



FOR IMMEDIATE RELEASE

Information Contact:

*Jarkko Jokirinta
CEO, Good vs. Bad (Liilak Inc.)
Tel. +358 400 328198
jarkko@getgoodvsbad.com*

Good vs. Bad App Tracks, Rewards Online Customer Feedback

— All-in-one customer experience index gets rave reviews at SXSW 2013 —

HELSINKI - AUSTIN, Texas — March 11, 2013 — Today at SXSW Interactive, [Liilak Inc.](#) announced the U.S. debut of Good vs. Bad, an online customer review tracker that consolidates and rewards honest feedback, good or bad.

The speed of today's social networking means that negative comments about a product or service can go viral in no time, damaging a company's reputation. However, with so many customer review sites online, it is nearly impossible for business owners to get a clear picture of all the comments their customers are sharing across their social media networks.

Good vs. Bad tracks feedback from the top review sites and social networks, including Facebook, Foursquare, Yelp and Tripadvisor, and consolidates the information into an easy-to-use executive dashboard. In addition to a 360 degree view of feedback for their company, business owners also can access a benchmark rating vs. their competition, as well as best practice tips and advice on creating and measuring effective customer loyalty programs.

A unique aspect of the Good vs. Bad program is the fact that consumers receive rewards simply for sharing feedback about products and services. Reviews and ratings are rewarded with virtual money – [Bedollars](#) - that can be used like real money to redeem offers and coupons from Good vs. Bad participating retailers.

“Good vs. Bad provides business owners with complete insight into customer satisfaction, as well as a channel to reach and reward customers,” said Jarkko Jokirinta, chief executive officer, Liilak Inc. “Coming from Finland, ranked number one on the list of [most honest countries](#) in the world, we designed Good vs. Bad to be *the* most honest customer index possible.”

Liilak leverages the [foursquare® API](#), which means the Good vs. Bad mobile app is seamlessly integrated with an extensive database of all the information available to the popular Foursquare application.

Attendees of [SXSW 2013](#) Interactive can view and rate the Good vs. Bad application themselves during the SXSW trade show, March 10-13, booth number 1223 / 1225 (Pavilion 3).

The Good vs. Bad mobile app is available for download from iTunes: <https://itunes.apple.com/us/app/good-vs.-bad/id547175453> and Google Play: <https://play.google.com/store/apps/details?id=com.liilak.goodvsbad>

For more information, visit www.getgoodvsbad.com