

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](http://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.*

*Weave is the all-in-one customer communication and engagement platform for small business. From the first phone call to the final invoice and every touchpoint in between, Weave connects the entire customer journey. To see how Weave can help you grow your Google and Facebook reviews, go to [weavepartners.com/RSES](http://weavepartners.com/RSES) and schedule a demo today.*

## Showcase Shuffle

### ESCO + RSES



With heating season upon us, now is a great time to learn about gas heating fundamentals. The “Gas Heating: Furnaces, Boilers, Controls and Components” training course from the HVACR Learning Network powered ESCO + RSES by was designed for those technicians that work on gas heating systems on a regular basis as well as those new to the topic. To purchase the course, visit <https://hvacr.elearn.network>. **Circle 115 on the reader service card**

### Fieldpiece Instruments



The JL3RH Job Link System Psychrometer Probe handles extreme duct temperatures up to 250°F! Get instant live readings from ducts, plenums, registers, or grilles for accurate diagnostics. In addition, it has a long flexible wand and strong sliding magnet for easy measurements. Do EVEN more with Job Link probes! Visit [fieldpiece.com](http://fieldpiece.com) for information. **Circle 116 on the reader service card**

### Ritchie Engineering



YELLOW JACKET Hydrocarbon Charging Kit provides all the necessary tools to charge R-290 (propane) and R-600a (isobutane) hydrocarbon systems safely and effectively. The single valve manifold, small ID hoses, scale, bottle stand, bottle valve and adapters allow for effective system pressure measurement while minimizing the impact on the system charge. **Circle 117 on the reader service card**

### TSI



Understand and optimize your indoor air quality ventilation needs with the new monitor from TSI Incorporated — a global leader in performance measurement solutions. The AirAssure Indoor Air Quality (IAQ) Monitor offers three configurations that allow you to mix-and-match for the types of contaminants you are measuring. From basic assessments to more advanced applications, allowing you to choose the best fit for your building type. To learn more, visit [www.tsi.com/AirAssure](http://www.tsi.com/AirAssure). **Circle 118 on the reader service card**