



# Customer Reviews

**EVERYTHING YOU NEED TO KNOW**

PRESENTED BY WEBFOR

**What Gets Measured  
Gets Managed.**

# Customer Reviews - Why They Get Measured

- Google cares more about Reviewers than it cares about your business. 😐 (or do they?)
- Prospects care more about reviews than they do about your business.
- Reviewers are in control.
- So are you!

# Let's Talk About Reviewers



8 months ago

I want to thank the staff for accommodating my families needs for euthanasia of our cat, Diddles. He was a dear member of our family and you were able to see us the same day to care for his needs in his final hours with us. I really appreciate your kindness and approach. We are so grateful that you handled our family member with such care and empathy. Thank you.



2



Share

# Let's Talk About Reviewers



# Let's Talk About Reviewers

**Response from the owner** 8 months ago

Thanks for the kind words Tricia, glad we could be there for you in a difficult time.

# Let's Talk About Reviewers (Oct 18th)

**1,000**

Hi Tricia,

**Your reviews have been seen over 1,000 times!**

Reviews like these are a great addition to Google Maps and help others discover the things worth doing and places worth seeing.

E 37th St

# Customer Reviews - Why They Get Measured



**R Jay**

2 reviews

★☆☆☆☆ 3 months ago

**Critical:** Reliability

Brought my dog in and saw the "lead" doctor who didn't really know what he was doing. The records needed to get sent to specialty and turns out they weren't completed by him. He also didn't report abnormal lab results or seem to care. Not compassionate or knowledgeable or caring. Don't recommend, stay far away from here. Was told by specialty that it was something simple a general practitioner is expected to provide service for. You run this place? Is this a joke?





**No Response...**

# Customer Reviews - Why They Get Measured

- **Google knows there are good times and bad times,**
  - that's business...
- **Google rewards businesses that respond,**
  - regardless of the review.
- **Google cares about interaction**
  - more than the review!

# **Every Business Has Problems**

It's How You Handle Them That Makes  
You Special.

**Respond to Every Review**  
...with empathy!

# Customer Reviews - How They Get Managed

Every hospital/clinic we manage has the same access they have always had.

If you can't access GMB (Google My Business, which is now Google Business Profile 🙄) GBP, say that 5 times fast!

Email [wellhaven@webfor.com](mailto:wellhaven@webfor.com)

We can add you to the account.

**If you have access, or once you  
establish access...**

How can you manage this?

# Customer Reviews - How They Get Managed

You can check GBP (GMB) daily...

OR

You can download the **APP**.

*Get notified when reviews come in and respond immediately (or when it makes sense)*

# Customer Reviews - How They Get Managed

**Social Media is *different*.**

New customers will 'social proof' you...

So don't forget to respond to social (FB) reviews too...



# Thank You

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