

5 Ways to Make the Most of Customer Reviews



“If you don’t fix it, you are going to keep getting poor reviews. It has shifted our culture, from what we previously believed to be a focus on customer service, to an authentic commitment to customer service.”

- Brandy Stanley, Parking Services Manager, City of Las Vegas

1 Work to Understand Your Customer Reviews

Create a culture of listening, because more and more of the customer journey takes place online, and one way that potential customers assess their options is through customer reviews. Customer reviews provide an authentic glimpse of the performance of an offering and hold currency in the decision-making process. For that reason alone, it is worthwhile to strive for positive customer reviews and to establish systems to process them, both emotionally and administratively.

2 Don’t Dismiss Negative Reviews

This sounds obvious, but it is all too easy to discount negative reviews as outliers. It is normal to feel that an investment on your part trumps customer feedback. However, a culture of self-critique that seriously regards all customer reviews can provide valuable insight into the performance of your operation and even guide decision making.

3 Use Reviews to Incentivize *Dazzling* Customers

Overall, customer ratings tend to decline over time. This is because customers that have a positive experience are likely to only give one positive review, no matter how many positive experiences they have had. Conversely, a poor experience is likely to garner a negative review every time it occurs. This underscores the importance of dazzling your customers each time, as a reduced aggregate rating can be difficult to raise.

4 Create a Capture + Evaluation Process of Your Reviews

This builds on number one. Develop internal systems to evaluate and rank your customer’s reviews. These systems should account for factors such as issue recurrence and customer ratings. A system to evaluate and take action on customer reviews will help you align your operation with customer needs and amend issues. It also provides the opportunity to create a better and more informed customer offering in the future

5 Respond Swiftly to Reviews

When your operation runs smoothly, five-star reviews will result. But, when a problem arises, so does a customer service opportunity. Addressing and resolving a negative review in a timely, friendly way can win back a customer’s loyalty to your service, while failing to do so almost certainly assures that customer confidence will be lost. Quickly responding to positive and negative reviews can improve your brand reputation.

Wrapping it All Up

Engaging in customer reviews is an oft-overlooked strategy for improving operations as a whole, and the customer experience in particular. But, if your organization can use negative reviews to facilitate improvements and use positive reviews as motivation to dazzle customers every time, your organization will reap the benefits.

To learn how the Parker Technology solution can help you win positive reviews by delivering excellent customer service and capturing revenue according to your preferences, visit www.parkertechnology.com.