



You Got a 5-star Review— Now What?

BY JENELLE NAPPI

You just got a five-star review and it feels great! Validation that you are doing things right. But after a few moments of celebration, are you utilizing these great reviews to help generate more customers?

Every Google/Facebook review from a customer is an advertisement for your business. In fact, 79% of customers trust online reviews as much as personal recommendations*. You don't control what the customer says, but you do control two things; what potential customers see alongside positive reviews and how you use great reviews in your marketing.

So what should you do once you get a five-star review? You should do these three simple things every time you get a positive review:

1. Thank the customer;
2. Ask the customer if you can use their review in your marketing; and
3. Utilize the review everywhere.

Step 1—Thanking the customer.

This step seems too obvious, but there are a surprising amount of pros that forget this step—specifically thanking customers on their business Google/Facebook review page. Thanking customers on your review page is important because it showcases your personal level of service to those reading your reviews, aka potential new customers pondering which pro to choose for their project.

Tips for responses—Ideally, always respond on your review page within 48 hours of receiving the review. When responding, you want to make sure you mention 1) the name of your business and 2) any specific services you provided. These two details positively impact your ranking. Remember, Google as a business wants to match customers up with good reputable businesses. By mentioning your business name and services you provided alongside positively rated reviews, Google associates your company with positive customer experiences for keyword services which customers search.

Step 2—Asking the customer to use their review.

Reach out to the customer via phone/text or email and ask to use their review in your marketing. While speaking with the customer, ask more about the service, their experience, what was great, what they liked most, what has their experience been like working with other companies, and so on. With their added feedback you can transform their review into something more—a customer success story. Future customers identify with customer stories as they help shape expectations of the service you are going to provide.

Step 3—Use the review everywhere

Now it's time to plaster the review everywhere. Put it up on your website. Post it on your social media sites. Use it on your next direct mail piece, you get the idea. If you are doing the previous steps properly, you will never need to write new marketing content. It's being written for you from a more-trusted source, your customers.

What about 1-star and negative reviews?

All is good when you are receiving positive reviews, but chances are you will also get some reviews from unhappy customers. Don't panic, every business gets them. Strange enough, it actually gives your business review site authenticity as customers expect to see some negative customer experiences (though hopefully a small percentage of your total reviews). When you receive these reviews, you should respond and remember these three things:

1. *Remain calm and be professional*—This step is difficult. Don't turn the review into a boxing match. Respond quickly (though maybe give your rage a few minutes to cool off). Try to apologize and own up to any mistakes. Ask questions and provide an avenue, like a phone number, for the customer to speak to you directly.

2. *Your response is not only about the immediate customer*—Responding to negative reviews is not always about winning back that customer, but rather it's about winning future customers. Your responses show readers how you treat all customers. When future customers see you reached out and addressed the concerns, they will feel much more reassured about your level of customer service.
3. *Sort out and flag false reviews*—You may get misleading reviews from unhappy customers who leave out important details. In your responses you can give additional context and show readers your side of the story. You have the power to flag the review, which will help to get it removed if it is false or inflammatory.

Summary

Every review from a customer is an advertisement for your business and an opportunity to attract new business. You put a lot of effort to earn these reviews, and it only takes a little bit more effort to turn your reviews into lead-generating machines. As you respond to all reviews, remember the responses are not only for that customer, but all future customers looking for your services. 🐦

References

1. *Bright Local*, www.brightlocal.com/research/local-consumer-review-survey

Jenelle Nappi has spent most of the last decade in the home service industry at Housecall Pro and now Weave. She specializes in supporting the mechanical trades and has extensive experience helping pros grow their business through technology and process building. Over her career, Jenelle has built relationships with industry partners like Watsco Ventures, Trane, and Ruud while leading internal sales teams at Housecall Pro of more than 100 employees. Her passion for the trades and helping pros succeed led her to Weave where she leads the Business Development team, drives new opportunities, and provides thought leadership across the industry.

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