CallSource® Reviews

Review Requests

Review requests are essential to managing a successful online reputation strategy. Simply asking your statisfied clients to post a review dramatically increases response rates.

Keys to Success

1. **Personal Requests** – You or your team members asking for reviews may be your best tool
2. **Text/Email Requests** – Sending text requests ensures your clients are asked to provide feedback
3. **Consistency** – Don't let up! Make this part of your routine to boost client acquisition campaigns

Personal Requests

Getting team members involved increases your success rate. Reviews often reflect their work.

Your clients will recognize that people are serving their needs. Reviews often are based on the individuals who have provided superior service and created a welcoming atmosphere

Consider incentivizing employees to win reviews. If they win, you win.

Tip: Having team members personally request a review, followed by an email or text request, yields the strongest results. Let your customers know they will be receiving a request for a review.

Tip: Sending review requests the same day as the completed service is ideal. If daily is not feasible then schedule time once or twice each week to send review requests. Consistency is important to success.

Do not ask clients to post reviews from your office. Reviews repeatedly received from the same computer will be interpreted as an attempt to "cheat" by various review sites.

Email Requests

Review Sites – Check if your valued sites are included

Including Your Logo – This is a branding opportunity

Automated Follow Up – A follow up email is sent after 3 days, unless recipients read the initial request

Monitor Results – Use this information to adjust your tactics

Text Messages

Ease of Use – Clients can respond from their phones

Accessible – Most people have their phones with them at all times

Quick – With a few taps of their finger a review is posted.

Keep it Short – Text messages are designed to be right to the point

Tip: Experiment with both email requests and text requests to find what works best for your clients.