

Best Practices to get customer reviews

Tips to grow your business's health ..and revenue

Need more positive reviews?

Online Reviews Are Critical for Small Businesses

CUSTOMERS' WILLINGNESS TO DO BUSINESS BASED ON 5-STAR RATING

1 star ★☆☆☆☆ 13%

2 star ★★☆☆☆ 27%

3 star ★★★☆☆ 72%

4 star ★★★★☆ 92%

5 star ★★★★★ WIN!

Google My Business



tripadvisor



"...Harvard Business School's Michael Luca found that a boosted Yelp rating of just one star can increase a company's revenues anywhere from 5 to 9 percent." [1]

url/apps

Online Reviews: What's the big deal?

IMPORTANCE OF ONLINE REPUTATION

Things Said About Your Business Are Important



Of consumers trust brand recommendations from friends and family.



Of consumers trust opinions posted online by other consumers.

70%

Hear other consumers' experiences

65%

Learn about brands' products and/or services

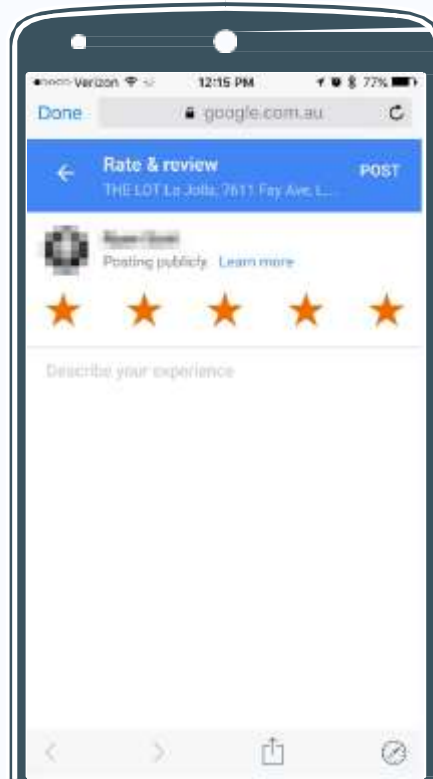
53%

Compliment brands

50%

Express concerns or complaints about brands

Create a 'Review Us' page in your app



url/apps

Google, Google and more Google

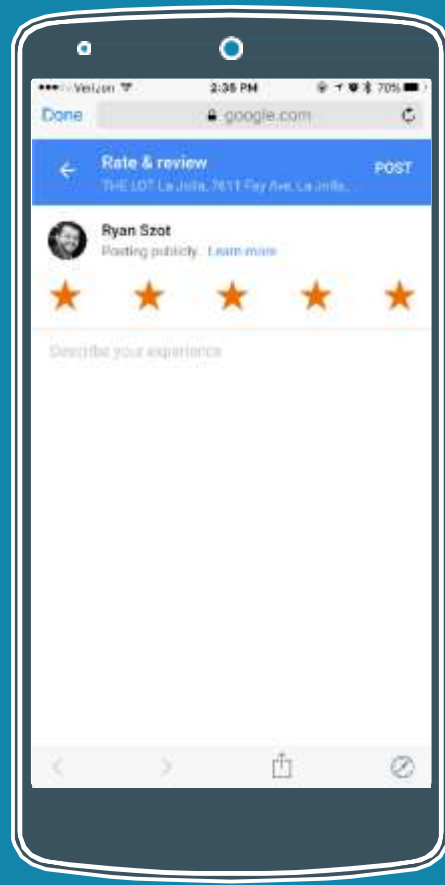
Get the Google review page post dialog to load directly, with 5 stars already selected!

Follow Google's steps [here](#) to create your businesses direct review URL.

You will end up getting a URL like [this](#).

Load this address in your browser to get a URL like [this](#).

Now add a '3' to the end of the URL like [this](#). This will pre populate the review post with 5 stars!



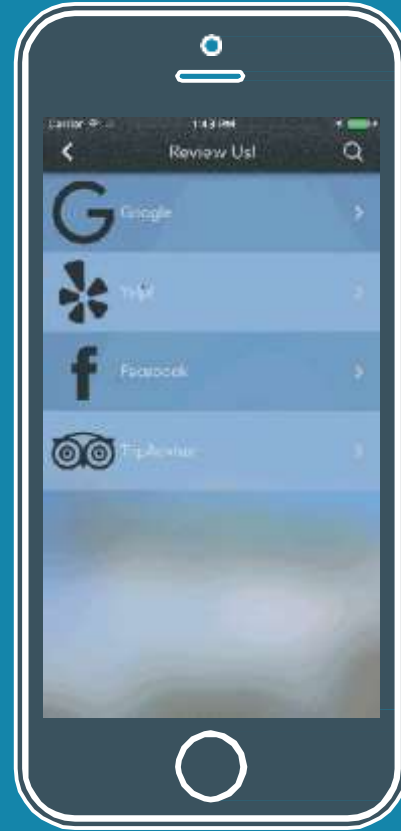
Use the 'Best of Both Worlds' website option

Available only on iOS

The website will load in a hybrid Safari browser

The users login session will be maintained to remove a huge step in friction.

This means app users can be send straight to the review page



Ask for feedback on receipts!

When are your customers the happiest?
When they use your product/service of course!

Add your review sites to your customers receipts.
These can be links, QR codes or just simple text.

Asking politely for honest feedback is a great way to get business reviews!

Locations

Services

Payment

Menu

Emails

Extras

Customer Confirmation

Admin Rec...

Custom G...

Subject

New order has been placed.

Message Template

<> B I U

{ORDEREDITEMS_LIST}

Name: {ORDER_NAME}
Order Total : {ORDER_TOTAL}
Total : {TOTAL}
Paid : {CHECKOUT_METHOD}
Order Created on : {ORDER_TIME}
{ORDER_ADDRESS}
Ordered for : {ORDER_TYPE}
Contact Information :
{DELIVERY_ADDRESS}

How are we doing? Please let us know on Yelp!

Encourage word of mouth!

Add your own spin on the custom share message!

Using something as simple as a Google shortlink can add analytics tracking

Update your apps to the Coronado source code or newer to take advantage of this feature.



Share Default Message

Enter the default message you would like to send when users share from within your app.

Available tags are:

[partner][iOS][Android][HTML5]

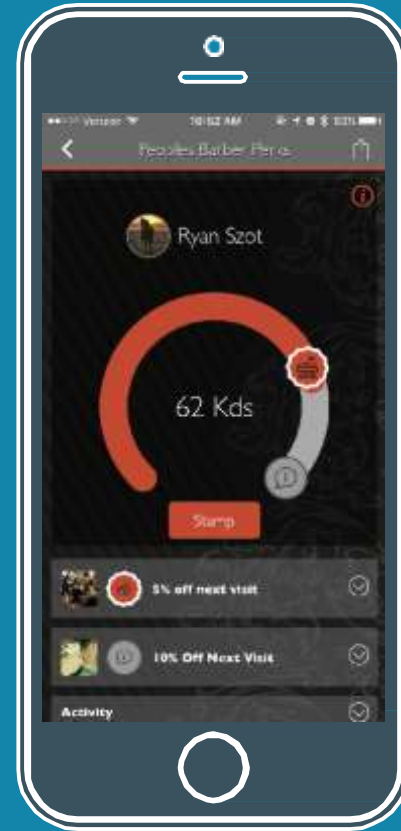
I just had my car serviced at Evans
Tire in North County!
<https://goo.gl/VKgwdj>

221 Characters Left

Social Media Engagement

Add 'Review Us' or 'Like Us' buttons as linkable slider images on your homescreen.

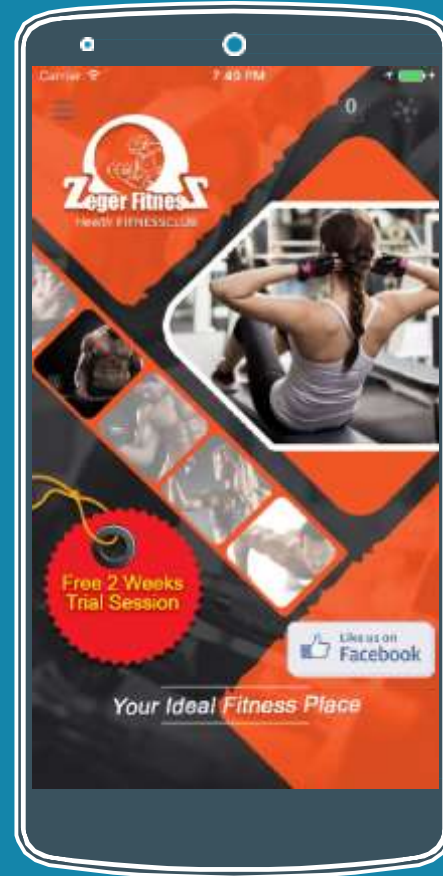
Use our Custom News Feed to prompt and link users to these pages.



Get Creative!

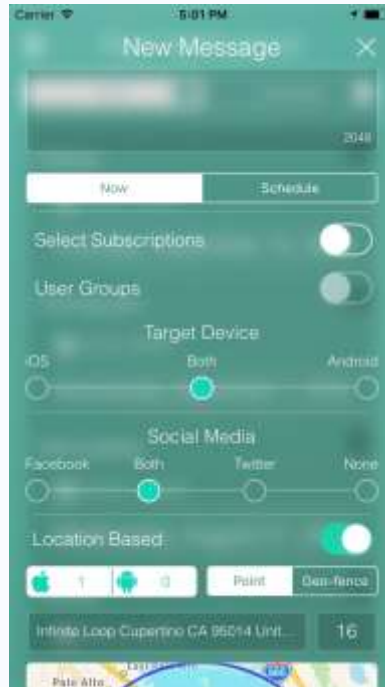
Add 'Review Us' or 'Like Us' buttons as linkable slider images on your homescreen.

Use our Custom News Feed to prompt and link users to these pages.



Update all
your
customers
at once!
From your
dashboard

Skipper and the Push Notifications page on the CMS allow you to send the same message to all of your app users and your Facebook and Twitter pages!





Why? Solve Marketing Problems, Don't Sell Mobile Apps

Solve Marketing Problems

- HELP the business get found online with more Google reviews!
- Use Google's own tools to encourage those 5 star reviews.
- Get Social with Instagram, Facebook reviews, fans and activity.
- Get Reviews - Help drive traffic to sites like Yelp and Tripadvisor by using tools inside the app.
- Prefill the share message with the message best suited for the business.

