



## Managing Good Reviews

An increasingly large proportion of people will not buy anything without reading the online reviews first, in the USA it's over 90%, and 70% trust the validity of reviews written by complete strangers.

To get good reviews you must let your satisfied customers know that you'd be really pleased if they went to the trouble of posting a positive review. And you can also post your own reviews; all review sites like the company to post information about the business, what you provide and who you are.

### 10 tips to help you manage Good Reviews

- 1 Positively encourage good reviews**  
People are often more likely to complain than to praise.
- 2 People like to think they have invested wisely**  
In fact more reviewers give 4 or 5 stars than 1 or 2!
- 3 Don't need many reviews, just the ones that show your strong points off best**  
20 reviews a year would be good, probably only a small percentage of hirers.
- 4 Choose happy customers immediately**  
The best time to identify and motivate is when they are in your office.
- 5 Redesign satisfaction questionnaire to help filter happy from angry**  
Make sure they fill something in whilst on the boat that lets you know their feelings.
- 6 Suggest review sites**  
Have a list of sites to give out, possibly draw their attention to a few.
- 7 Facilitate or offer incentives**  
Let them use a computer in the office, or join a free draw?
- 8 Remind them soon after holiday by email**  
Send a nice email after a few days hoping they had a good holiday with review site links.
- 9 Claim your own online profiles**  
Most review sites let the business owner post a profile.
- 10 Make sure all staff are aware of importance of online reviews**  
Cleaners, engineers, office staff etc. can all earn or lose you review stars.

**Do something NOW, not next month or next season when it may be too late.**

Get help from our expert team at Canal Junction. We've a lot more information online:

[www.canaljunction.com/webservices/](http://www.canaljunction.com/webservices/)

or call us **01691 623126**

