Ask for Reviews & Referrals

Ask for honest feedback and make recommendations easy without pressuring the customer.

Put it into practice

1. Check that the work is complete and ask whether anything needs attention.

2. Invite an honest review from customers consistently, rather than only asking those who seem pleased.

3. For referrals, share your public service page. Let the customer pass it on instead of requesting a friend's private contact details.

Starter example

Review request: Thanks for choosing [business]. If you would like to share your experience, you can leave an honest review here: [link].

Referral request: If someone you know needs [service], feel free to share [public page].

Your next action

My review link / public service page / follow-up date

Keep the request optional. Do not ask for a particular rating or offer incentives for reviews. Follow the review platform's current rules.

Continue with the practical decision guide and worksheet on the next pages.

Build a reliable feedback routine

Work through the decision

Feedback has two purposes: improving the service and helping future customers understand real experiences. Ask after the job is complete, using a short message and a working review link. A consistent routine is better than repeatedly asking one customer or only selecting customers likely to praise you.

Keep problem resolution separate from the review request. If something needs attention, establish what happened and address it through your normal process. Do not make a remedy conditional on a positive review, a changed rating, or removal of criticism. A review should remain the customer's account of their experience.

A situation to learn from

Example: a customer says the arrival window was unclear. Thank them for identifying it and explain what you will check. Update your confirmation message to state the arrival window and contact method. The useful business improvement is more precise communication, whether or not a public review follows.

How to respond

A referral works best when the customer can share a clear public page. Include your area, service, and enquiry method there. Let the friend choose whether to contact you. If you later offer a referral promotion, make its terms clear and keep it separate from review requests and platform rules.

Feedback and referral log

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Job reference / completion date / feedback requested

Concern raised / facts to check / response due

Improvement agreed / completed date

Public page shared / new enquiry source, if voluntarily provided

Review before taking the next step

Public reply example: Thank you for sharing your experience. We are reviewing [general issue]. Please contact us through [public method] so we can discuss the details privately. Avoid names, addresses, payment details, or care information.

- [ ] Request asks for an honest experience, not a rating.
- [ ] No incentive is tied to a review.
- [ ] Reply protects private customer information.
- [ ] One repeated issue becomes a process improvement.

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