

Best Practices for Sending Requests through the Reputation Mobile App

Summary

The more review requests you send, the higher your ranking among other employees on the app Leaderboard. For best results in review attribution, follow these best practices.

Best Practices

Deliver a great experience!

People writing reviews are generally very dissatisfied or very satisfied. If the service is average, people are unlikely to write reviews. You must earn a positive review.

Tell customers what to expect.

Let customers know that you will send them a request to review their experience with you, and verbally invite them to click on the link and write a review. It is important to be clear as to what you need customers to do.

Show gratitude and make it personal.

Thank customers preemptively for taking the time to click on the link and write a review. Explain that you are striving to deliver the best service and that you feel proud and motivated when you hear positive feedback from customers.

Be particular about timing.

If you are unable to send the request while the customer is with you, set aside time within the next 6 hours to send it. Sending the request within a short time-frame increases the likelihood of the customer remembering that the request is from you.

Play by the rules.

Never offer monetary incentives or gifts to motivate the recipients to write reviews.