

PROTECTING YOUR ONLINE REPUTATION

BEST PRACTICES



ASK FOR THE REVIEW – EVERY CUSTOMER, EVERY TIME.

LOOK FOR PATTERNS IN NEGATIVE FEEDBACK TO SEE IF THERE IS OPPORTUNITY FOR PROCESS IMPROVEMENT ON YOUR TEAM.

ALWAYS RESPOND, ENGAGE IN THE CONVERSATION.

LISTEN DAILY TO WHAT YOUR CUSTOMERS ARE SAYING ONLINE.



NEGATIVE REVIEWS MEAN OPPORTUNITY!

Control the conversation

Turn an unhappy customer into one of your best referrals



Demonstrate your commitment to your customers

It's okay that not all reviews are 5 stars. Constructive feedback adds credibility to the rest of your customer reviews.

MONITOR REVIEW SITES

POSITIVE REVIEW

NEGATIVE REVIEW

Respond immediately with a "Thank You"



Take the conversation offline

Call the customer ASAP

Post a response summarizing the conversation

Remember to never reveal any information that could be considered personal/confidential/customer-specific when responding to reviews.



For more information on protecting your online reputation, contact EFG at 800-527-1984.

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