

## MANUAL REVIEW SYSTEM

The following steps were designed to help your business implement a manual Feedback Loop process. Generating valuable feedback will help your business growth, improve customer retention, and attract new, ideal clients to your business.

### Step 1: Ask

Once your service is completed, email each customer requesting their feedback. Thank them for trusting you. Explain how enthusiastic you are about creating the best possible experience for your clients. Tell them how important their earnest feedback is for the continued growth of your firm. Remember to make this communication unique to you. What is it about your community that will improve (or has improved) with great feedback. What intrinsic value will the reviewer receive? Express your gratitude in advance.

**\*TIP:** If you haven't established a close relationship with your customer or you feel rewarding their time/energy is a good idea, consider offering a reward for your customer's feedback. It's against terms of service for most online review sites to incentivize good reviews, but you can incentivize feedback in general.

Incentives that we suggest:

Amazon Giftcards (Amazon will send via email. They will also send a physical gift card at no additional cost and will include a branded image on the gift card.

Awesome!

<https://www.amazon.com/Amazon-com-Gift-Cards-E-mail-Delivery/dp/BT00DC6QU4>

Starbucks Gift Cards (Can also be delivered via email:

<https://www.starbucks.com/shop/card/egift> )

### Step 2: Consistent Messaging

Use an email Template to keep your base message consistent. Add the customer's name and email to the template.

- Use Gmail Canned Responses:
  - **Step 3:** In Gmail, click the Settings button, then the labs button.

- **Step 4:** Find Canned Responses on the list and click the Enable button.
- **Step 5:** Scroll down and click Save Changes.
- **Step 6:** Click Compose and Draft your email message.
- **Step 7:** Click the arrow in the lower right-hand corner of your email message window. Hover over “canned responses” and click “New canned Responses.”
- This saves your message as a template that you can use later

Alternatively email tools that will allow you to use templates, set reminders, and schedule emails:

Yesware: <http://www.yesware.com/>

Boomerang: <http://www.boomerangmail.com/>

Streak: <https://www.streak.com/>

Followup.cc: <https://followup.cc/>

## Step 8: Follow-up

Follow-up with customers at least 3 times using friendly email templates. Follow-up is almost more important than the initial email. Sometimes we feel uncomfortable about possibly “bugging” our clients. What we’ve found is that even though most customers want to leave you feedback, life often gets in the way. They have good intentions, but they get distracted. Keep your follow up emails friendly and never make a customer feel bad for not responding. Remain positive and grateful for their time.

## Step 9: Thank You Message

Once a customer leaves you feedback, send them a Thank You email.

- **Step 10:** If the feedback is positive, ask them to share their review on a 3rd party site like Google+, Yelp, or Facebook.
- **Step 11:** Make this process as easy as possible. Send them the proper links to your profile on each site. Offer to help them if they have trouble. If you’re working with senior citizens or a non tech savvy demographic, offer to help over the phone.

## Step 12: Notify Stakeholders

First, decide who the business stakeholders all. Who will be affected by feedback from customers? This doesn't end at managers and business owners, it also includes customer service employees or anyone who interfaces with your customers. Notify the stakeholders immediately upon receiving feedback. Positive feedback will serve as a morale booster for the entire team. It will provide the intrinsic motivation and recognition that most studies have found is the number one reason employees are dissatisfied with their jobs.

- **Step 13:** Respond Promptly - When receiving a less than stellar review, respond immediately. Express your intention to create the best possible experience for each customer. Listen to the problem and do not respond defensively.
- **Step 14:** Explain (in detail) how you'll use this person's feedback to create more effective systems in your business. If this is a customer you value long term, begin a conversation that starts earning their trust back. Because this is occurring in a public forum, your response is as important as any other marketing message your company sends. Your potential customers will evaluate how you handle adverse reviews. Think of them as a massive opportunity to show how exceptional your customer service is - even when problems arise.

## **Step 15:** Use Negative Review Alchemy Steps:

1. **Acknowledge** the person and their experience ( This doesn't mean you have to agree with their perspective. Simply acknowledge their struggle.)
2. **Empathize** with the person (Again, this is not the same as agreement.)
  - a. *"I understand how frustrating this situation is."*
  - b. *"I can only imagine how upsetting this is for you..."*
  - c. *"I'm sorry to hear that..."*
  - d. *"I hate that you had to make this call today."*
  - e. *"I'm glad you got in contact with us so that we can take care of this right away."*
3. If you made a mistake, **own the mistake honestly.**
  - a. Honesty is the best policy. Remember, people do not expect you to be perfect; they expect you to care.

4. If you're dealing with a disgruntled person and did not make a mistake, be kind, understanding, empathetic, and **state your position clearly (without being combative.)**. Do not be defensive - just state your position clearly.
5. REMEMBER: You are addressing your entire audience here, not just the person who has the problem. This is your opportunity to show how much you care and your commitment to getting it right
6. **Lean Startup Approach** - When people feel like their voice is being taken seriously and contributing to the growth of your business, they feel a deep sense of loyalty. They want to help you. They are INVESTED in your success, as if they are on your team.
  - a. Offer your big business vision so they can understand how you want to change the world
  - b. Then offer a product roadmap - where you're going in the next year (features and benefits)
  - c. Outline what you've learned from their comments and suggestions. Show them how this will play into the upcoming roadmap for the business.
7. Use **Active Listening** - Don't just "hear" your customers. Actively listen to make your company better and their experience joyful. There is a difference.
  - a. Show them you heard them
  - b. Ask questions you think will improve your customer service.
  - c. Ask questions you think will help understand his/her experience.
  - d. Ask for suggestions. How would your customer fix the situation?
8. **Take Action**
  - a. Communicate the action you've taken.
  - b. Explain how it benefits all community members.
9. **Open to Future Feedback**
  - a. Give them a direct communication line and contact person to share more feedback in the future.
10. Make things **MORE than right**
  - a. Express your commitment to make things right and take care of your loyal customers.
    - i. In practice, make things MORE than right. Make them better off than when they came (especially if you made a mistake.)
11. **Reframe Negativity**
  - a. If the conversation turns negative, reassert your commitment to work within stated values and ask them to contact your customer service person directly.
12. **Never make the same mistake twice**
  - a. Identify why the mistake was made.
  - b. Avoid blaming a person for a mistake. 9 times out of 10 employees make "mistakes" because systems do not exist or they are not clear.
  - c. Search for a system or process that can ensure the mistake does not occur again.
  - d. Create a new system and document it.

- e. Communicate the new system to all affected employees. Give them an opportunity to ask questions and give input. (The people who interface with your customers usually have untapped knowledge about how to improve your business.)

### 13. Gratitude Attitude

- a. Be sincere (never defensive, never condescending, not negative, not impatient.) Remember, this feedback is an important business asset. You should be grateful that the person has taken the time to leave feedback; if you don't hear about problems and improve, you're more likely to loose touch with your customer base - the lifeblood of your business.

14. Look for **Patterns** - if you get the same feedback over and over....action needs to be taken. Search for these types of patterns:

- i. Patterns with features complaints
- ii. Patterns in experience (wait times, mistakes, etc.)
- iii. Patterns in employee relations (Does feedback center around certain employees)
- iv. Patterns with quickness/turnaround
- v. Patterns with Key Features (Is there a feature/benefit you think your customers love, that is never mentioned in feedback comments. Questioning this feature/benefit will help you understand what is really important to your customers.)

## Step 16: Share your Success Stories

Take the positive reviews customers leave your business and create bright, beautiful media celebrating your firm's success stories.

- **Step 17:** Use a Free tool called Canva (<https://www.canva.com/>) or Pic Monkey (<http://www.picmonkey.com/>) to design a simple, clean image that includes a visual representation of the person or testimonial topic and the written/video testimonial content.
- **Step 18:** Include your client's words, their name, your firm's logo, and a positive message thanking this client and reminding others to share their success stories. This keeps your positive messages in front of your clients and reminds them about the value you provide.
- **Step 19:** Share these images on facebook, twitter, google+, LinkedIn, google my business page, and your website.

## Step 20: Manage the System

Keep track of each stage and each client using a CRM management or To-Do list tool. This way your clients don't fall through the cracks and you know exactly where each customer is in the process. Share this progress between admins and business owners.

## Recommended Stages of the Process:

- New Customer
- 1st Feedback Email Request Sent
- 2nd Feedback Email Request Sent
- 3rd Feedback Email Request Sent
- Notify Stakeholders of Feedback
- Feedback in Process (for marketing)
- Feedback Posted to Social/Website
- Thank you Email Sent
- Reminder to Share Positive Feedback on Social Sites Sent

## Online Project Management Tools We Recommend:

- Streak (free) <https://www.streak.com/>
- Asana (free) <https://asana.com/>
- Wrike (paid) <https://www.wrike.com/>
- Trello (free) <https://trello.com/>

Finito! You're on your way to generating more positive reviews and attracting more ideal clients to your business.

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## Want to Automate this process?

Some of our clients want nothing to do with managing the above 20 Step process. Instead, they choose to go from 20 steps to 1 step. They use our Viral Testimonial System to automate the entire process, and their only responsibility is inputting the name and email of new clients into the system

### Features:

- a system that works for you **behind the scenes**
- **branded** email and video messages

# Web of Arc

- an **intelligent feedback loop** that **segments your customers** by positive or negative reviews, and treats them accordingly.
- A **powerful Dashboard** that updates your Reputation scores in real time
- A **reporting tool** that allows you to **evaluate an employee** or department in one glance....with real **customer data!**
- An easy way to send **targeted email messages** to your customers - keeping your brand in their minds for return visits and referrals
- Create **customer advocates**
- **Automatically posts Testimonials to Social Media and Your Website** - Your positive success stories auto-post on Facebook, Google+, twitter, your website, and a micro-site we create for you - so you and your staff can focus on what you do best!
- Watch a quick video about Viral Testimonial here: <http://webofarc.com/vt1p>

We'd love to schedule a quick, 15 minute chat about how this could benefit your business. **Email** us here: [lauren@webofarc.com](mailto:lauren@webofarc.com), **Phone** us here: (210) 560.3311, or **Schedule** immediately by clicking here: <https://calendly.com/laurenlopez/marketingmeeting>