



# Review Booster Guide to Managing Customer Reviews

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## Why Online Reviews Matter

Online reviews boost your business's reputation, influence new customers, build trust, and offer invaluable insights into the customer experience. An active, authentic review profile is a powerful marketing tool for any hospitality business.

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## Attracting Reviews: Engaging Staff to Encourage Customers

### Staff Are Your Best Ambassadors:

- Staff have daily touchpoints with customers and can naturally encourage feedback.
- Train staff on the importance of reviews for the business and how to ask customers in a friendly, non-intrusive way.

### When & How to Ask:

- After a positive interaction—when a customer compliments the service or meal.
- At the end of the experience—while presenting the bill, during checkout, or after thanking customers.
- Use clear, simple language:  
*"We hope you enjoyed your stay! If you have a minute, we'd love it if you could share your experience with others online."*



- Make it easy—display QR codes or provide cards linking directly to review platforms.

#### **Do's and Don'ts:**

- Do: Display easy access to your review sites using QR code and NFC technology
  - Do: Encourage honest feedback.
  - Do: Express appreciation for their time and opinion.
  - Don't: Offer direct incentives for positive reviews—this is against most review platform policies.
  - Don't: Pressure or repeatedly ask.
  - Don't: Be upset if a customer doesn't want to leave a review
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## **Responding to Online Reviews**

### **Responding to Positive Reviews**

- Always reply—thank the customer personally and reference details where possible.
- Recognize staff in your response if mentioned:  
*"We're thrilled that Maria made your evening special. We'll pass your kind words on to her!"*
- Encourage return visits and highlight something new to try next time.

### **Responding to Negative Reviews**

- Stay calm and thank the customer for sharing their perspective.
- Apologize sincerely, acknowledge their concern, and show willingness to resolve matters.
- Be specific about how you intend to remedy the situation in the future.



- Take ongoing complaints offline:  
*"We're sorry for your experience and want to make it right. Please contact us at [email/number] so we can discuss further."*
  - Never argue, blame, or disclose private customer details.
  - Stop engaging if the customer continues negative comments.
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## Using Review Content—Especially for Staff Motivation

- Focus on the number of reviews your business is getting. The more the merrier!
  - Share positive review snippets in staff meetings, employee newsletters, or on internal bulletin boards.
  - Publicly recognize team members mentioned by name—this builds morale and encourages high levels of service. It also encourages staff to ask for reviews.
  - Use themes in feedback for staff training: both what's working and where you can improve.
  - Don't use negative reviews to berate staff. They will stop prompting for reviews if they worry about negative feedback.
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## Focus on Quantity, Not Just Quality

### Why Volume Matters:

- More reviews improve business visibility and credibility on platforms like Google and TripAdvisor.
- A steady flow of reviews demonstrates activity—customers trust businesses with hundreds of recent reviews more than those with just a handful of perfect scores.



### More Reviews Equals

- Higher search rankings
- Greater trust from potential customers
- Better understanding of customer needs and trends
- An insight in to how your business is performing

#### Key tip:

Don't obsess over only getting 5-star reviews. Authentic, balanced feedback (even if imperfect) builds credibility.

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## Review Management Checklist

- ✓ Easy access for customers to reach your review sites
  - ✓ Staff trained to naturally encourage customer reviews
  - ✓ Easy pathways for customers (Review Booster provides QR codes and NFC technology to make it easy for customers to leave reviews)
  - ✓ Prompt and personal responses to all reviews
  - ✓ Positive feedback shared with staff
  - ✓ Trends and recurring feedback points addressed in staff feedback
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## **Final Thoughts**

Focusing on both the number and authenticity of reviews—while empowering staff as review champions—is the best approach to growing your online reputation!

Utilising a tool such as Review Booster makes access to review sites simple for customers to access and makes it easy for staff to encourage reviews.

Monitor your reviews regularly and respond to positive and negative reviews professionally.