

# DO'S AND DON'TS OF THE REVIEW/FEEDBACK WORLD



## Do –

What	Why
Actively work to make your customer satisfaction exceptional	Great service delivery has the highest likelihood of getting positive feedback
Try to get feedback from every customer you provide service to	This is the only complete way to truly understand your current customer satisfaction level.
Build a process to make sure you gather customer feedback	This means asking your customers if they are happy with your service – and asking them to provide feedback.
Make sure your publicly viewable reviews are 3 <sup>rd</sup> party and legitimate	Today's savvy consumers are unlikely to be swayed by unverified or 1 <sup>st</sup> person testimonials added to your site whereas 3 <sup>rd</sup> party verified reviews build trust.

## Don't –

What	Why
Let anyone post reviews to external review sites on behalf of your customers	This is a direct violation of every guideline in the industry.
Let anyone pull reviews from external sites back to your site	This is also a direct violation of most review site guidelines and may also represent copyright infringement.
Incentivize, discount or pay any of your customers to provide a review or feedback for your company	This turns them into a paid endorser which requires notation as such.

*LeadsNearby provides cost-effective reputation development programs for local service contractors.*