

## ▶ GETTING REVIEWS: Best Practices

**01**  
Remind customers to  
leave reviews

**02**  
Make leaving  
reviews easy

**03**  
Reply to reviews  
to build trust

**04**  
Claim/verify business  
accounts with review sites



## 01 Remind Customers to Leave Reviews



- ▶ Visual reminders in office
- ▶ Social media reminders
- ▶ Website reminder links
- ▶ Client communications
- ▶ +/- Staff requests



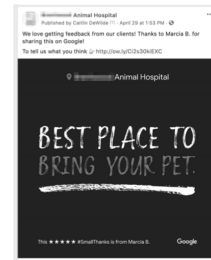
Remind Customers to Leave Reviews

### 1. Visual Reminders



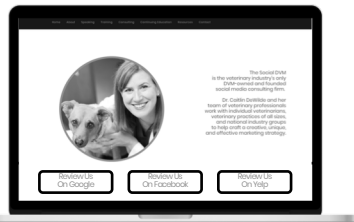
Remind Customers to Leave Reviews

### 2. Social media reminders



Remind Customers to Leave Reviews

### 3. Website Reminder Link



## 02 Make Leaving Reviews Easy



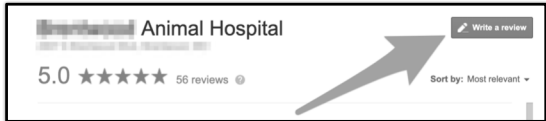
- ▶ Embed links in email, text, website, social, email signature
- ▶ Create one-click links
- ▶ Utilize programs that automatically send post-visit surveys, review requests
  - Avimark Rapport, Demandforce, etc



**Make Leaving Reviews Easy**

### ▶ Google

- ▶ On your computer, search for your business on Google.
- ▶ Find your business listing and click "Write a review."
- ▶ Copy and paste the URL you see in your address bar.




★★★★★ 56 reviews

Write a review

Sort by: Most relevant

**Make Leaving Reviews Easy**

### ▶ Facebook



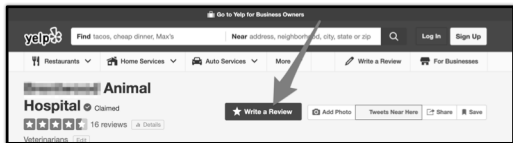
facebook.com/YourUsername/Reviews

facebook

**Make Leaving Reviews Easy**

### ▶ Yelp

- ▶ Find your business listing and click "Write a review."
- ▶ Copy and paste the URL you see in your address bar.



Yelp

Find local, cheap dinner, Max's

Near address, neighborhood, city, state or zip

Log In Sign Up

Restaurants Home Services Auto Services More Write a Review For Businesses

Animal Hospital Claimed

★★★★★ 16 reviews

Write a Review Add Photo Tweets Near Here Share Save

**Make Leaving Reviews Easy**

### ▶ Nextdoor



Nextdoor

Get recommendations

Generate word-of-mouth and build a trusted brand on Nextdoor

Your reputation

Neighbor comments

Build your reputation


Tap the more neighborhood

Share your first business

Choose how you'd like to get the word out about your page

Post Share

**03 Reply to Reviews to Build Trust**



- ▶ AVMA recommendation: daily
- ▶ Respond minimum of weekly if possible
- ▶ Make an effort to respond to all reviews- positive or negative
- ▶ Personalize response whenever possible

**04 Claim and verify business accounts**



- ▶ Required for notifications and ability to respond
- ▶ Use consistent and regularly checked email account

**04 Claim and verify business accounts**

**► BREAKOUT:**

- What is ONE action step of what we've just discussed that you can take or review?
- Discuss: which review platform is most important to your practice?

**RESPONDING**

**► Who Should Respond**

- Practice owner
- Practice manager
- or trusted point person

**► When to Respond**

**► How to Respond**

- Facebook
- Google
- Yelp
- Nextdoor

**Respond**

► **Facebook**

► Access from review directly or from Notifications/Activity section



★★★★★

20

**Respond**

► **Google**



★★★★★

20

**Respond**

► **Google**




★★★★★

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**Respond**

► **Yelp**




★★★★★

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**Respond**

► **Yelp**

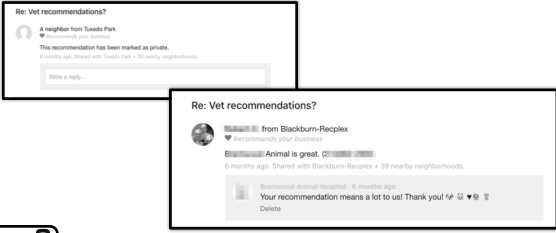


★★★★★

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**Respond**

► **Nextdoor**



★★★★★

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## ► POLL

- How many of you have experienced a negative review at your practice?



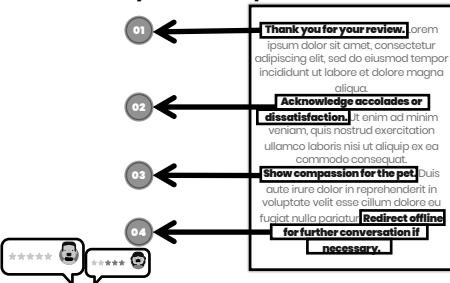
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## RESPONDING to Negative Reviews



The Social DVM

## ► Anatomy of A Response



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## ► Dealing with Negative Reviews: A checklist

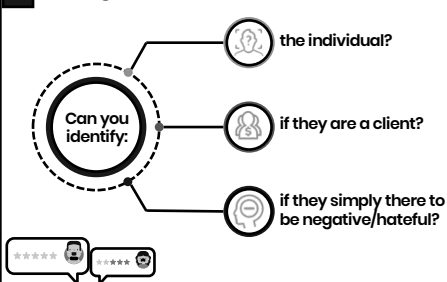


- Categorize the reviewer
- Gather the facts
- Seek first to understand
- Prepare and post the response
  - Consider calling
  - Objective reviewer
  - Remember the 3 C's
  - Mention the positives, if any
  - Redirect offline
  - Make it clear what you did to resolve, if applicable
- Alert the Team
- Take Necessary precautions
- Report/Flag if needed



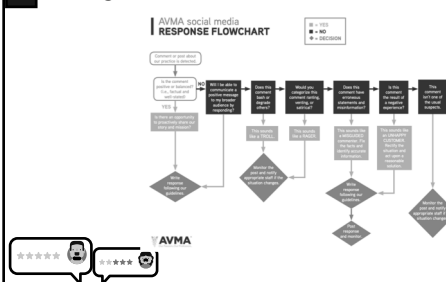
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## 01 Categorize the Reviewer

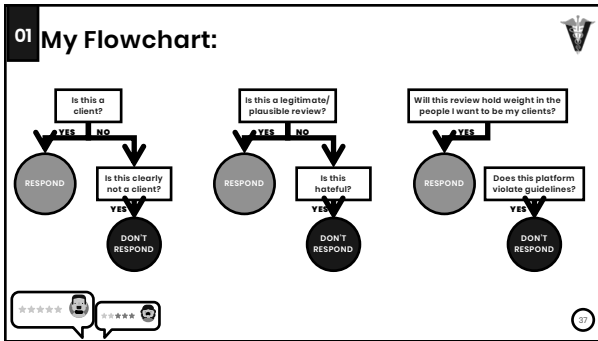


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## 01 Categorize the Reviewer



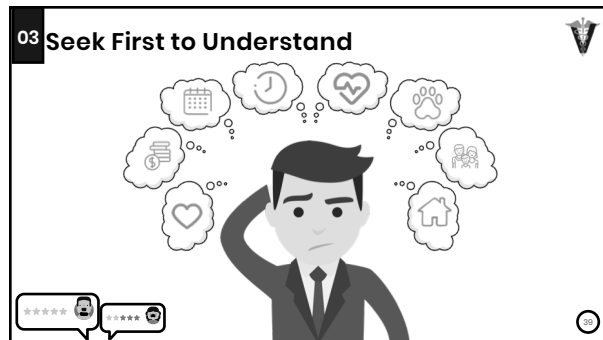
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### 02 Gather the Facts

- Check client communication/comment in chart
- Review medical records
- Assess financial details
- Talk to staff members involved

\*\*\*\*\*



### 04 Preparing the Response

- Consider calling the owner if you can identify
  - Direct message options available for some platforms
- Give a cooling period...for you both
- Have an objective reviewer
- Remember the three C's
- Mention the positives, if any
- Redirect offline for further conversation
- Make it clear what you did to resolve, if applicable
- Respond like the whole world is watching

\*\*\*\*\*

### Remember the Three C's

**Compassionate**

**Confidence**

**Competence**

\*\*\*\*\*

### Remember the Three C's

**Compassionate**


Most important

Show your concern and care for the pet (even if their owners are mean)

\*\*\*\*\*

Prepare and Post the Response

## Remember the Three C's




- Be confident of the care and service that you offered
- Respond concisely and diplomatically

**Confidence**

★★★★★ [User Icon] [Response Icon]

Prepare and Post the Response

## Remember the Three C's



- Be the ever consummate professional


**Competence  
(Read: Professionalism)**

★★★★★ [User Icon] [Response Icon]

Prepare and Post the Response

## Redirect Offline

- Respond only once
- Provide name, contact info of point person to handle issue



★★★★★ 9 weeks ago  
The user didn't write a review, and has left just a rating.

(owner)  
5 days ago

Hi Mr. [Name], We're sorry to hear that you didn't have a 5 star experience. We'd love to know what we could have done better. Please contact our office manager or medical director at 314-992-2900!

Edit Delete

★★★★★ [User Icon] [Response Icon]

Prepare and Post the Response

## Anatomy of a Response: Negative Review

- 01 Thank reviewer for sharing feedback.
- 02 Acknowledge disappointment.
- 03 Express concern/compensation for person and get.
- 04 Give option for continued discussion/resolution OFFLINE.

★★★★★ [User Icon] [Response Icon]

Prepare and Post the Response

## When The Review Was Deserved....

We're sorry you were disappointed with your experience at our hospital. We are committed to providing great care for our patients and great service for our clients, and apologize that we fell short this time. We'd greatly appreciate it if you could contact us at 314-992-2900 or [www.hospital.com](mailto:www.hospital.com) so we can work together to resolve your concerns and improve in the future.

★★★★★ [User Icon] [Response Icon]

Prepare and Post the Response

## When The Review Was Deserved....

Thank you for your feedback. NMHC. We were disappointed to read your comments and want to apologize for your negative experience. Though we try we can't be perfect every time and we're always looking for ways to improve. We'll take your comments to heart and address them with our team. If you'd like to talk more about your concerns, we'd be happy to discuss them. Post Person at 314-992-2900 or email us at [www.hospital.com](mailto:www.hospital.com).

★★★★★ [User Icon] [Response Icon]



Prepare and Post the Response

### ► When The Review Was Deserved....

Thank you for taking the time to express your thoughts and give us the constructive feedback. It is clear that we did not meet the expectations of the review and we will try to provide, and for that we apologize. We will be addressing these issues with our team immediately and would be happy to address any additional feedback or concerns you might have. You can direct them to Point Person at 555-5555 or email us at [pointperson@yourvetclinic.com](mailto:pointperson@yourvetclinic.com). We hope you accept our apologies and give us another chance to serve you and have a better experience in the future.

★★★★☆

Prepare and Post the Response

### ► When The Review Was Deserved....

Thank you for taking the time to express your thoughts and give us the constructive feedback. It is clear that we did not meet the expectations of the review and we will try to provide, and for that we apologize. We will be addressing these issues with our team immediately and would be happy to address any additional feedback or concerns you might have. You can direct them to Point Person at 555-5555 or email us at [pointperson@yourvetclinic.com](mailto:pointperson@yourvetclinic.com). We hope you accept our apologies and give us another chance to serve you and have a better experience in the future.

★★★★☆

Prepare and Post the Response

### ► When The Review Was NOT Deserved....

General recommendations

- Remember to consider contacting directly first.
- One sentence rebuttal...MAX.
- Flag or report

★★★★☆

Prepare and Post the Response

### ► The Client Not In Your System

Thanks for your feedback, NAME. Unfortunately, we cannot find you in our client system. We take our client satisfaction very seriously, and our online reviews and reputation are also important. If you are in fact a client (perhaps under a different name), please contact us at 555-5555 or [pointperson@yourvetclinic.com](mailto:pointperson@yourvetclinic.com) so that we can get more information about your experience and work together to resolve it. We also share practice names with five other practices in the country, so we want to ensure you've left feedback for the right place. We look forward to hearing from you!

★★★★☆

Prepare and Post the Response

### ► The Client You've Tried to Call

Thanks for your feedback, NAME. We've reached out and left a message and an email so we could learn more about your experience and what we could do, but haven't heard back. We want to make sure we have all the facts, and we want to make sure PET NAME is doing ok. Please contact POINT PERSON at 555-5555 or [pointperson@yourvetclinic.com](mailto:pointperson@yourvetclinic.com) at your convenience.

★★★★☆

Prepare and Post the Response

### ► The One Star, No Comments Review

We were sorry to see you weren't pleased with your experience at HOSPITAL NAME. We'd really like to know more about what we could have done better for you and PET NAME. We're happy to discuss your concerns- please contact POINT PERSON at 555-5555 or [pointperson@yourvetclinic.com](mailto:pointperson@yourvetclinic.com) at your convenience.

★★★★☆

Prepare and Post the Response

### ► The “Erroneous Facts” Review

“We're sorry you were disappointed with your experience at our hospital. We are committed to providing great care for our patients and great service for our clients. We understood you were unhappy with 'X,Y,Z', but this 'policy/information' was presented to you 'prior to the service.' If there is an opportunity to better understand your concern, we welcome further discussion. Please contact POINT PERSON at 555-5555 or [pname@yourvetclinic.com](mailto:pname@yourvetclinic.com).”

★★★★☆

Prepare and Post the Response

### ► The “Money” Review

“NAME, we're sad to see your review. We understand that caring for pets can be expensive, and it's disappointing for everyone involved when costs get in the way of providing the care pets like PET NAME need. Unfortunately, medications, equipment and labor have a cost to our business as well. We work with providers like CARE CREDIT/PAYMENT SOLUTIONS/RESCUE/CHARITY GROUPS to help find assistance to address unexpected pet care costs, and we'd be happy to give you information about them again. Please reach out to POINT PERSON at 555-5555 or [pname@yourvetclinic.com](mailto:pname@yourvetclinic.com) if we can help.”

★★★★☆

### ► The “You’ve Called But They’re Still Unhappy” Review

“Thank you for your feedback, and as we discussed in our phone call, we take our client satisfaction and online reviews very seriously. It is our policy to XYZ, and we've provided that information to you again today during the call. If you are still dissatisfied, we are happy to transfer your patient records to another veterinarian at your request.”

“Thank you for your feedback, and as we discussed in our phone call, we take our client satisfaction and online reviews very seriously. As we stated in our call, we have done XYZ and stand by our policy of XYZ. If we can be of future assistance to you and PET NAME, please let us know.”

★★★★☆

### 05 Alert the Team

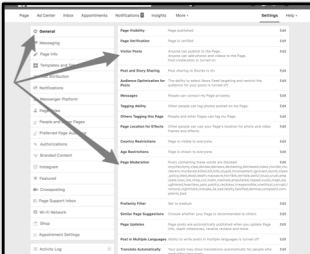
- Identify a point person to handle in-person visits, calls, emails
- General team awareness
- Notation in client file



★★★★☆

### 06 Take Any Necessary Precautions

- Update page moderation words
- Review tagging, commenting and review settings
- Update Google Alerts



★★★★☆

### 06 Take Any Necessary Precautions



★★★★☆

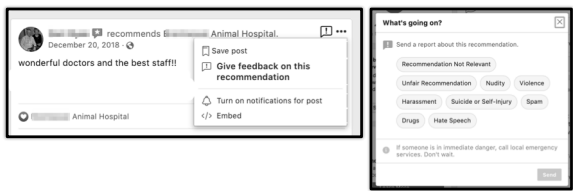

**07 Report/Flag if Needed**



- ▶ Report if violates service terms or is extreme
- ▶ Facebook
- ▶ Google
- ▶ Yelp





**Facebook**

**Google**

▶ From Google Business






**Google**

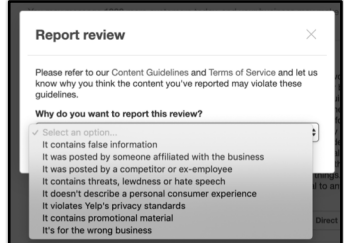

▶ From Google Business




**Yelp**

**Yelp**

## RESPONDING to Positive Reviews



## The DVM

### ► Dealing with Positive Reviews: A checklist

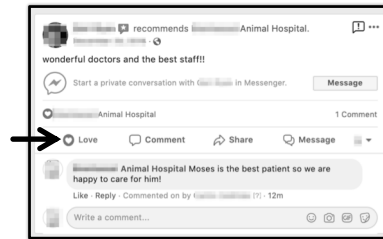
- ▶ Like/Love/React
- ▶ Respond and thank
- ▶ Share online
- ▶ Share with your team



## 01 Like/Love/React

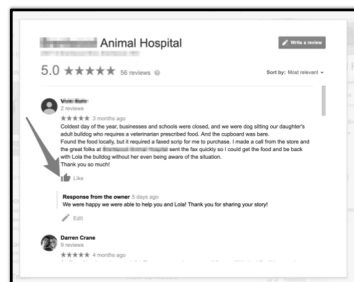


► **Facebook**



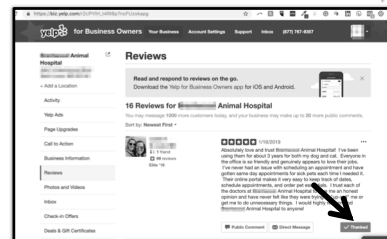
► Google

- ▶ From Google, not Google Business Dashboard



► **Yelp**

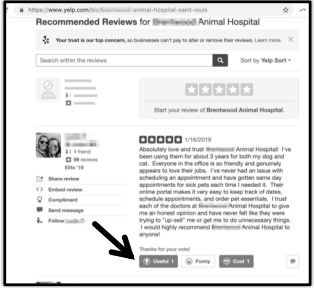
- **4½ stars:** Click the “Thanked” button from a Yelp for Business Owners account.



**Like/love/React:**

**Yelp**

From regular Yelp.com, can "vote" on reviews



★★★★★

**02 Thank the Reviewer**

Start all reviews by thanking owners for their feedback

"Thank you for sharing your experience!"

"We're so grateful for your feedback."

"Thank you for the kind words! It really means a lot to us."

★★★★★

**Respond and Thank:**

**Respond to The All Around Great Reviews:**

Thank you for your kind words, NAME! We are committed to providing our patients and clients the very best, and look forward to your next visit. As a locally-owned small business, your feedback, reviews and referrals mean a great deal to us.

★★★★★

**Respond and Thank:**

**Respond to The All Around Great Reviews:**

Thank you for making our day, NAME! We appreciate you spreading the word. Say hi to PET NAME for us!

NAME, thank you so much for your kind words! We're so glad to hear PET NAME is doing well, and we look forward to seeing you again!

★★★★★

**Respond and Thank:**

**Respond to The All Around Great Reviews:**

Thank you so much for your feedback and review. We'll share this with STAFF MEMBER NAMES MENTIONED- it will make their day!

We love seeing feedback like this! We're happy we could provide a great experience for you- thank you for sharing!

★★★★★

**Respond and Thank:**

**Respond to The \*Almost\* Great Reviews**

Thank you for your feedback and review, NAME. We'll take your suggestions to heart, and we hope to see you again.

Thanks for your comments. We're glad to hear that you've been pleased with the care our staff members provided to YOUR PET/PET NAME- we think they're pretty great, too! We'd love to hear from you on what we could have done even better- contact POINT PERSON at 555-5555 or email us at name@yourvetclinic.com.

★★★★★

Respond and Thank

### ► Respond to The \*Almost\* Great Reviews

“Thank you for your feedback! We hope you'll visit again and we can provide an even better 5-star experience! We're always open to hearing your suggestions on ways to serve you and your pets better. contact POINT PERSON at 555-5555 or email us at [pname@yourvetclinic.com](mailto:pname@yourvetclinic.com)!”

★★★★★

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03 Share the Review Online

► Consider adding to website testimonials

- Ask reviewer permission

★★★★★

21

Share the Review Online

### ► Facebook

★★★★★

22

Share the Review Online

### ► Google

★★★★★

23

Share the Review Online

### ► Google

★★★★★

24

Share the Review Online

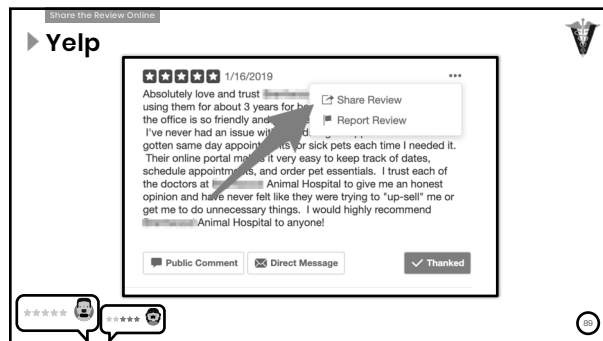
### ► Google

Your personalized marketing kit

Request a free kit by mail or download to print and share today.

★★★★★

25



### 04 Share with Your Team

- Print/Display
- Online team workspaces
- Staff meetings



★★★★★

### Additional Tips and Tricks

- Ensure notifications on all platforms
- Have a protocol for getting notified, monitoring and responding
- Have a Google doc template of responses
- Use your software to pull recent visit info (e.g. pet name)
- Use the Grammarly chrome extension

★★★★★

### Summary

- Respond to both positive and negative reviews within one week
- Be proactive and elicit reviews
- Make leaving reviews easy
- Personalize the response whenever possible
- Focus on the good
- Don't take them personally

# THANK YOU



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