

Less than 5* is OK



Everyone wants 5-star reviews right? Whether you're a contractor, an e-commerce store or even a dog walker, you want your satisfied, happy customers telling the world how amazing you are!

Perfect ratings can only be good for your business right?

Well, on the whole, yes, this is true. We would always encourage to try and get 4 and 5 stars whenever you can.

But our message is that if and when you get a review that is less than perfect, don't be disheartened.

It happens to every business at some point – You just need to use them to your advantage.

You see, consumers are smarter and more attuned than ever before and are OK with a certain level of detraction from the norm.

The modern consumer is looking for authenticity

Don't get us wrong – the majority of your reviews should be 4 or 5 stars, but a mix of good and less than perfect reviews is absolutely fine too.

It shows you're genuine, and that's what the modern customer wants.

While the star rating of your product or service is vital, it's not everything. The content of the review matters as well.

You should welcome some negative reviews about your business

There'll be times when as a business, you do get it wrong, and those reviews not only give you an opportunity to put things right with your customer and turn a not-so-great experience into a fantastic one by showcasing your customer service skills, they can give further credibility to all of your other reviews too.

No-one is perfect all the time, we all have the odd bad day, and negative reviews provide valuable insight that can help you keep improving the service you offer.

When you get a negative review, thank them for their valuable feedback and think about – “What can we do to put this right?”

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne



TOP TIP **TUESDAY!**



You never know - that negative review you receive today could end up meaning you receive an amazing review from that person tomorrow!

Embrace all the reviews you get, not just the 5 star ones.



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