



Tips for Managing and Asking for Customer Reviews



How to Ask for a Review

Read & Submit

a Review



1 Don't Be Afraid to Ask!

Be Direct. Tell customers all their feedback and opinions are important to you. Ask them to share their experience with others online using BBB.org. Include the customer review link in your email signature or on the letterhead for a press release.

2 Use Verbal and Visual Reminders – More Than Once.

It takes people several times to hear something before they remember it – let alone take action. In addition to verbally ask customers to read or submit customer reviews throughout the sales process. Encourage them to read reviews at the beginning with links on your website or email signatures. At the conclusion of the sale, ask for a review at the end with a follow up email, postcard or sticker on the sales receipt.

3 Make It Easy. Brand It.

BBB has a “Customer Review Toolkit” that includes email signatures, graphics, stickers, window clings, postcards, social media posts, signs and more. Customers have to simply click the button and they are able to submit a review.

4 Educate and Encourage Consumers.

An article that explains the benefits of sending in reviews would display the fact that it is in the best interest of the consumer (and your business) that they share their opinion. The more customers you have, the more likely you are to stay in business for those who enjoy your company.

5 Create Content That is Shareable.

Create Shareable Content. Family and friends have the highest

6 Leverage Key Partnerships.

influence on purchasing decisions. Leverage social media posts and articles that can be easily “shared” among trusted friends and family. Use the media to advertise those that support and trust your business. Display government agencies that have partnered with your business. Attend chambers events to promote BBB Customer Reviews. The partnerships build trust in your brand and encourage a customer review

7 Promote in Person.

Have a stack of cards asking for a review by the checkout; place a sign in place on the counter or a window sticker on your storefront. Train employees to ask for reviews as a part of the daily interaction with customers.

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How to Manage & Respond to Reviews

1 Set up Google Alert to Monitor.

An alert can be set up so that an email is sent every time a new review comes in or consumers talk about your product or service. This is a way to stay continuously updated on the buzz around your business.

2 Consumers Like to See “Both Sides.”

Typically, consumers are less concerned that a company got a negative review. All of BBB customer reviews are transparent and allow businesses the opportunity to respond.

3 Always Respond! Yes!

Each and every review, good and bad, deserves a response because they are equally as helpful to your business. Respond timely, appropriately, and with a first-person perspective. If it is a good review, a simple “thank you” is fine. If it is a bad review make an honest effort to resolve the issue. Do not engage in an online dialogue, always try to take it “offline” and respond more personally via phone or email.

4 Be Human.

Customer reviews are like people, all different and unique, sharing

individual experiences and opinions. Be genuine. Respond professionally to reviews, trying to avoid canned responses or “corporate” speak.

5 Remember This is Business.

It’s hard not to take a negative review personally, but remember you want to respond professionally online as you would in person. If you wouldn’t say it to their face, don’t post it.

6 Solutions Are Important.

A business’s response to a customer review displays their genuine appreciation of the customer’s business and the extent to which they want to develop long-lasting relationships with every customer.

7 Engaging Your Customers.

Ask. If you don’t ask, your chances are slim to none to getting a positive customer review. If a customer has a bad experience, they will set out to write a bad review. A customer with a good experience may simply let you know in person, over the phone, or in email within a conversation. This is your time to ask a customer to share her/his experience in an online review.



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