

Reputation Risk Monitor

What the web says about you — checked against what's actually true.

AVAILABLE NOW

Reputation Risk Monitor is a chatbot in reverse: instead of answering questions from your verified knowledge, it reads what the web is saying about your institution — reviews, mentions, listings, local coverage — and checks it against what's actually true. Wrong hours on a maps listing, a stale rate on an aggregator, an outdated address in a directory, or plain misinformation surface as side-by-side diffs of claim versus verified fact. Sentiment shifts surface as alerts — early, while the right response is still a conversation instead of damage control.

WHAT IT DOES

A chatbot in reverse

An AI assistant answers questions from your verified knowledge. This runs the other direction — it reads what the web claims about you, and checks every claim against that same verified truth.

The web vs. what's true

Stale hours, wrong rates, outdated addresses, misattributed news — surfaced as side-by-side diffs of what's published versus what your institution has verified.

Alerts on movement

When ratings shift, mention volume spikes, or a claim stops matching the truth, you hear about it from your monitor — not from a board member who saw it first.

History and trend lines

Reputation is a trajectory, not a snapshot. Track how sentiment and accuracy move across months, locations, and campaigns.

Multi-location aware

Branches, offices, and locations tracked separately and rolled up — see which location is earning the praise and which listing is spreading the wrong hours.

Reports leadership reads

Clean summaries built for board packets and management meetings — what the web said, what was wrong, what changed, and what was done about it.

WHY REPUTATION RISK MONITOR

Reputation is a risk category

For a community institution, trust is the product. Monitoring it belongs alongside credit risk and operational risk, not in the marketing junk drawer.

Truth is your asset

Your institution already maintains verified knowledge — hours, rates, products, people. Turning it into the yardstick the web gets measured against puts that investment to work twice.

Built for community scale

Not an enterprise listening platform with a six-figure floor — a focused tool for institutions with a name worth protecting and a budget with a ceiling.

WHO IT'S FOR

COMMUNITY BANKS & CREDIT UNIONS

Where a reputation built over generations can move in a weekend.

LOCAL BUSINESSES & FRANCHISES

Multi-location operators who need to know which storefront the review is really about.

CHAMBERS & CIVIC ORGANIZATIONS

Stewards of a community's name, watching how the community talks back.

Hear it first.

Request a demo and see everywhere your institution's name appeared this month — in one view, with the trend behind it.

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