



# How to Solicit Reviews

Why does soliciting reviews have a bad reputation? Since the beginning of commerce, a basic tenant of improving your customer's experience has been to ask them about their experience, whether that be in person, via phone, survey or now online review. Though, other companies may not recommend it, soliciting reviews can be an extremely useful tool for your business if done correctly. Without asking customers for reviews, how would a business understand the customers in the middle of the spectrum and really learn how to further develop their customer satisfaction model?

Other review models filter out potential solicited reviews, which means not everyone gets their voice heard. Many times, reviews are displayed based on the user's activity. Most review sites do not verify the customer experience so, some customers do not get their voices equally heard unless they know to adjust the default review filters. Some say that soliciting reviews skews the honest experience, but the truth is, non-solicited reviews bring in the extreme ends of the spectrum: really happy with their experience, and really unhappy with their experience.

## HOW TO SOLICIT REVIEWS:

- **Ask everyone to review.** Businesses often shy away from negative reviews when in actuality they can be one of the most powerful tools for your business. Showing a beginning, middle and end to negative reviews creates a concerned story of dedication and resolution.
- **Share your reviews.** Display those stories proudly and enhance your SEO!
- **Verify the customer.** SureCritic verifies every incoming review ensuring that all reviews posted has honest feedback from real customers.
- **Be timely.** Ask your customers to review right away so it's fresh in their mind.

*For more information or to sign-up for a demo go to [learn.surecritic.com](https://learn.surecritic.com).*

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- **Nothing to hide.** With SureCritic, every single review is posted! A mix of experiences is the best way to be authentic, negative reviews are not a bad thing.
- **Make it easy.** Integrate review badges or widgets on your website so customers can easily find your review pages.
- **Engage with your reviewers.** Thank your customers for the review and answer any questions they may have.
- **Add a link in your email signature.** Another easy way for customers to connect to your review page.
- **Send reminder emails.** Everyone is busy, sometimes your customers need a little reminder to let them know they can review your business easily. Offer incentive for posting on social media. Reviewers sharing their feedback with their social media network aids your business in reaching potential customers.

Soliciting reviews is all about improving the customer experience. The two to four-star review zone is a great source of information. That's the margin where the exceedingly ecstatic and the awfully unhappy reviewers are not incorporated.

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