



# Requesting & Managing Reviews

One of the most important ways to make your Kudzu profile work for you is to encourage your best customers to write reviews about their experiences with your company. This is a low-cost and extremely effective way to get the word out about your business.

## Requesting Reviews:

- Print review requests on invoices, thank-you notes, and customer correspondence
- Send an email following a job to inquire about the customer’s experience, and invite them to post a review on Kudzu.com
- Offer an incentive to customers if they post a review, such as 10% off their next service
- Add a “Rate and Review My Business” graphic to your website with a link to your Kudzu profile
- Include a link to your Kudzu profile both in auto-replies and in your email signature
- Use the Rate and Review Request tool on your Business Center to email review requests to previous customers

Most importantly, ask **every member** of your team to ask for a review on **every call!** Don’t be afraid to ask for a positive review. You will be surprised by how many people are happy to help.

If you need some copy to get started, here is an example:



**Dear Customer:**

Word of mouth is the key to our success. There is no better advertising than a satisfied customer, and reviews from our best customers help us stand out from the competition.

Our company has a profile on Kudzu.com, a website that provides information about local service businesses. If you were happy with our service, please take a few minutes to visit Kudzu.com and share your experience with others.

We realize there are a lot of service providers to choose from; thank you for choosing us.

**Add Merchant Review**

**CER Custom Renovations**  
2315 Peachtree Road SE  
Atlanta, GA 30326  
(404) 297-1224

**Step 1**  
Select a rating for this business.

**OVERALL** ★★★★★ (5 out of 5)

**QUALITY** ★★★★★ (5 out of 5)

**SERVICE** ★★★★★ (5 out of 5)

**VALUE** ★★★★★ (5 out of 5)

**Step 2**  
Enter a title for your review.

**Step 3**  
Type your review. (Limit: 250 words.)

**To write a review:**

1. Go to [www.kudzu.com](http://www.kudzu.com)
2. Type our company name & location in the search boxes, and click the orange “Search” button
3. Find and click on our name in the search results
4. Click on the blue “Rate and Review” button next to the company name
5. Fill out the form, and click on “Publish My Review”

*\*If this is your first time on Kudzu.com, you must register and confirm your registration before your reviews will be published*

## Managing Reviews:

- Responding to your reviews increases your chances of turning those customers into repeat customers
- Potential customers appreciate businesses that favorably respond to reviews, both negative and positive

## To Manage Reviews:

- Log-in to your Kudzu Business Center, click on the “Edit” link next to “Manage Your Reviews”
- Click the “Add Reply” link to the right of any review
- If the review already contains a reply, click the “Edit Reply” link to continue
- Enter a response to the consumer review, up to 3,000 characters in length
- Click on “Publish” to save the changes