Consumer Review Checklist

How will you get more reviews?

What to look for: Easy access for your customers/clients to leave reviews. Do you follow up in the days following a transaction or a job? Do you have a link on your website that directs people to a social platform to leave a review?

Why you need it: If you don't make it easy for those who have a good experience, you will end up with fewer reviews. Of those reviews, the majority will be towrds the negative end of the spectrum.

What will you do when you get a review?

What to look for: A monitoring and action protocal to stay current with your reviews as they are generated on various social platforms and websites.

Why you need it: If you already have a process in place to catch reviews, you will be able to capitalize on good reviews and mitigate the affects of bad reviews much faster. A negative dip in your reputation can have lasting consewuences.

Can you respond to reviews quickly?

What to look for: Easily molded pre-generated responses to common reviews. At least one response for positive and one for negative reviews.

Why you need it: Part of quick response is being prepared. A negative review can be frustrating, so something even in tone and compassionate can go a long way to smooth the rough review. The ready response should be easily molded so you can personalize it to the given reviewer and situation. A quick personal re sponse is most often enough to negate the effects of a bad review.

Are you finding the reviews?

What to look for: Reviews on as many sites as you can find them.

Why you need it: Many will recognize Facebook as a common review platform, but there are many others. What is the lifetime value of a customer or client? If you aren't vigilant in catching bad reviews and responding appropriately, you will lose the potential value said individual, perhaps many times over.

Do you adjust your operations?

What to look for: Reviews that follow a common theme.

Why you need it: Sure, it seems obvious to adjust and change something that may have caused a bad review, but that's not the only thing to observe. If you have common themes in good reviews, are you putting more focus in improving that experince? Do you have opportunity to grow business in something you may not have before?