



7 Ways

Service Businesses Can Get More Customer Reviews

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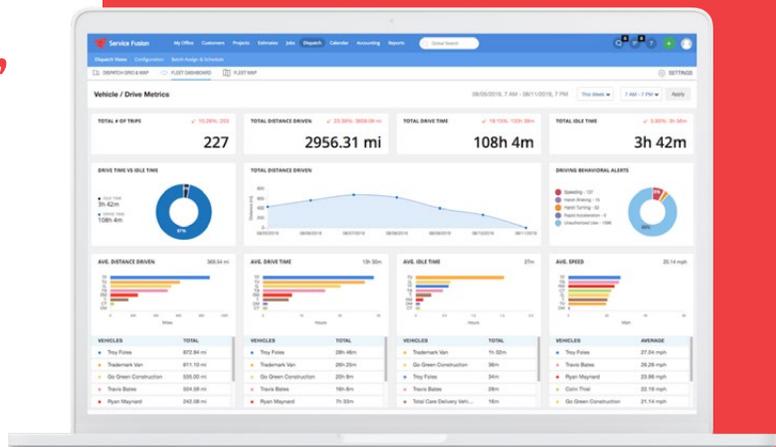
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Today, 92 percent of customers read online customer reviews, with [88 percent trusting those reviews](#) as much as a personal recommendation. Numbers like these mean that [customer reviews are a crucial part](#) of a service business's overall marketing and growth strategy. The good news is that most customers want to share their experiences, making customer reviews low-hanging fruit that could enhance your marketing plan.

Before you commit to a customer review strategy, be sure you're taking the right steps. Check out these seven tips on how commercial service businesses can obtain more online customer reviews.

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1 Ask for customer reviews in person.

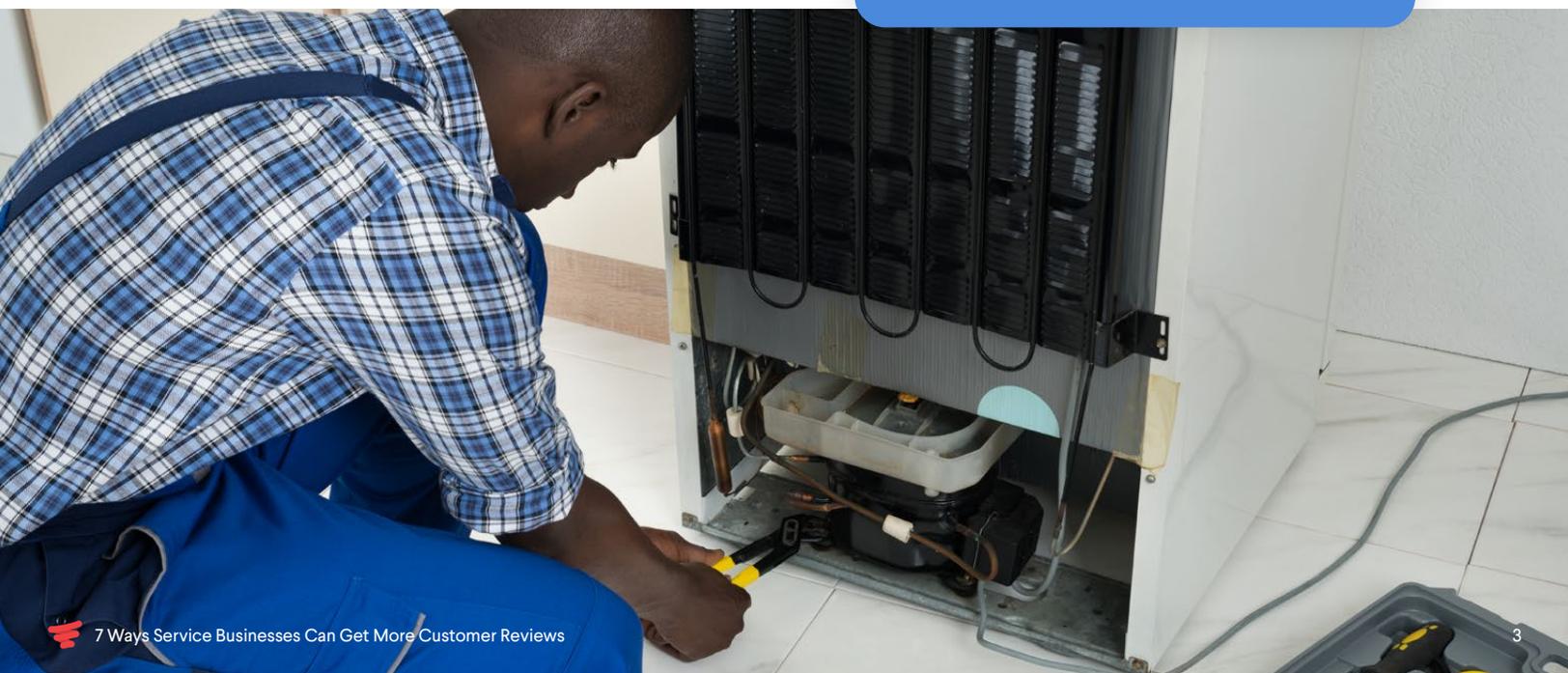
It may seem obvious, but you'd be surprised by how many service businesses let this one slip. Asking face-to-face is the best way to get a review—but you have to act fast. You want to take advantage of that positive energy before your customer moves on to the next thing on their to-do list.

Don't be shy. As soon as a customer thanks you for a job well done, ask for a review. A customer who is thrilled with your work is likely to give you a high-quality review while they're still in the moment. If you can't ask in person, then ask over the phone once the project is complete. And then follow up with an email—which leads us to our second tip.



Pro tip:

If you ask in person, be sure to give them a card, flyer, or targeted message on a receipt.



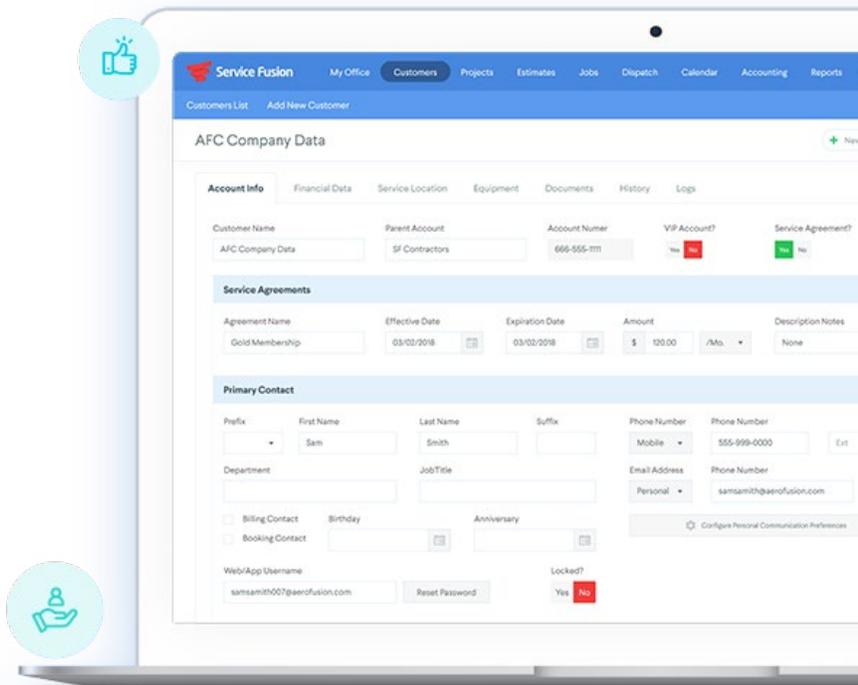
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Collect customer email addresses during billing.

You're not always going to have the chance to ask about reviews face-to-face or even over the phone. In today's electronic world—especially with current COVID-19-related challenges—you can provide service to someone without ever meeting them in person. In these cases, follow up with an email—but keep it simple. Make it plain text, with no fancy graphics or HTML, so it looks and feels like a personal email.

Of course, to follow up with an email, you need an email address. **It's crucial to collect an email address during billing.** If this isn't already part of your customer billing process, weave it in.

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3

Find out where your customers go to review services.

You need to know where your customers hang out online and where they're leaving their reviews. Are your customers leaving service business reviews on Yelp or Google, or on more niche, industry-specific sites?

For many commercial service businesses, review platforms such as Yelp and Google are popular. On average, [local businesses get 39 Google My Business reviews](#). However, no matter which site your customers like to use for reviews, remember that each site has its own rules.



4

Get to know customer review site rules.

Make sure you know the parameters and rules of review sites, and learn how to manage your reviews. For example, if you email a customer requesting a Yelp review, you cannot include a link to Yelp in that email. Yet Google has different rules.

So you don't stress out spending valuable business time managing your customer reviews, [get help from organizations like BirdEye](#) that specialize in managing online customer reviews—no matter what size your business is.

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5 Use tools to track your reviews.

Tracking your reviews is essential in strengthening customer relationships. Additionally, keeping track of online customer reviews provides important service metrics that will help you respond faster to current and emerging customer needs.

A simple spreadsheet could work for your service business, but you may get better results from CRMs such as BirdEye, [Podium](#), and [pulseM](#).



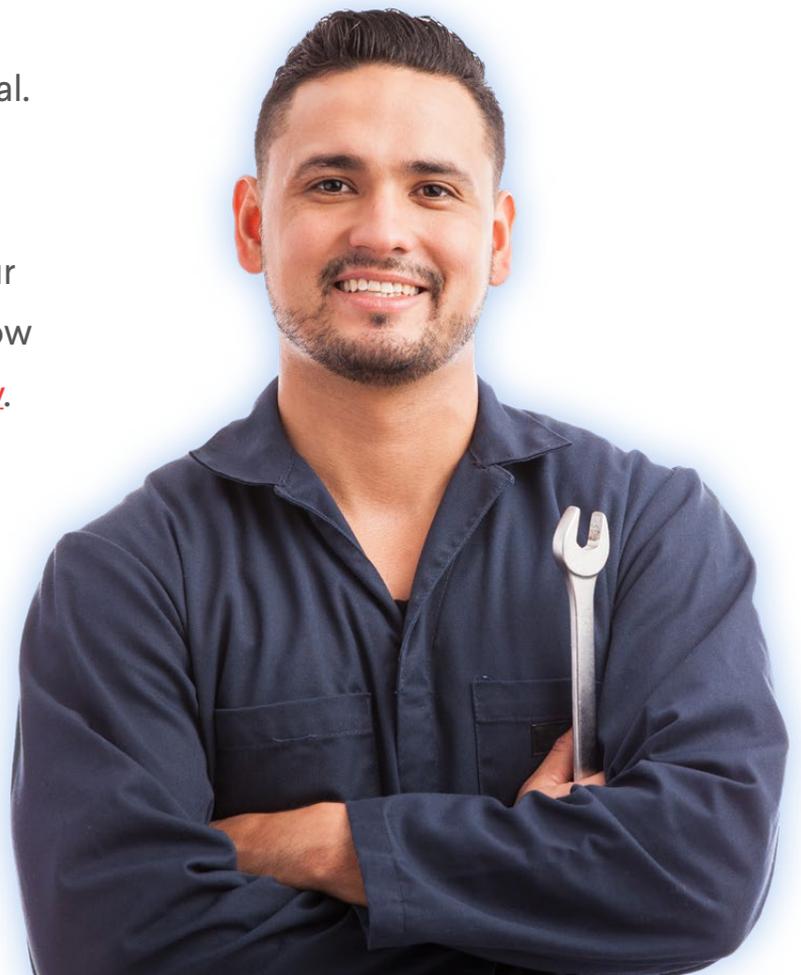
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Send out an NPS survey.

Your [Net Promoter Score \(NPS\)](#) is the percentage of customers rating their likelihood to recommend you to someone else. NPS uses a scale from 0-10, and the result gives you a percentage of how many customers are likely to recommend you. These surveys can provide you with excellent customer insight while also giving you an opportunity to request a customer review.

Not all NPS surveys are created equal. You want to make sure your survey is relevant to your specific service business's customers. To ensure your survey gets the best results, learn how to develop a [useful customer survey](#).

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7

Stick with organic customer reviews.

Be wary of offering incentives for online customer reviews. One good reason? Many review sites, like Google and Yelp, don't allow them. Another good reason? You won't get honest reviews, and customers today are savvy enough to spot incentivized reviews.

Organic reviews are more valuable and help you build trust with your current and potential customers. Plus, many customers automatically believe that incentivized reviews are just plain fake, no matter how sincere the customer may actually be.

Get better service business outcomes

Beyond providing excellent service, the best thing you can do to get great customer reviews is to truly connect with customers. COVID-19 has made this more challenging. It has also taken worksites and offices to new, remote places. However, these challenges can lead to better business outcomes. Learn more about how field service management software can help.

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