Getting 5 Star Google Reviews

Your guide to google review success

* Reviews are important because:
  + Customers buy from companies with high reviews (4.0+)
  + Customers can find you more easily when you’re at/above 4.0
  + Scores “represent” the store
* 1. Give each customer outstanding service and product
  + Greet each customer with a smile (even on the phone)
  + Go out of your way to make sure they feel good about their experience
  + Make killer product!
  + Double check each order to make sure it is accurate
  + Quickly correct any issue with service or product with a smile
    - The honor guarantee where necessary
* 2. You have to ask for reviews:
  + Ask in person at pick-up and on deliveries
    - “If you had a great experience, please leave us a review on Google”
  + Place a box top asking the customer for a review
  + Create custom message on receipt and highlight before giving to Customers
  + Offer an incentive to leave a review
    - “Free single when you leave us a Google review. Just show to a Team Member when you get your order.”

*Note: Show/tell Customers how to find your store on Google. Example: “Type in Toppers Franklin”*

Things to avoid:

* You cannot incentivize Customers to leave a “5 star” review in any way. You can only incentivize them to leave “a” review.
* Avoid having Team Members leave reviews

When you get a bad review:

* Identify a point person to respond to low scoring reviews
* Reach out to the customers correct any issues. Ask them to change the review if they’re satisfied with the resolution.
  + B.L.A.S.T.