

# Customer Reviews



## What is a Customer Review?

A customer review is when a customer provides their personal experience with a business or a specific product. This is done predominately online. As the Internet has evolved, it has become a place where consumers are providing their insights and impressions on products or services that now play a significant role in consumer behaviour.

## What are the benefits of Customer Reviews?

Statistics on consumer habits show that the majority of people shopping online or searching for a specific product or service are reading reviews and using them to make their decision about what to purchase. Customer reviews also have an impact on the quality of candidates who may be applying to work for you.

**Social proof:** Regardless if we know them personally or not, we are more likely to purchase a product or service if others say it was a good decision.

**Keeps your SEO strong:** Customer reviews are fresh content for your brand online, and the more reviews you get, the more favourable search engines and social media platforms like Facebook will be towards your business.

**Credibility:** Trust and credibility with consumers are critical to your success - the more positive reviews you have, the more likely you are to convert online traffic into sales and business growth.

**Free marketing:** When people are talking about your business online, it sparks others to leave reviews and grow the conversation about your products or services. External sites like [Yelp](#), [FourSquare](#), and Google reviews can play a significant role in your success.

## How do you acquire and use Customer Reviews?

Getting positive reviews can be challenging - happy people are more likely to not write a review, whereas someone who had a negative experience will let you know.

So how do you get the positive reviews to start coming in?

**Just ask!** Customers who like your business or had a good experience will be happy to write a review - it just may take some prompting. It doesn't need to be a big thing, but whether it's in person or online, be sure to ask them to provide a positive review on Google, or some of the other external sites that have high traffic (Yelp, TripAdvisor, etc.).

**Set up an automated ask:** Pop-ups on your website, or a follow-up email on a purchase, or a regular newsletter to a mailing list are great ways to ensure you are asking for reviews without taking up too much of your time or your customers time.

**Engage with reviews:** Interact with both positive and negative reviews - online users will see you're engaged, and will help build your trust, credibility, and accountability to your customer base.

## Helpful Tips & Tricks

**Educate customers:** Don't be afraid to explain to customers why reviews are important to you and your business. Once they understand the value reviews provide to a business they support, they will become an ambassador for the brand.

**Share on social media:** Never be afraid to proudly display customer satisfaction - posting to your social media channels is a great opportunity to market your business and show that people trust your product or service.

**Incentivize customers:** Sometimes it helps to sweeten the pot, so don't be afraid to offer a small discount on the next purchase if a customer provides a review.

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## Additional Resources

[Why are Customer Reviews so Important?](#)  
(Medium)

[12 Proven Ways to Encourage Customers to Write a Review](#)  
(Databox)

[Google Reviews Explained](#)  
(Podium)

[Seven Reasons Online Reviews are Essential for Your Brand](#)  
(Mention)

[The Importance of Customer Reviews](#)  
(Spectrio)

