

# Social Places and HelloPeter announce exclusive partnership

Issued by [Social Places](#)

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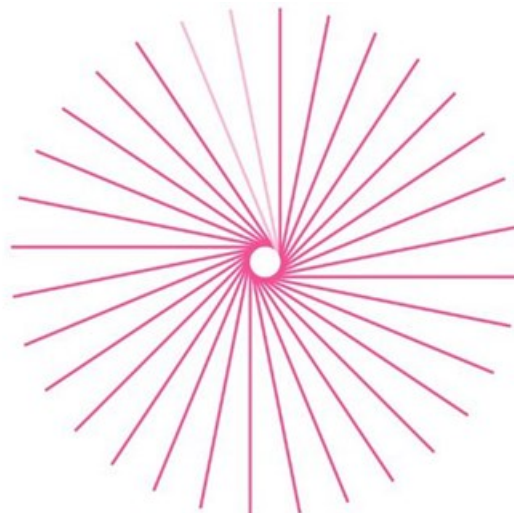
Leading marketing technology agency, Social Places, is proud to announce an exclusive integration and partnership with SA's premier brand feedback platform, HelloPeter.



"We are thrilled to partner with HelloPeter and consolidate two of SA's leading players in the reputation software and review space.

"This partnership allows Social Places to aggregate and responds to HelloPeter's feedback, furthering our capabilities as a singular omnichannel reputation management dashboard," says Ashleigh Wainstein (co-founder at Social Places).

**92.4%** of people  
read a business'  
response to their  
customers

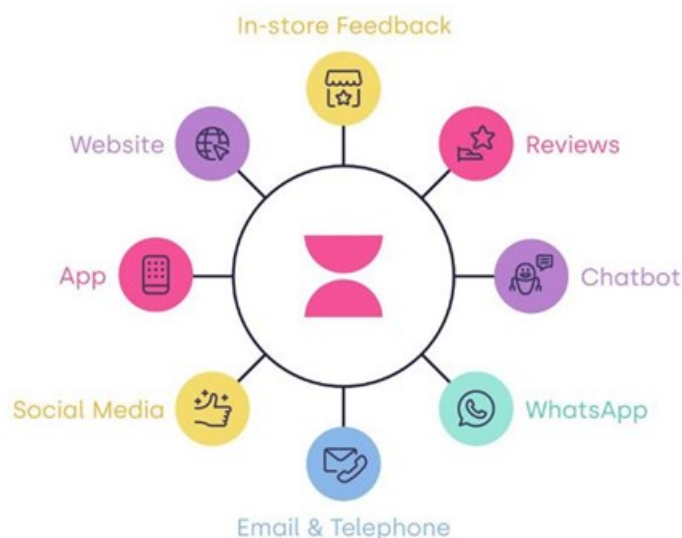


HelloPeter has long been a trusted ally of the South African consumer as well as being deeply committed to the growth of businesses across the country. By providing additional scope and insight into what drives customer satisfaction, the company hopes to play a major role in the continued success of companies that place value on the quality of these experiences.

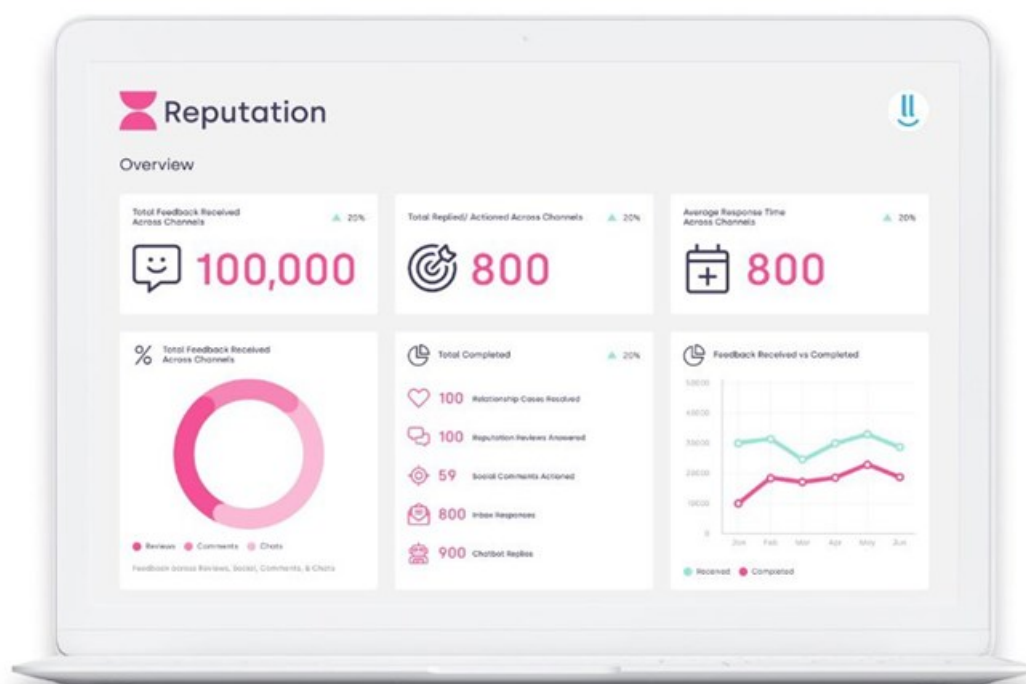
Using the Social Places dashboard, users can aggregate and respond to reviews from multiple channels including Hello

Peter, Facebook, Google, Instagram, Website, App, In-store, Whatsapp and more. Social Places have aggregated over three million reviews across these channels and over two million Social Comments for their 150+ clients who include Spur Group, PEP, McDonald's, Makro, Food Lover's Market and Midas.

Centralised  
customer  
feedback from  
multiple  
channels



Holistic insights and sentiment analysis using AI are available across these channels at a brand and store level through Social Places' reporting suites – providing powerful business intelligence for operations and marketing teams to identify their strengths and weaknesses.



Social Places are not only integrating with the Hellopeter platform but are also offering a special rate on Hellopeter plans when brands sign up for Hellopeter and Social Places as a packaged service.

Visit [www.socialplaces.io](http://www.socialplaces.io) or contact [sales@socialplaces.io](mailto:sales@socialplaces.io) to find out more.

<sup>1</sup> Social Places introduces Asset Bank, a game-changing feature for its social suite 1 Sep 2023

<sup>2</sup> 2023 Digital Marketing Customer Journey Survey 24 Jan 2023

<sup>3</sup> Briefing Journeys 24 Nov 2022

▪ **Journey forms by Social Places** 16 Sep 2022

▪ **2022 Digital Marketing and Customer Journey Report** 16 May 2022



## Social Places

Social Places is a MarTech company that specialises in location-based marketing and reputation management for multi-location and/or franchised brands.

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