

## How to get good online reviews

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Every customer you work with has the potential to go online and write your business a review. And there is a good chance the customer who takes the time to go write a review of your product is going to write a bad one. Bad reviews are inevitable; every business gets them whether they are deserved or not. Meanwhile, your future customers will use these reviews to determine whether or not your business is worth their time and money. Here are some ways to get good online reviews to help increase your business.

### **Good customer service**

One way you can ensure you get better reviews in general is to really focus on providing good customer service. Make sure customers are able to get a hold of your business in any way they feel comfortable, whether that be through phone call, texting, or communicating with AI Chatbot. They need to be happy with the wait times and ability to receive answers to their questions in a timely manner. After interactions, ask for reviews and hopefully customers who are satisfied will write a little blurb or give your business a rating on review sites.

### **Negative reviews can be good too**

While negative reviews seem like they are a bad thing, it is actually a good opportunity to respond to them publicly with an answer to show future customers that even when there is a mistake or a customer is dissatisfied, you are willing to work with them and make the situation right again. This can be a bit tricky because people will leave reviews for your company in a lot of different places. Make sure you are aware of all the review sites, so you can keep track of negative reviews more easily.

### **Sign up for review sites**

One thing you need to do is scour the web and make sure you are signed up to receive alerts anytime a review is

placed on your company. Customers will turn to Facebook, Google, Yelp, and other review sites to rate your business and tell their friends exactly what they thought of your service. It is much easier to respond to these reviews and see what people are liking/disliking about your business if they can go to any site.

### **Showoff good reviews**

When someone writes you a good review, don't be afraid to show it off. One way to do this is to repost their review on Twitter or Facebook with a thank you. Not only does it show your customers that you have authentic customer reviews to prove you are a good business but it shows you are grateful for your customers. Never underestimate the power of social media and the effects it is having on the buying industry. People are learning to only buy what their friends buy, get recommendations from those who live near them, and ask for advice before moving forward with purchases. Even little purchases are being debated over the internet before someone will make the decision to buy. It is more important than ever that you are tracking your reviews and doing something about them because it will affect the way you do business.

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