

Encouraging & Responding to Reviews



Online reviews are a powerful way for electricians to build trust and win new customers. When potential customers search for a professional to hire, they often go straight to reviews. By consistently collecting and responding to feedback, you can strengthen your reputation and grow your business.

CHOOSING PLATFORMS FOR CUSTOMER REVIEWS

There are several popular online platforms that focus on customer reviews. Each one has a different impact on your visibility. Depending on your business and growth needs, some platforms might be more beneficial than others. The goal is to pick a few platforms to boost your audience reach.



Google:

Customers leave star ratings and written reviews that appear directly in search results and maps.



Yelp:

Users post detailed reviews and ratings that cannot be altered or deleted by the business reviewed.



Angi:

Homeowners leave service-based reviews focused on project quality, reliability, and pricing.



Social Media Platforms:

Customers can recommend your business and leave comments, combining reviews with social sharing and word-of-mouth exposure.

WHY REVIEWS MATTER

Reviews influence both trust and visibility. Here's why they're essential:

- 1 **BUILD CREDIBILITY**
Customers trust real experiences from others
- 2 **ACT AS WORD-OF-MOUTH**
Online reviews are modern personal referrals
- 3 **INCREASE VISIBILITY**
More reviews can improve search rankings
- 4 **SHOW CONSISTENCY**
Recent reviews signal an active, reliable business



HOW TO ENCOURAGE MORE REVIEWS

Most happy customers are willing to leave a review. All you need to do is just ask them to rate your services.

MAKE IT EASY AND NATURAL:

- Ask right after a successful job via a text or email with a direct link
- Keep it casual: "If you're happy with the work, we'd appreciate a quick review."
- Keep messages short and polite

BUILD IT INTO YOUR PROCESS:

- Add review requests to:
 - Invoices
 - Job completion emails
 - Business cards

FOCUS ON GREAT SERVICE:

- Show up on time
- Communicate clearly
- Be professional and respectful
- Deliver high-quality work



HOW TO RESPOND TO POSITIVE REVIEWS

Getting great reviews is a boon for business, but acknowledging them gets even more attention. Why? Responding to reviews shows you care about the work you did, which builds trust with future customers.

BEST PRACTICES:

- Reply promptly
- Thank the customer
- Personalize your response
- Mention the service provided

EXAMPLE:

"Thanks for the great feedback! We're glad we could help with your panel upgrade."



HOW TO HANDLE NEGATIVE REVIEWS

Let's be real. Negative reviews happen to every business, but they can actually help your reputation if handled well. Paying the same attention to positive reviews as to negative ones earns big customer points. Here are some tips to respond:

STAY PROFESSIONAL:

- Don't respond emotionally
- Stay calm and respectful

ACKNOWLEDGE THE ISSUE:

- Show you're listening
- Apologize if appropriate

TAKE IT OFFLINE:

- Invite the customer to contact you directly
- Offer to resolve the problem

EXAMPLE:

"We're sorry to hear about your experience. Please reach out so we can make this right."

USING REVIEWS TO GROW YOUR BUSINESS

Reviews aren't just feedback. They are a low-cost marketing tool.

SHARE POSITIVE REVIEWS ON:

- Your website
- Social media
- Marketing materials

LEARN FROM FEEDBACK:

- Identify what customers love
- Spot areas for improvement
- Adjust your service accordingly

THE TAKEAWAY

Encouraging and responding to reviews doesn't have to be complicated. Keep it simple, stay consistent, and focus on great service.

Over time, you'll build:

- A stronger reputation
- Greater customer trust
- More consistent leads

Visit the [NECA/IBEW website](#) for additional contractor resources and industry news.

