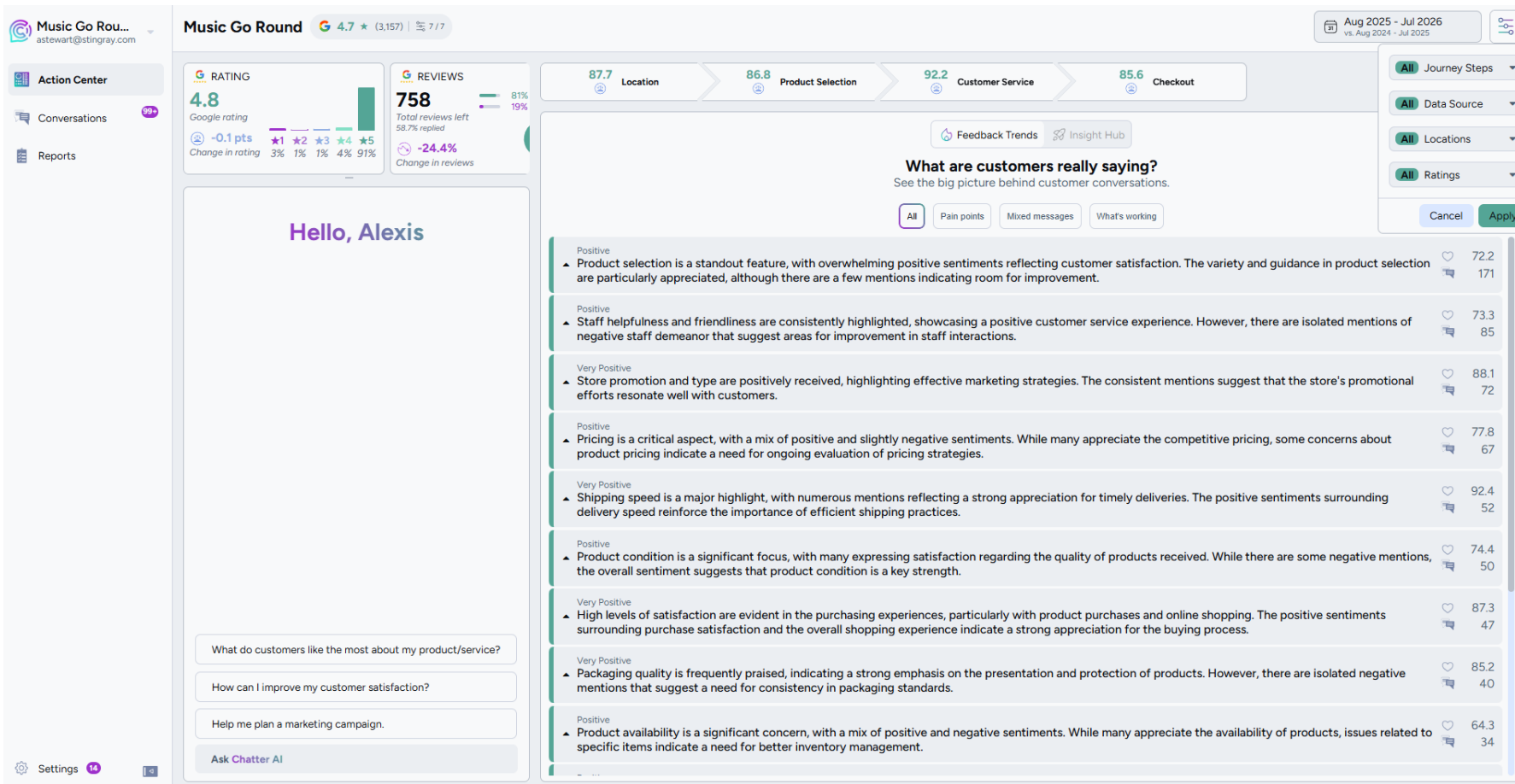
Stay connected with us

Step 7: Once the API Key has been initiated in ResaleAI, the backend configurations and sync begin. It will take approximately 24-28 hours for you to receive your invite to Insights. Note: You will have to create password for this platform.



The Dashboard

Insights



Highlights:

Action Center

Our AI has categorized your customers feedback into similar topic trends/themes and here we highlight more wins (What's Working) and opportunities (Pain Points) for your business to improve customer experience.

KPI's

Show Google rating (or NPS and/or CSAT).

Feedback Trends

See what subjects' people have been talking about in grouped by similarity

Ask Chatter

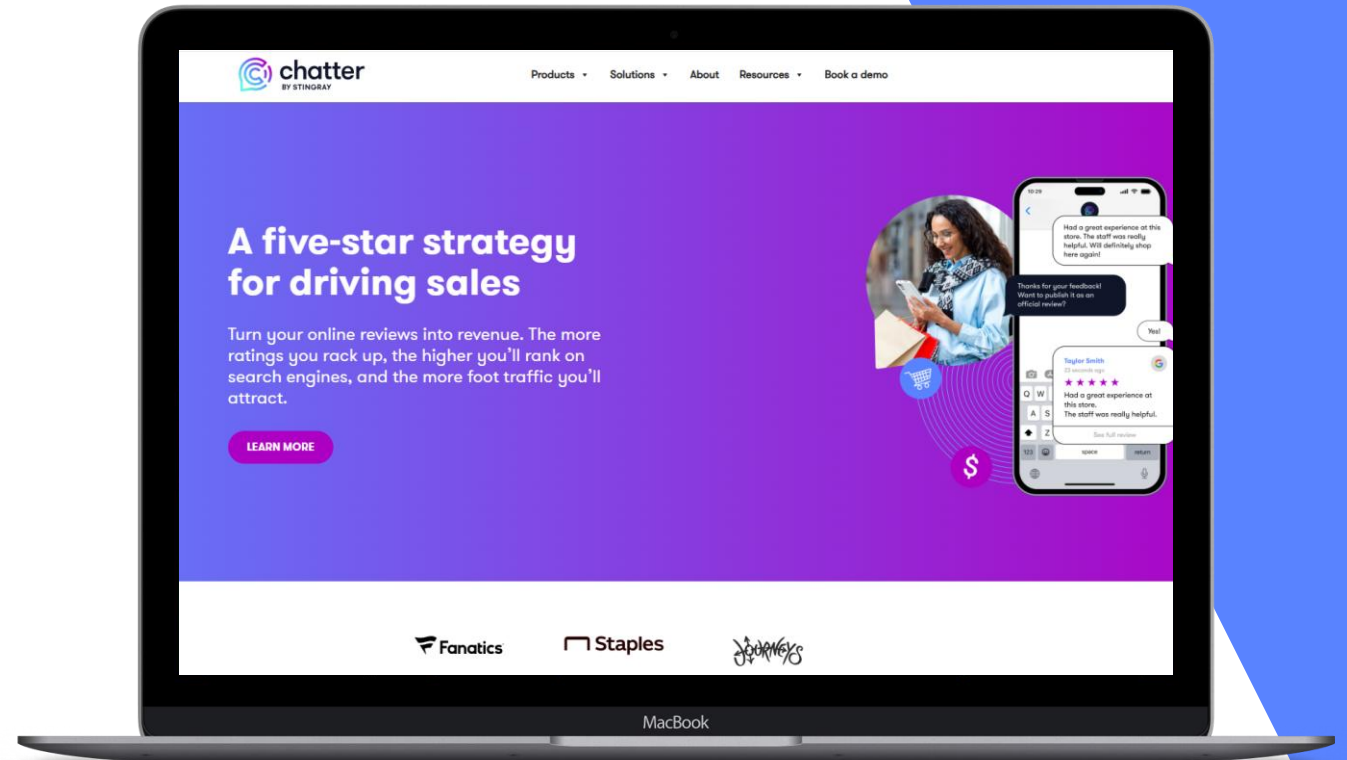
Learn more on a given trend by delving directly into Ask Chatter AI

Customer Journey Steps

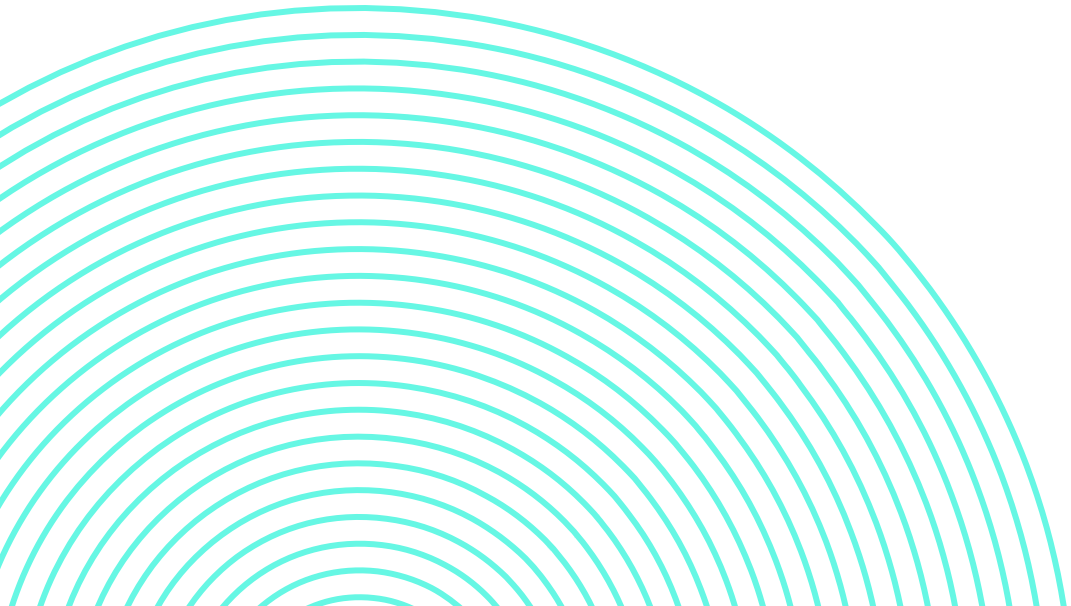
See how your customers feel through their journey through your store

**Interested?
Give us a try!**

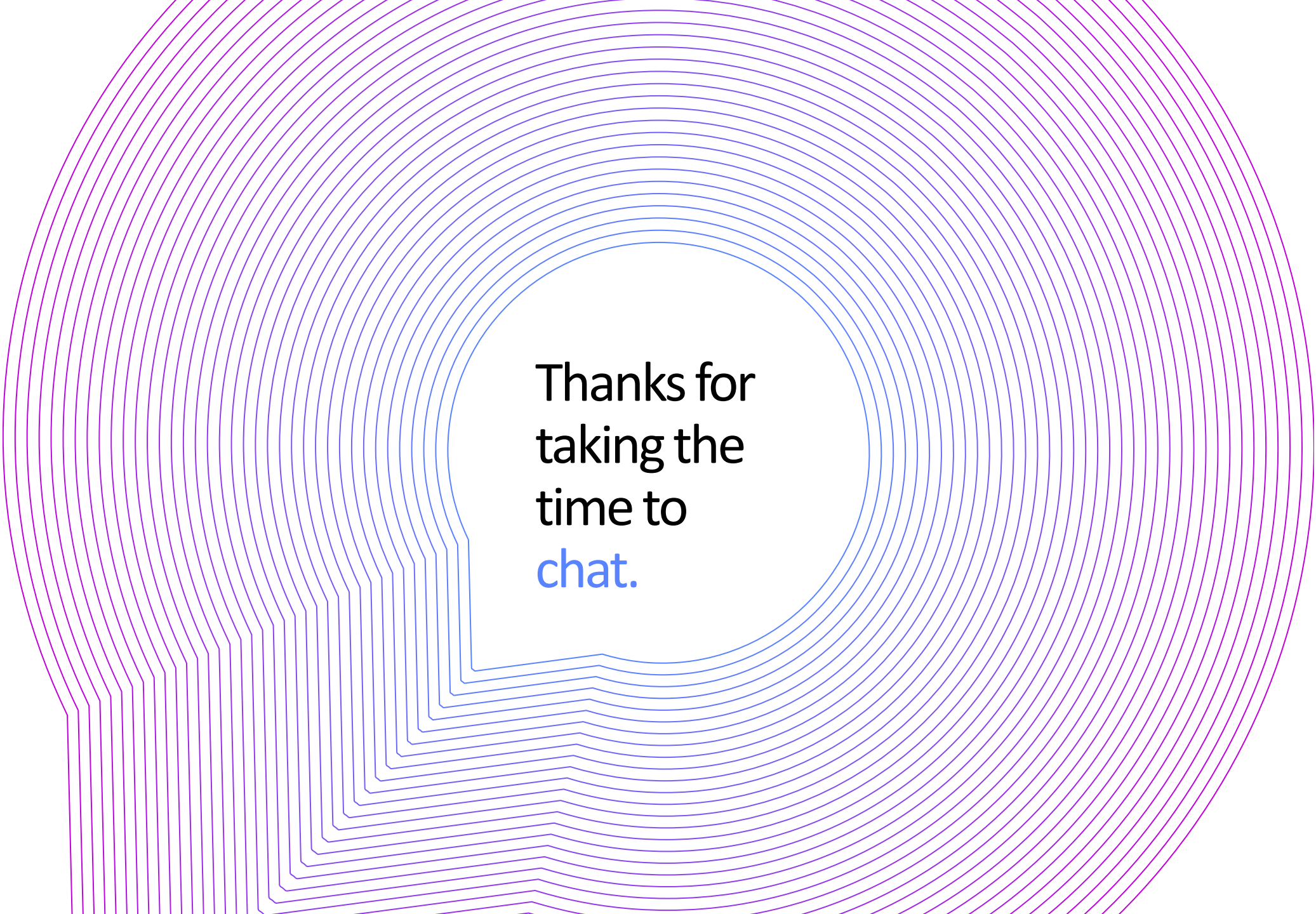
Free 30-day pilot



Alexis Stewart
Director of
Customer Success



Mobile: (813) 892-9445
Email: astewart@stingray.com



Thanks for
taking the
time to
chat.