

"I like Kudzu - it has been very good for our business."

Kudzu keeps leads flowing for One Call Plumbing

[One Call Plumbing](#) in Arizona finds Kudzu helps keep the pipeline full with new customer reviews more so than other Internet sites.

"The reviews are a positive thing for our business," explained Glen Steiner, owner of One Call Plumbing. "Our business has been built on referrals, and Kudzu is a great example of how to take advantage of the positive feedback we get from our customers."

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5 benefits of responding to reviews

Getting good reviews? Good for you, but be sure you don't rest on your laurels. Take the opportunity to leverage the positive response to your service from customers by thanking them for their comments.

Getting an occasional bad review? Don't sweat it--sweeten it. Demonstrate your commitment to excellent customer service by responding positively and showing your intention to "make things right."

Think a particular comment may not even be legitimate? It happens, and sometimes it's hard to prove. Other business owners have responded to these types of comments by indicating they don't have a record that relates to the problem stated but would be happy to work things out if the commenter wants to call to discuss. In short, you can always spin things in a positive way-and keep new business coming your way.

Here are five reasons why you might want to consider responding to all reviews:

- You strengthen good relationships by showing appreciation for positive comments.
- You demonstrate your commitment to customer service by proposing solutions to problems mentioned in negative comments.
- You keep negative comments from "sticking out like a sore thumb." (Many businesses only respond to negative reviews, and those are then easy to find when you scan the reviews!).
- You help identify reviews that may not be valid so that prospects do not get a negative impression from inaccurate information.
- You get a chance to cross-sell, re-sell and up-sell by mentioning other services in which your customers or their friends, family members, neighbors or colleagues may be interested!

Take a look back at the comments on your Kudzu profile, and spend a few minutes responding to the people who took time to post. Trust us - this gets noticed.

New and Renew Showcase at the Southern Building Show

Save the date for the 5th Annual Showcase Homes at the Southern Building Show, June 4-6, 2009 at the Cobb Galleria Centre



The 2009 New and Renew Showcase will be the highlight of the show. There are two showcase projects, one new home and one renovation project, both to be certified under the Earthcraft House Program. The projects will be toured by builders and remodelers from throughout the region during construction and while attending the show.

The new home will be featured in Today's Custom Home magazine, and the renovation project will be covered by Atlanta Home Improvement Magazine. We invite you to follow the progress of both projects on this website and visit them during the 2009 Southern Building Show.

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