center_ai

Enhance Customer Experience **and Drive More Traffic to Stores.**

Boosting local search visibility, managing reviews, and turning online searches into real-world visits—while uncovering customer insights to improve the business and enhance Customer Experience. **Discover how Center AI powers retail growth.**

✨ **Includes 8 case studies**

Unlocking the Full Potential of Online-to-Offline Retail

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Retail chains still generate most of their revenue from brick-and-mortar stores, yet their digital marketing budgets and martech investments overwhelmingly focus on driving e-commerce traffic. This creates a critical gap in capturing high-intent shoppers researching online but planning to visit a store.

💡 **Opportunity:** Few brands have effectively capitalized on the online-to-offline (**ROPO**) effect—the critical moment when consumers are still online but firmly intend to visit a physical store.

How Center AI bridges the gap:

✅ **Activates high-intent shoppers in real-time** by surfacing optimized, review-rich local listings—making it easier for them to find and choose your store when they're ready to visit.

✅ **Optimizes local visibility across multiple platforms**, making it easier for customers to find and engage with physical store locations.

✅ **Enables precise targeting**, connecting customers with the right store at the right time.

This is a game-changer for omnichannel retail—turning online search into revenue, increasing foot traffic, and boosting in-store conversions with AI-driven shopper activation.

The Challenges of Managing Multi-Location Retail

Retail chains operate across **dozens, hundreds, or even thousands of locations**, requiring constant updates and real-time customer engagement. However, managing local presence at scale comes with key challenges:

- ✓ **Keeping information accurate** – Ensuring store details stay consistent across locations to prevent misinformation and lost sales.
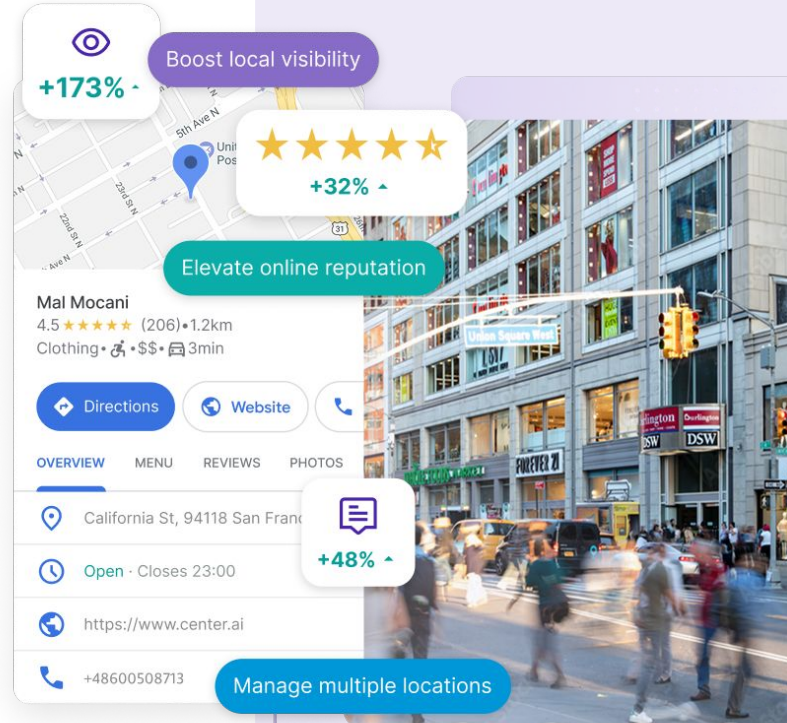
- ✓ **Managing reviews & reputation** – Responding to feedback and analyzing trends to strengthen brand image and customer experience.

- ✓ **Scaling local marketing** – Optimizing business listings and content to rank higher in local search and drive foot traffic.

🚨 **Without the right tools, these challenges become time-consuming, inefficient and negatively impact both visibility and customer trust.**

Boost local visibility

+173% ⌃

★★★★★ +32% ⌃

Elevate online reputation

Mal Mocani
4.5 ★★★★★ (206) • 1.2km
Clothing · ♿ · $$ · 🚗 3min

Directions | Website | 📞

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📍 California St, 94118 San Franc

🕐 Open · Closes 23:00

🌐 https://www.center.ai

📞 +48600508713

+48% ⌃

Manage multiple locations

www.center.ai ╱ Enhance Customer Experience and drive more traffic

Center AI: The Local Lead Generation Engine for Multi-Location Retail

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Center AI is a suite of tools that boost foot traffic and enhance in-store experiences by improving local visibility, managing reputation, and using customer insights to optimize operations. Our platform focuses on three key pillars of retail success:

- **Location Management** – Keeping store information accurate and consistent across multiple digital channels.
- **Reputation & Customer Experience** – Leveraging customer insights and feedback to enhance loyalty and retention.
- **Marketing & Local SEO** – Helping stores rank higher in local search and engage customers through attractive content.

💡 **Seamlessly integrating these solutions, Center AI functions as a local lead generation engine, turning online searches into in-store visits. Easy implementation and simple to use.**

Unlike fragmented tools, Center AI connects these elements to actively drives in-store traffic and sales:

📍 **Map Booster** – Improves rankings and ensures accurate, updated store information.

⭐ **Local Review Booster** – Builds reputation by capturing and leveraging customer feedback.

🗺️ **Store Locator** – Enhances the online-to-offline journey, helping customers easily find and visit stores.

Retail Leaders That Grow with Center AI

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Key Ways Center AI Transforms Local Retail

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Driving More Foot Traffic to Stores

Improving Website Ranking & Increasing Traffic

Unifying Multi-Location Management

Increasing Conversion from Business Listings to Foot Traffic

Acquiring More Customer Reviews

Understanding & Improving Customer Experience

Increasing Conversion from Website to In-Store Visits

Strengthening Brand Reputation & Online Presence

Driving More Customers & Sales

➡️ **Driving More Foot Traffic to Stores**
➡️ **Improving Website Ranking & Increasing Traffic**
➡️ **Increasing Conversion from Business Listings to Foot Traffic**
➡️ **Increasing Conversion from Website to In-Store Visits**
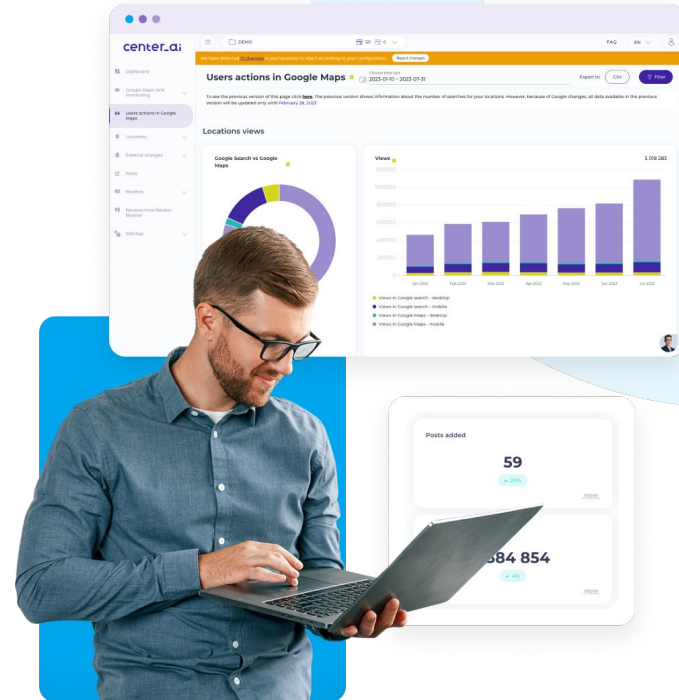
Driving More Foot Traffic to Stores by Improving Local Visibility

CCC

For retailers, ranking high in local search is crucial for driving store visits. Without centralized control, listings become inconsistent and less visible, costing customers. Shoppers tend to choose competitors with better-optimized Google Business Profiles.

◆ **How Center AI solves It:**

- **Bulk optimization of business listings across Google Maps, Bing, Apple Maps and other key local platforms** – Ensure consistency across locations in-store information, descriptions, categories, and opening hours.
- **Publishing marketing content across multiple locations** – Post updates, offers, and images in bulk to boost engagement and improve search rankings.
- **Tracking your store rankings in Google search and maps** – Monitor your store's position for key search terms and analyze trends over time.
- **Comparing rankings with competitors** – Identify which stores rank higher and adjust your strategy accordingly.

📈 **Case Study: CCC's Increased Visibility on "Near Me" Searches**

With Center AI, CCC **secured top rankings for key local queries**, leading to increased store visits:

- **279 business listings ranked in the TOP 3** for "shoe store" searches.
- **213 listings reached the TOP 3** for "women's shoes" queries.
- Google Business Profile 'Directions' clicks increased by **338.17%** over two years.
- Phone call conversions from profile views grew by **178.76%** in the same period.

Features supporting local visibility: SEO Ranking Tracker, Competitor Ranking Tracker, Bulk Listings Management, Marketing Content Publishing, Listings Statistics

Improving Website Ranking in Search & Increasing Traffic

DECATHLON

A strong local presence goes beyond Google Maps—i**t boosts website traffic and SEO**. Optimized listings, fresh content, and customer reviews drive higher rankings and visits, while a lack of structure leads to missed organic traffic and conversions.

◆ **How Center AI Solves It**

- **Optimizing Google Business Profiles and Bing profiles at scale** – Ensure accurate descriptions, categories, and services to improve search visibility.
- **Publishing fresh marketing content across all locations** – Regularly update posts, images, and offers to boost engagement and strengthen SEO.
- **Monitoring search performance to adjust strategies** – Track how business listings impact website visits and identify optimization opportunities.
- **Enhancing store discoverability with an SEO-optimized Store Locator on your website**– Improve domain authority, drive high-intent traffic, and ensure customers easily find the nearest store.

📈 **Case Study: Decathlon's Boost in Website Traffic**

With Center AI, Decathlon optimized its local search presence, leading to a significant increase in online engagement:

- **161.27% increase in website visits** from Google Business Profile views.
- **179.65%** increase in overall Google Business Profile views.
- Higher search rankings and stronger local SEO through regular listing updates, content publishing, and review management.

Features supporting website ranking: SEO Ranking Tracker, Bulk Listings Management, Marketing Content Publishing, Listings Statistics, Local Review Booster, Store Locator

Read full case study →

Increasing Conversion from Website to In-Store Visits

NEONET

A retailer's website does more than drive online sales—it guides customers to stores. Without an intuitive locator, finding locations is harder, costing sales. A well-integrated locator boosts experience, engagement, and visits.

◆ **How Center AI Solves It**

- **Providing a no-code store locator for easy website integration** – Easily add an interactive store finder to your site, helping visitors locate stores, check hours, and access key details.
- **Improving local SEO & search rankings** –Strengthen your website's authority and improve rankings in local search results by integrating an SEO-optimized store locator.
- **Displaying real-time promotions & reviews** – Automatically showcase store-specific offers, updates, and reviews to drive engagement and increase foot traffic.
- **Tracking and analyzing user behavior** – Use Google Analytics integration to measure locator interactions, analyze customer journeys, and refine conversion strategies.

📈 **Case Study: Neonet's Store Locator Implementation & SEO Impact**

By integrating Center AI's Store Locator, Neonet enhanced local SEO and significantly increased online engagement:

- Average keyword ranking improved from **21st to 6th position** within six months.
- **69% increase in Google Maps listing views** following implementation.
- Improved store discovery and customer navigation through an SEO-optimized Store Locator.

Features supporting website-to-store conversion:
Store Locator

Increasing Conversion from Business Listings to Foot Traffic

CCC

A Google Business Profile isn't just about visibility—**it must drive store visits actively.** Poorly managed listings with outdated hours, missing images, or unclear directions lead to lost opportunities as customers abandon their search or choose a competitor.

◆ **How Center AI Solves It**

- **Enhancing listings with engaging content** – Display store-specific promotions, high-quality images, and accurate opening hours to capture customer interest.
- **Providing clear, accurate directions** – Ensure location data is precise, reducing drop-offs and making it easier for customers to reach stores.
- **Bulk management & listings protection:** You maintain control over all business listings, preventing harmful external edits and ensuring consistent branding.

📈 **Case Study: CCC's Surge in Store Visits**

With Center AI, CCC optimized its Google Business listings, ensuring accurate store information, engaging content, and better local search performance.

- **338.17% increase in Google Maps direction requests** over two years.
- **178.76%** growth in conversions from Google Business Profile views to 'Phone Call' button clicks.
- **164 hours saved monthly** by automating bulk listing updates and content management.
- **279 business listings ranked in the TOP 3** for "shoe store" searches, improving local search dominance.

Features supporting unified store management:
Bulk Listings Management, Marketing Content Publishing, Listings Protection, Team Access Control

Managing Multi-Location Presence

➡️ **Unifying Multi-Location Management**
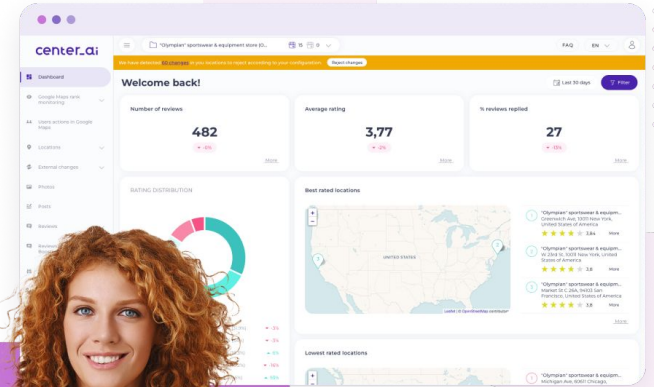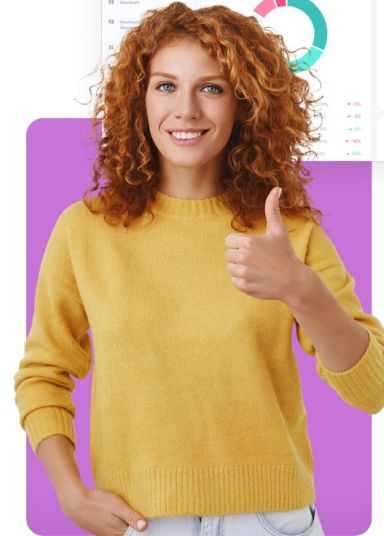
Unifying Multi-Location Management Across Google Maps, Bing, Website & Mobile App

LEWIATAN

Managing store data across multiple platforms is time-consuming, often leading to inconsistencies, outdated information, and inefficiencies. Keeping all locations accurate and aligned is essential for a seamless customer experience and maximizing store visits.

🔹 **How Center AI Solves It**

- **Bulk updates across all locations** – Manage holiday hours, addresses, and contact details for your entire store network from one place.
- **Automated data synchronization** – Ensure consistency between Google Maps, Bing, Apple Maps, your website and mobile app, eliminating inconsistencies.
- **Brand consistency & control** – Maintain uniform store descriptions, categories, and images across all platforms.
- **Time-saving automation** – Reduce manual work and streamline processes, freeing up monthly hours.

📈 **Case Study: Lewiatan's Efficiency Boost**

By automating business listing updates and ensuring data consistency, Lewiatan significantly improved operational efficiency and customer engagement:

- **860 hours saved per month** on business listing management.
- **140% increase in store direction requests** year-over-year.
- **92% more website visits from business listings.**

Features supporting unified store management:
Bulk Listings Management, Marketing Content Publishing, Listings Protection, Team Access Control

Read full case study →

Enhancing Brand Reputation & Customer Experience

➡️ **Acquiring More Customer Reviews**
➡️ **Understanding & Improving Customer Experience**
➡️ **Strengthening Brand Reputation & Online Presence**
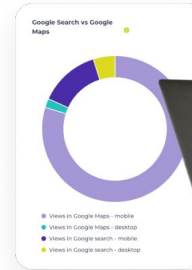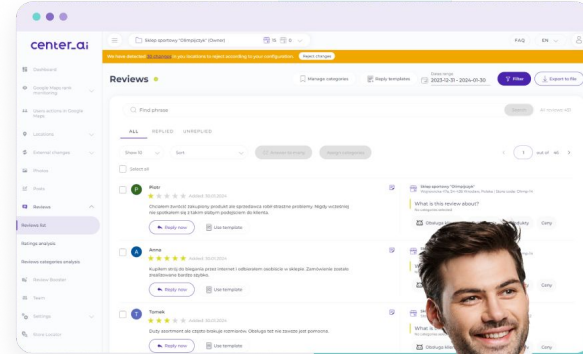
Strengthening Brand Reputation & Online Presence

A strong online reputation relies on accurate store info, active review management, and customer insights. Inconsistencies or ignored feedback hurt trust and foot traffic, while engagement and trend analysis enhance experience and credibility.

◆ **How Center AI Solves It**

- **Maintaining consistent store information** – Ensure brand details remain accurate across Google Maps, Bing, and store websites to prevent misinformation.
- **Monitoring & rejecting unauthorized changes** – Detect and bulk-reject unwanted edits made by external users, keeping listings secure and reliable.
- **Managing reviews** – Respond to reviews individually or in bulk, using AI-powered suggestions and templates for faster, more effective engagement.
- **Customer insights & sentiment analysis** – Categorize and analyze reviews by themes (e.g., service quality, product selection) to pinpoint strengths and areas needing improvement per store or region.

📈 **Case Study: New Balance's Brand & Reputation Growth**

New Balance boosted its online reputation and customer engagement with Center AI's review and content management tools, strengthening brand presence and driving more store visits.

- **670.94%** increase in direction requests over two years.
- **172%** growth in website visits from Google Business Profile views.
- **280%** increase in conversion from profile views to direction requests.

Features supporting brand reputation and online presence: Customer Review Insights, Listings Protection, Review Response Manager, Bulk Listings Management, Marketing Content Publishing

Read full case study →

Acquiring More Customer Reviews

Customer reviews build trust, boost local rankings and influence purchases. However, satisfied customers rarely leave reviews without a prompt, while negative ones stand out. Businesses need a simple, scalable way to collect more positive feedback.

◆ **How Center AI Solves It**

Center AI's **Local Review Booster** helps businesses collect more positive reviews efficiently and at scale.

- **Automated multi-channel review requests** – Prompt customers to leave reviews via SMS, email, push notifications, or QR codes at key touchpoints.
- **AI-powered review assistance** – Help customers write better reviews with AI-generated suggestions, making the process faster and easier.
- **Smart feedback routing** – Encourage satisfied customers to share public reviews while directing those with concerns to private feedback channels.
- **Seamless Google Maps integration** – Ensure collected reviews are instantly published, improving local rankings and brand reputation.

📈 Case Study: POLOmarket's Review Growth & Reputation Boost

By implementing Local Review Booster, POLOmarket significantly improved its online reputation and customer engagement:

- **Increased average customer rating from 3.99 to 4.59** after implementing Local Review Booster.
- Collected an average of 3,373 monthly customer ratings, driving more authentic feedback.
- Boosted visibility and trust on Google Maps, leading to higher engagement and store visits.

Features supporting automated review collection:
Local Review Booster

Understanding & Improving Customer Experience

Retailers need real-time feedback insights to boost satisfaction and optimize in-store experiences. Without structured analysis, spotting trends and scaling responses is tough, risking missed improvements and lower retention.

◆ **How Center AI Solves It**

- **AI-powered sentiment analysis** – Categorize and analyze customer reviews by key themes (e.g., service quality, product selection) to quickly identify trends and areas for improvement across stores or specific locations.
- **Real-time feedback collection** – Leverage Local Review Booster to gather customer insights via automated surveys, enabling better experience analysis and service improvements.
- **Identify strengths & areas for improvement** – Track which stores excel and which require intervention, with clear performance metrics.
- **Customer satisfaction trends monitoring** – Assess key indicators (star ratings, sentiment scores) before and after implementing changes. Detect declines in customer sentiment early and take corrective action immediately.

DECATHLON

📈 **Case Study: Decathlon's CX Transformation**

With a large store network, Decathlon needed a scalable way to manage customer feedback. Center AI streamlined collection, analysis, and action, improving response times and insights.

💬 *"Thanks to Center AI, we significantly simplified listing management and improved our collection and analysis of customer feedback. We can now quickly respond to customer needs, which translates into better shopping experiences."*

— Wojciech Zięba, Chief Digital Officer, Decathlon

Features supporting customer experience enhancement: Customer Review Insights, Review Response Manager, Local Review Booster, Listings Statistics

Read full case study →

🚀 **Let's Talk About Growing Your Store Traffic & Visibility!**

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📅 **Book a demo or consultation now!**

If you're interested in exploring Center AI solutions and receiving an offer, please feel free to get in touch. **Let's explore your brand's potential together!**