



Reviews and Online Reputation Management

Importance of Reviews

- Increase your search ranking, especially on Google
 - Goal: Be in the Top 3 Google Map Pack
 1. Quantity (how many reviews)
 2. Quality (overall star rating)
 3. Velocity (how often you receive reviews)
- Manage & grow your online reputation & presence
- Elevate your customer care experience
- Show new & returning customers why you're the best
- Increase business overall

Many people today are using social media and online reviews to search for a business. With 95% of consumers now reading reviews prior to making purchasing decisions, reviews are becoming increasingly important for more than just SEO. According to a recent study from Harvard Business School, a 1-star increase in a business's online reputation can lead to a 5 – 9% increase in business. According to the 2018 Local Consumer Review Survey by BrightLocal:

- 86% of consumers read reviews for local businesses
- Most consumers read an average of 10 online reviews before they feel they are able to trust a business.
- 57% of consumers will only use a business if it has a rating of 4 or more stars.
- 91% of 18 – 34-year-old consumers trust online reviews as much as personal recommendations.
- 89% of consumers read businesses' response to reviews

With this information, you can see how important reviews are for local businesses. They help differentiate your business from competitors when a customer is searching online.

90%
OF CONSUMERS
SAY THAT POSITIVE
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INFLUENCE THEIR
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DIMENSIONAL RESEARCH

72%
OF CONSUMERS
TRUST ONLINE
REVIEWS AS MUCH
AS PERSONAL
RECOMMENDATIONS
FROM REAL PEOPLE
SEARCH ENGINE LAND

68%
OF CONSUMERS
GO TO SOCIAL
NETWORKING
SITES TO READ
PRODUCT REVIEWS
VOCUS



Popular Review Sites

- Google Business Profile (GBP) reviews
 - FISH HQ created and manages all local FISH Google pages. The easiest way to get to your local Google Business Profile / Listing is by going to your local website (www.fishwindowcleaning.com/yourfranchisenumber) and clicking on the first social icon in the top right corner: a store with a 'G' on it. Once the customer is logged into their personal Google account (which most people already are when they're on their personal devices), they can then easily post a review.
- Facebook reviews/recommendations
 - FISH HQ created and monitors all local FISH Facebook pages, but each franchise can have access to their local page to manage it. The easiest way to get to your local FISH Facebook page is by going to your local website (www.fishwindowcleaning.com/yourfranchisenumber) and clicking on the second social icon in the top right corner: the 'f'. Once the customer is logged into their personal Facebook account (which most people already are when they're on their personal devices), they can then easily like and follow your page and post a recommendation.



- Yelp
 - FISH HQ creates all local FISH Yelp pages and gives each franchise access to it to monitor it for any leads.
- Nextdoor, Angi / HomeAdvisor, Thumbtack and Other Referral Sites
 - Since you can choose whether to join these sites, we do not have a national relationship with any of them and so FISH HQ is not notified of reviews or able to post responses for you. We are happy to assist with writing responses, as we do for Google, Facebook, and Yelp. There are best practices documents for these sites in the Fishing Hole!



Angie's list is now Angi

HomeAdvisor
POWERED BY Angi

Nextdoor



Review Generation

Fish 3

- The goal of the Review Generation feature in Fish 3 is to send out **automated emails** to customers asking that they provide internal, private feedback (via survey forms on your local FISH website) and public reviews on your local Google page. Giving customers the opportunity to voice their feedback helps your whole team continue to improve. It ensures your cleaners are providing consistent service to all customers regardless of who services that customer and provides you with the opportunity to learn what training gaps may exist.
- Enter your customers' **email addresses in the location contact field** in fish3 for automatic thank you emails to be sent out every 6 months (this can be adjusted) to customers asking them for either a public Google review or a private, Internal Customer Survey.
 - Train your employees to let customers know they may receive an email asking for their feedback. Giving customers advance notice may help increase the number of responses.
- Potential Customer Issues
 - An email is generated when a work order is checked in, so train your employees to notify the person doing check-ins if there is an issue at the time of service. They can then edit the review options for that particular customer if a Google link should not be sent.
 - By checking the *“Do Not Send Review Links”* box upon check-in, your Google link will not be sent to that customer for any check-in in the future.
- Customization Options – Email frequency
 - You can also set the frequency for how often a customer will receive an email requesting that they fill out a survey and/or provide a review. Frequency will default to 6 months but can be set anywhere from 1-12 months. Six months is recommended for both commercial and residential customers. We want to avoid aggravating commercial customers who you service much more frequently but still provide them with an opportunity to regularly provide you with feedback on the service they are receiving.
 - Since residential customers are serviced much less frequently than commercial, we want to give them the opportunity to provide their feedback after the cleaning takes place (if they are being cleaned twice a year). If they are only being cleaned once a year or less frequently than every 6 months, the default 6-month setting will ensure an email is sent upon check-in.

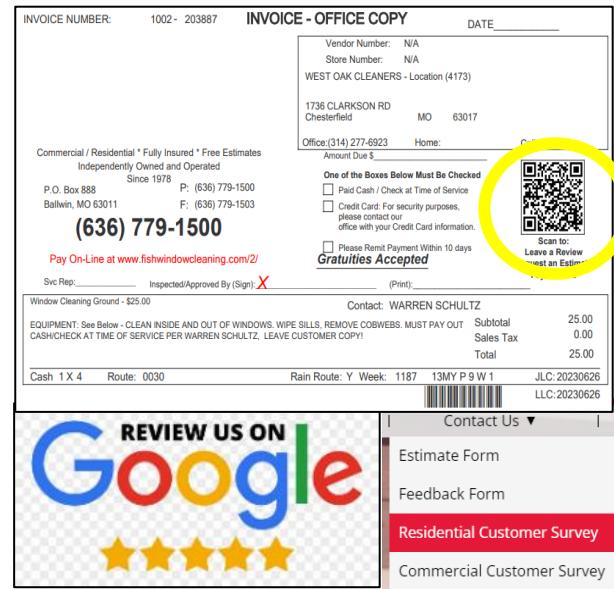


- A checked in work order will trigger the initial email to be sent. If the frequency is set at 6 months, a second email will be sent when a work order is checked in after the 6-month mark. For example: If the first work order is checked in on July 2nd, an initial email is sent. On January 2nd (6 months after 1st check in with review tool), the next work order checked in for this customer will trigger the second email to be sent.
- For more information, check out the document **Review Generation in Fish 3 - How to Guide** in the Fishing Hole.

Communication



- Train your employees to thank your customers for their business and ask them to leave a review by **scanning the QR code on their invoice**. This QR code sends people to a local landing page that gives the customer the option of posting a public Google review or a private, internal customer survey.
 - We keep the private, internal customer survey (via email) as an option for customers to leave feedback because Google requires people to have a personal Google account for them to leave a Google review. In addition, this private, internal customer survey gives unhappy customers a chance to voice their negative feedback privately, before posting a public 1-star Google review for the world to see.
 - A lot of times customers are willing to post a review, especially with top-notch service, but they just don't think about it. So just ask! Other local business owners are great people to ask to leave you a review because they understand the power and importance of public reviews, especially on Google
 - When speaking with customers, an example of a simple script your employees can use may be something like, *“Thank you so much for your business. We’d greatly appreciate it if you took a minute to provide your feedback and write a review for us.”*



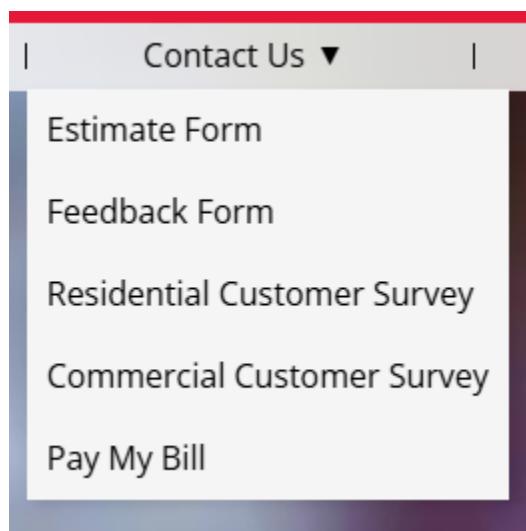


- Submit an **art request form** in the Fishing Hole for our Graphic Artist to create you a **custom business card** with a QR code that can be given to customers as well.



Surveys

- Two surveys have been created and added to your local FISH website. One is for commercial customers and the other is for residential.
- To find these surveys, go to your local FISH website (www.fishwindowcleaning.com/yourfranchisenumber) and hover over “Contact Us” in the top navigator bar. You will see “Residential Customer Survey” and “Commercial Customer Survey” in the list that drops down.
- The default questions on those surveys are recommended by the Operations Team and the Branding & Marketing Team. However, this survey can be customized by contacting FISH HQ.
- If you choose to customize your surveys, please keep in mind that a shorter survey may be more likely to receive more responses. While questions may vary, it’s essential to determine whether the customer was satisfied with the service they received.
- You are emailed the results of each survey. These surveys are PRIVATE, no one else sees them.





How to Respond to Your Online, Public Reviews on Your Local Google, Facebook, and Yelp Pages

For step-by-step instructions, please see the document “**Welcome to SOCi**” in the Fishing Hole.

Review Response Best Practices

Responding to feedback is just as important as obtaining it. We recommend responding to all reviews (positive AND negative) as quickly as possible in a personalized and localized manner. Why respond to reviews? It shows your appreciation of your customers and their feedback. It also helps increase your search ranking on Google. Need help with coming up with a response? Contact the Marketing Team. For information on where and how to respond to your online reviews on your local Google, Facebook, and Yelp pages, see the SOCi section in the Fishing Hole.

Positive Reviews

- Respond as soon as possible
- Use the customer’s name in your response
- Thank the customer for their feedback and be appreciative of their effort
- Be professional but be a real person
- Add a personal detail

Negative Reviews

For negative reviews, don’t panic. Negative reviews always present you with an opportunity for improvement, as well as an opportunity to showcase your excellent customer service skills. We understand that as the business owner, it’s difficult to not become defensive when you receive a negative review. It’s also difficult to remove negative emotion from a response.

If you receive a negative review and you have not been made aware of the situation prior to the review, first reach out to the customer to learn more about the situation and see if it can be resolved privately.

If you are able to resolve the situation, ask the customer if they would be willing to remove or revise their review.

If you are aware of the customer’s dissatisfaction and are not able to resolve the situation privately:

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- Respond as soon as possible
- Use the customer's name in your response
- Thank the customer for their feedback
- If a mistake was made, own it and apologize
- Be professional, positive, and take the high road
- Do not become defensive or point fingers
- Do not verbally attack the customer or divulge personal details that are not relevant
- Reiterate what you have done or are willing to do to rectify the situation
- Direct them to call you if they would like to discuss the matter further and provide your office phone number

Why respond to negative reviews? Even if the customer does not take you up on your offer or call you to discuss, future potential customers will see that you are listening to customer feedback and making an effort to resolve any complaints. This helps instill trust and confidence when they are determining which window cleaning company they should choose. With Google, once the business responds to the review, no one can reply to the business's response; the "conversation" is over. There is no back and forth in the comments.

Negative Reviews from Unknown Customer

It is possible that you may receive a negative review from an unknown customer or perhaps a competitor. If this situation occurs, we suggest:

- Respond as soon as possible
- Let the customer know you are eager to resolve this situation but don't have the appropriate information or are unable to locate them as a customer in your database
- Don't become defensive or accusatory
- Direct them to call you if they would like to discuss the matter further and provide the office phone number