

# 5 TIPS

## for Customer Review Management for Local Businesses

1



### Understand the impact of reviews.

Online reviews really matter! They can be the deciding factor for customers searching on the Internet. Make a great impression with quality reviews that are coming in frequently and always have a response from your company.

2



### Monitor reviews regularly.

Don't set and forget your business listings! Monitor your account regularly to keep an eye on reviews coming in so that you can respond to them in a timely manner.

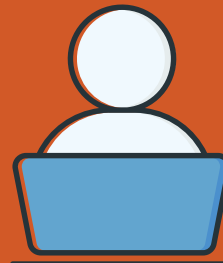
3



### Respond to all reviews.

Every response to an online review is another opportunity to build your customer relationships! Responding to both positive and negative reviews will show customers and targets that you care.

4



### Always ask for reviews.

Every customer interaction is a great opportunity to ask for an online review! Train your techs to ask in person, send requests by email or mail, or use an online review app.

5



### Know what not to do.

Do not write fake reviews: fake reviews will harm your brand—plus, business listing sites are built to recognize and flag them.

Do not argue with reviewers: skip arguing with a customer (whether they are right or wrong) and move the conversation offline.



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