

AGENCY OWNER'S GUIDE TO FEEDBACK AND REVIEWS

A guide on understanding and leveraging reviews to help you grow and improve your agency!



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UNDERSTANDING REVIEWS AND FEEDBACK

This guide helps home care agency owners understand and leverage online reviews to improve client satisfaction and strengthen their agency's reputation and growth.

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CHAPTER

1

HOW REVIEWS CAN
HELP IMPROVE YOUR
HOMECARE AGENCY

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WHY YOU NEED REVIEWS

Reviews provide a wealth of information that can be leveraged to enhance your home care services. Positive reviews highlight what your agency is doing well, offering opportunities to reinforce these strengths. They serve as powerful testimonials that can attract new clients, showcasing your agency's commitment to high-quality care.

Negative reviews, on the other hand, are invaluable for identifying areas where improvements are needed. They offer direct insight into client frustrations or unmet expectations. By analyzing these reviews, you can pinpoint specific issues, whether they relate to caregiver performance, communication gaps, or other service areas.

WHY YOU NEED REVIEWS

Implementing changes based on review feedback demonstrates to clients that their opinions are valued and acted upon. This leads to improved client satisfaction and overall agency improvement. Over time, addressing common concerns can lead to more consistent and higher-quality care, boosting your agency's reputation and client retention rates.

Moreover, reviews contribute to your agency's online presence and visibility. Potential clients view a well-maintained review profile as a sign of reliability and trustworthiness. Encouraging satisfied clients to leave reviews makes your agency more discoverable and appealing to those seeking home care services.

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2

ASKING FOR ONLINE
REVIEWS

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WHEN TO ASK FOR A REVIEW

Encouraging clients to leave reviews can improve your online presence. Here's how to go about asking someone to leave a review:

- **In Person:** When a client compliments your service, thank them and ask if they'd be willing to share their comments in a review.
- **Phone:** After a positive phone interaction, ask if you can send them a link to leave a review.
- **Email:** Send an email explaining the importance of reviews and provide a direct link to leave feedback.



WHY THIS IS IMPORTANT

Online reviews are a critical component of your agency's digital reputation and influence potential clients' decisions. By actively asking for reviews, you increase the chances of gathering positive testimonials that highlight your strengths. This not only helps in building trust with prospective clients but also improves your visibility and credibility in search engine rankings and online platforms.

This not only helps in building trust with prospective clients but also improves your visibility and credibility in search engine rankings and online platforms. Encouraging clients to leave a review immediately after a positive experience increases the likelihood of receiving detailed and enthusiastic feedback. This timely approach ensures that the positive emotions and satisfaction are fresh in the client's mind, resulting in more impactful and authentic testimonials.

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3
RESPONDING TO
ONLINE REVIEWS

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HOW TO RESPOND TO REVIEWS

Online reviews can impact your agency's reputation. Here's how to respond to both positive and negative reviews:

Positive Review Response Template:

"[First name], Thank you for your kind words about [specific service]. We're grateful for the opportunity to serve you. Please reach out if you need anything. Best, [Owner/Manager Name]"

Negative Review Response Template:

"[First name], We're sorry to hear about your experience. We're discussing your feedback to prevent future issues. Please contact me directly at [contact information] to discuss this further. Best, [Owner/Manager Name]"

WHY THIS IS IMPORTANT

Responding to online reviews, whether positive or negative, shows that your agency values client feedback and is committed to continuous improvement. Positive responses reinforce good experiences and encourage more clients to leave favorable reviews. These reviews can also help to build trust with new or potential clients. Handling negative reviews with empathy and a proactive approach can mitigate potential damage to your reputation and demonstrate your dedication to resolving issues, which can help rebuild trust with dissatisfied clients.



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SETTING UP A GOOGLE
FORM TO RECEIVE
FEEDBACK

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HOW GOOGLE FORMS CAN HELP

Setting up a Google Form provides a simple, efficient, and cost-effective way to collect client feedback. This centralized feedback collection method makes it easier to track and analyze client sentiments over time. It enables your agency to quickly identify trends, address concerns, and continuously improve service quality, ensuring higher client satisfaction and loyalty. These forms can also help you decide which clients to ask to leave public reviews or testimonials.



STEPS FOR SETTING UP A GOOGLE FORM

1. **Go to Google Forms:** Visit [Google Forms](#).
2. **Create a New Form:** Click the blank form option.
3. **Add Questions:** Include questions like "How likely are you to recommend our agency?" (scale of 1-10) and follow-up questions for detailed feedback.
4. **Customize the Form:** Add your agency's logo and adjust the form's theme to match your branding.
5. **Share the Form:** Click "Send" to get a shareable link that you can email to clients or add to your website.

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WHY YOU NEED TO
TRACK YOUR NET
PROMOTER SCORE
(NPS)

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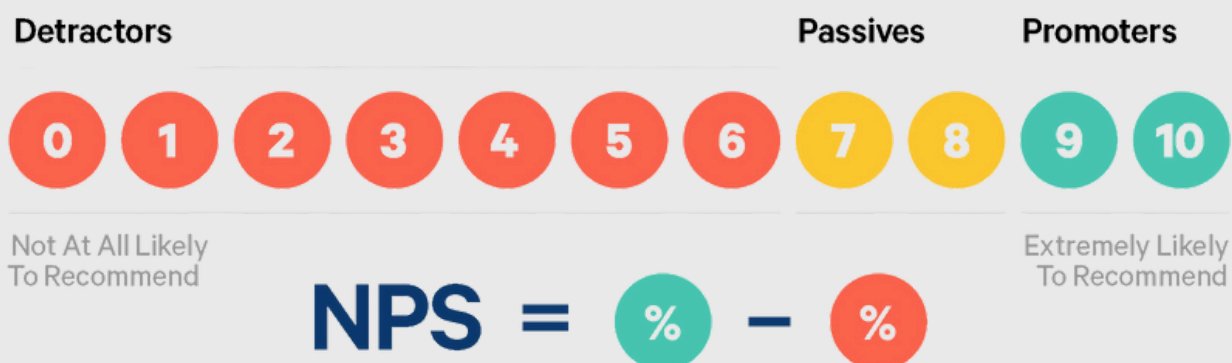
WHY YOU NEED TO TRACK YOUR NET PROMOTER SCORE (NPS)

NPS is a powerful tool that helps you understand your client satisfaction and loyalty. You can categorize clients into three groups by asking one simple question, *"How likely are you to recommend our agency to others?"*

- **Promoters (9-10):** Loyal clients who are likely to refer others and fuel your growth.
- **Passives (7-8):** Satisfied but not enthusiastic clients who are vulnerable to competitors.
- **Detractors (1-6):** Unhappy clients who can damage your brand and impede growth.

Calculation:

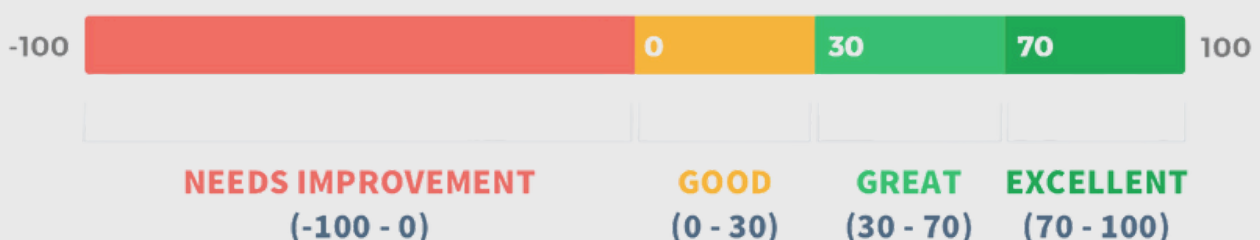
$NPS = (\% \text{ of Promoters}) - (\% \text{ of Detractors})$



WHY THIS IS IMPORTANT

Understanding your NPS allows you to gauge overall client satisfaction and loyalty, which are critical indicators of your agency's health and potential for growth. By identifying the proportions of promoters, passives, and detractors, you can tailor your strategies to enhance client experiences, address concerns promptly, and strengthen client retention. Regular tracking of NPS helps in making data-driven decisions that can lead to agency improvement and growth.

What is a good NPS score?



We hope you find these tips and printables helpful for running your agency! We have hope that great things are in store for your agency, and if you ever need help remember we here at GEOH are here for you!

- The GEOH team



YOU CAN DO THIS!

Questions? Ask us here: (317) 455-3218

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