

Making Online Review Responses Profitable for Your Shop

Responding to online reviews isn't just customer communication; it's high-visibility marketing.

An easy way for people to learn how your shop treats customers is by reading the responses to the shop's online reviews.

Here's how to use your review responses to make you look great.

We all need people who will give us feedback. That's how we improve.

Bill Gates



Say Thanks

Whether the review is positive or negative, thank the reviewer for giving your shop a chance, and for taking the time to let you know about their experience.



Discuss The Customer's Experience

Talk about the things the customer says they experienced in their review. This makes the review more personal, and tells people looking at your reviews that you care enough to craft a personal response to your reviewers.



Reference The Service You Provided

Make sure to refer to the service you provided for the customer. While it makes the review more personal, the more important impact is that it helps you show up when people search for that specific auto repair service on Google.



Offer a Conversation

Ask happy customers to contact your shop anytime they need vehicle help. Ask unhappy customers to contact you to discuss their experience further. This demonstrates to potential customers that you value your relationships and your reputation.



Include Your First Name

If a shop employee is responding to your shop's reviews, have them include their first name when responding. This demonstrates that the responding employee is taking some responsibility for both the customer's experience and the review response.



<http://www.repairshopwebsites.com>



Call us at **1-855-345-6363**