



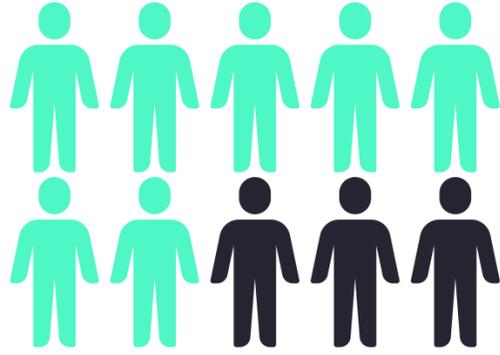
# The Timeless Strategy For Capturing Positive Reviews From Your Happy Customers



How to create an effective  
review capture strategy



# 1. Ask when the customer is happiest



7 in 10 customers will say yes if you ask them to leave you a review

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Customers are humans too, if you helped them solve a problem, they'd be happy to return the favor. We also love to support local businesses in our community.

The top 3 reasons why customers don't leave a review are:

- They were asked at the wrong time
- They don't know how to do it
- It takes too long

The best time to ask a customer for an online review is right after the service is completed. This is when the customer is most satisfied with the problem you helped them solve and when the relationship between the customer and the service provider is at its peak.

## 2. Leverage the relationship between the employee and the customer

When the review request comes from the employee who provided the service, the customer will be more inclined to leave them a review.

A service provider usually spends a good amount of time with the customer. Throughout that time, a bond is made between them. When the request is coming on behalf of the service provider, the customer is even more likely to write a raving review mentioning how great their specific service person was.





## Expert Tip!

**Train your employees to ask for reviews like this when service is finished:**

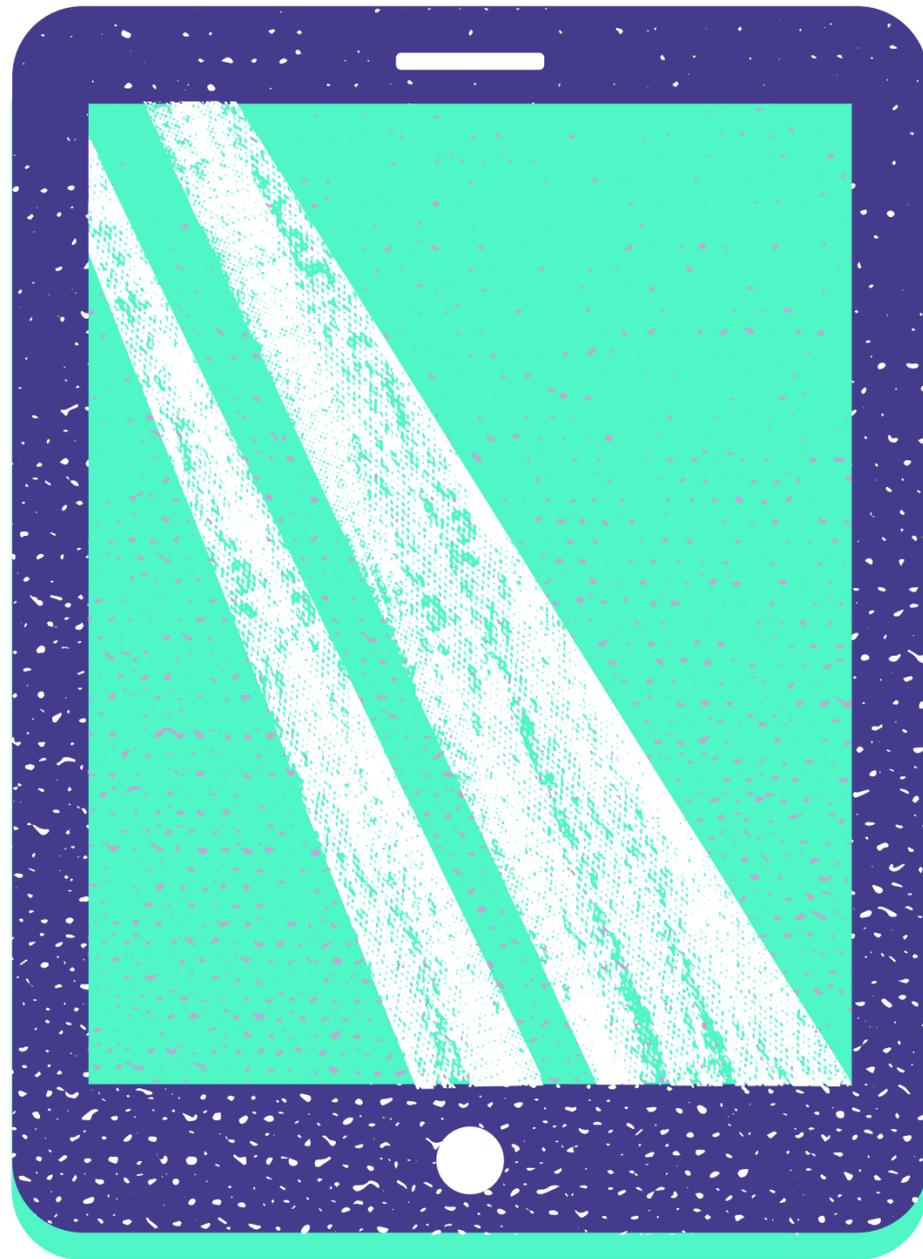
“Would you mind if I text you a link to leave us a review on Google?  
It really helps the company and would make me look good to my boss.”

## 3. Use Human Judgement

This one's pretty simple. Notice how we keep saying "HAPPY" to customers. When your review request is happening at the point of service and is coming from the service provider, we emphasize using your human judgment on whether or not you should ask the customer for a review.

If they're happy and thanking you for your service, then, of course, you will want to ask them for a review. However, if they are noticeably dissatisfied or have complained the entire time, it's probably a good idea to avoid asking.

This is opposed to automated methods where you ask every customer for a review sometime after their service. Imagine a customer who had a poor experience getting an email asking them to review you online the next day? That's definitely not what you want.



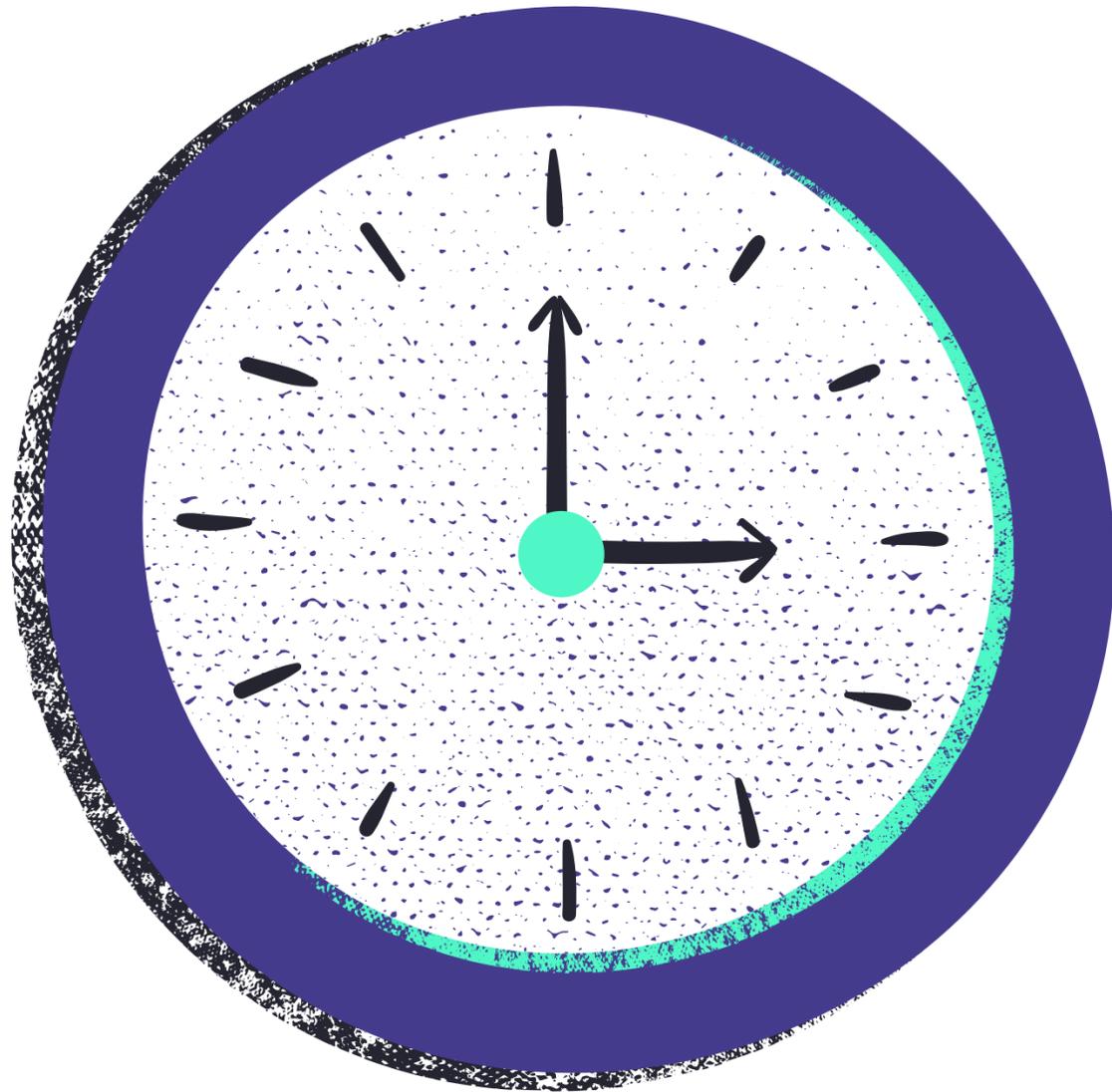
## 4. Give the customer a path of least resistance

Asking the customer to review you isn't enough. When you don't give them an easy way to do it, you leave the review up to chance.

When you rely on the customer to go to the internet, look up your business, and find somewhere to review you on their own, your chances of them actually finding your business and leaving a review drop dramatically.

This is why one of the most important factors to capturing reviews is making it super simple for the customer with the least amount of friction possible.

## 5. Politely remind customers who didn't leave a review



Distractions happen. Even if you do all of the above, you're going to find that a percentage of people who said they'd leave you a review don't. When this happens, it's usually because the customer forgot, got distracted by something else, or had a problem leaving the review.

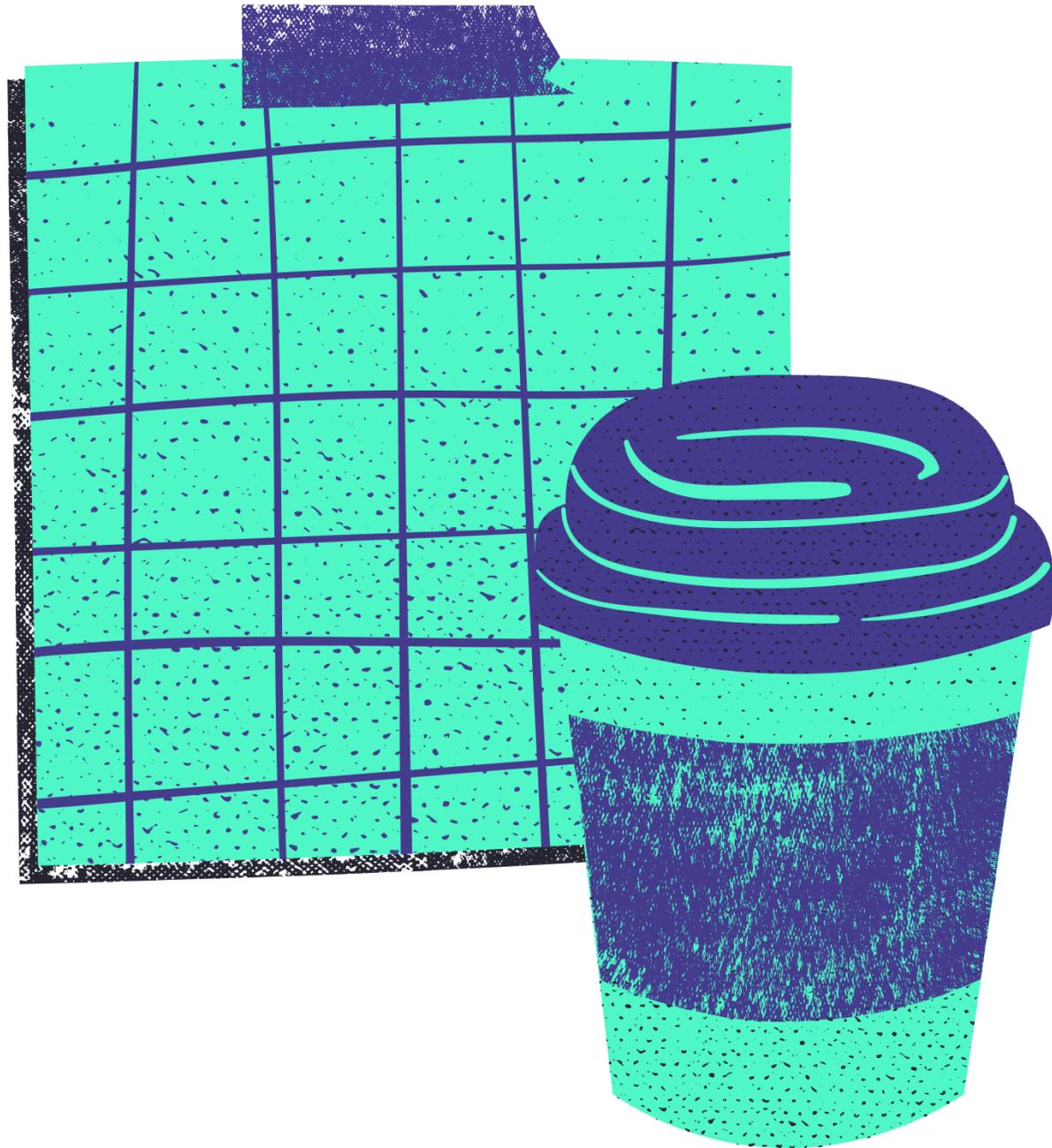
If they don't leave you a review at the moment, that text message or email will get buried and forgotten about. Sending out a second or third request is a great way to convert even more customers into reviews.

## 5. Politely remind customers who didn't leave a review (continued)

At 2 Step Reviews, we leverage automation to detect successful and unsuccessful review requests. If the review request is unsuccessful, we automate a 2nd and 3rd request 24 hours and 7 days later, reminding the customer to review you. It's important that once they leave you a review, you don't ask again, as that could be annoying and might cause someone who already left a good review to change it to a bad one.

It is also wise not to ask for a review after you already asked 3 times. Chances are, after ignoring 3 requests, the customer is probably not going to leave you a review, and that's ok. However, repeatedly asking them for a review will likely only trigger negative reviews.

Know when to give up. The third time is the charm.



## **BONUS: Track Employee Reviews & Make It A Part Of Company Culture**

If you have employees who are seeing customers every day, this is something you'll want to consider.

When you use 2 Step Reviews, each employee gets their login to our mobile and web app. With the app, they can easily send review requests to happy customers after service.

Our app tracks how many requests were made and how many reviews were received per employee. We then compile that data into a leaderboard, where you can view all your employees' performance.

# Track Employee Reviews

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One of the best ways to get employees excited about getting reviews is by providing an incentive.

With our tracking, you can easily set up a competition or a personal milestone within your organization and reward employees for the reviews they get.

Some examples our customers do are:

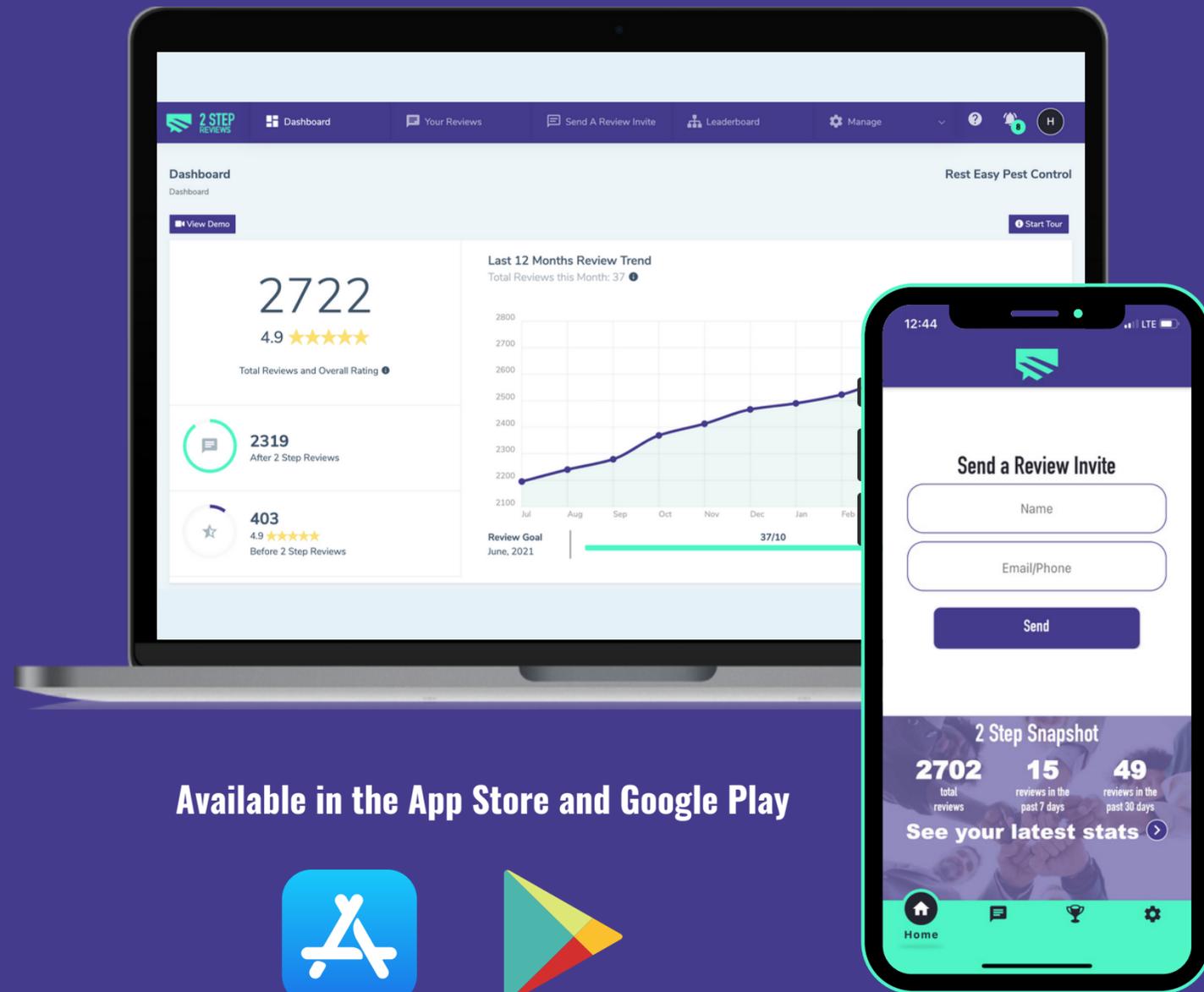
1. Every 25 reviews get a \$50 Amazon gift card
2. The person with the most reviews at the end of the month gets a \$500 bonus
3. If the team gets 25 reviews in one week, they get a half-day Friday

# 2 Step Reviews

If you read this far, you probably understand that Google reviews are powerful.

2 Step Reviews will make it so much easier for you to succeed in the review world, and we would love to have you as a customer. Our mobile and web apps are so easy anyone can use them, and our process is a tried and true, evergreen way to generate reviews.

If you're interested in checking out our system, and how it works, book a demo with someone from our team here:



Available in the App Store and Google Play



2stepreviews.com

