

How to Ask for Customer Reviews

Customer reviews hold a lot of weight. Potential clients will look at your firm's reviews and ratings before doing business with you. Most people will view online reviews with the same level of importance as personal recommendations.

This means collecting reviews from satisfied clients is an important way to market your firm to potential clients. And shortly after tax season is the perfect time to ask clients for reviews because their experience with your firm is still top of mind!

How to Ask for Customer Reviews



In-Person:

One of the best ways to ask for reviews is in-person at the end of an appointment.



Email:

Email is a great tool for getting client reviews. You can send a single blast to all your active clients with a link directly to fill out client reviews.



Phone:

Taking a few minutes to follow-up with clients over the phone is a good way to get reviews and ask questions about the experience.



Website:

Making sure you have a review page on your site that you can direct clients to is an important part of collecting customer reviews.



Social Media:

Posting on your social media pages asking for reviews can remind past clients to leave you a review.



Thank You Page:

If your firm has clients pay online, you can ask for reviews on the thank you page. This way it is the last thing they see after payment.



Receipt/Invoice:

If your patients pay using a physical receipt or invoice you can ask on them for a review on this. It is another good way to ensure you ask all your clients for reviews.



Tips for Asking for Customer Reviews

Brand Your Message:

When asking clients for reviews it is crucial that they recognize that your firm is the one asking, so be sure to include branding or a logo. Clients can't leave a review if they don't know who is asking for it.



Keep it Short:

The best way to ensure clients read your entire message is to keep it short. Stick to the message and include a clear call to action.



Make it Simple:

The easier it is to leave a review, the more likely a client is to do it. In your message link directly to the review page to make it as simple as possible.



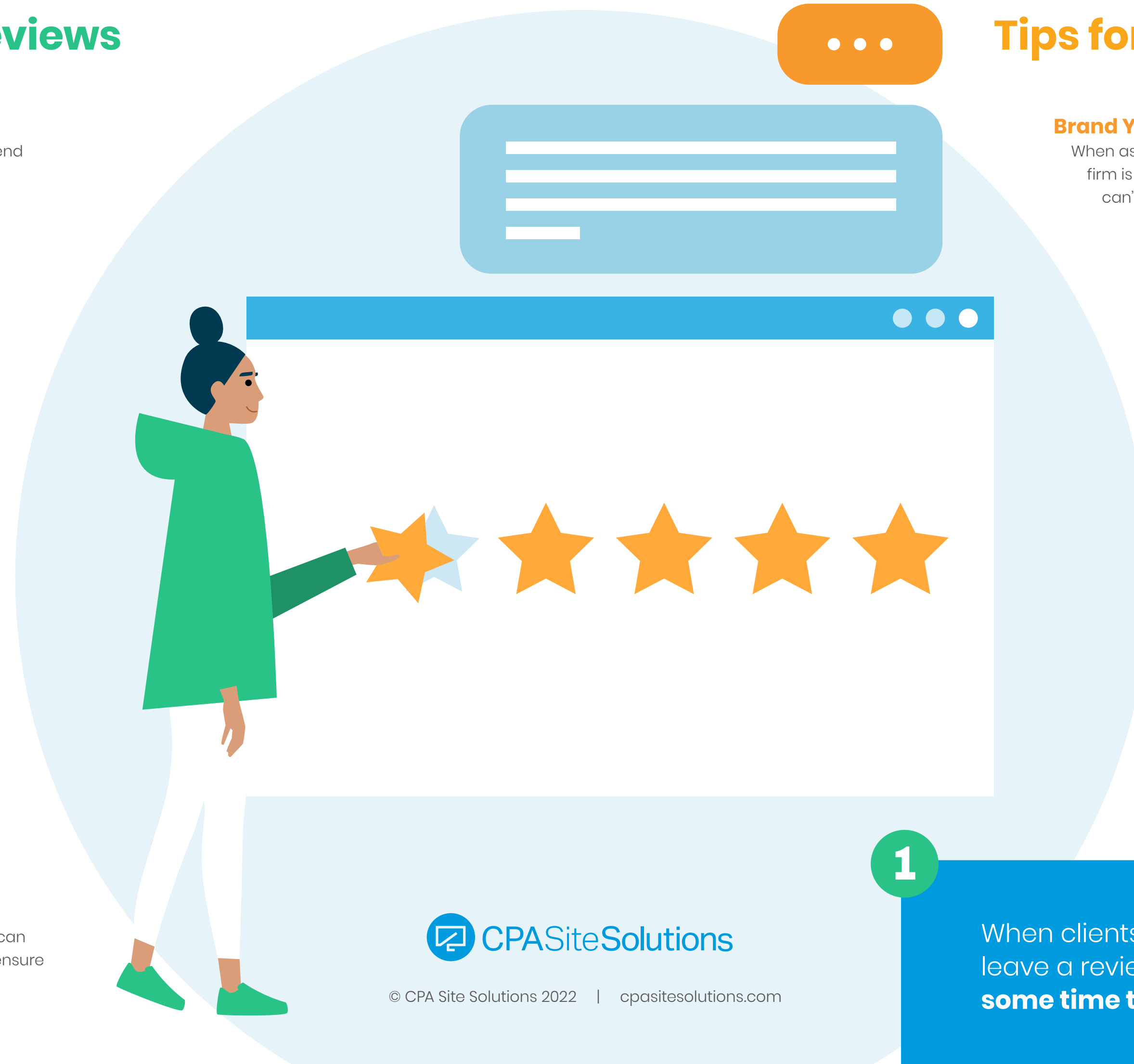
Personalize Your Message:

Using your client's name or other personal details can make clients feel like you are reaching out to them individually (even if it is an email blast), making them more likely to leave a message.



Offer Rewards:

Offering a reward, such as a discount, can encourage clients to leave reviews. However, if you use this method, you have to offer rewards for both positive and negative reviews.



When clients have a good experience, most are happy to leave a review. You just need to ask them. **Be sure to take some time this year to ask your satisfied clients for reviews!**