



# **CONTRACTOR'S TOOLBOX: HOW AND WHEN TO ASK FOR REVIEWS**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

*May 29, 2019*

# What We'll Discuss

## 1 **What We Know About Consumer Participation in Review Writing**

—*Review Writers are Unicorns*

## 2 **How & When to Ask**

—*Some Data*

—*It's Different for Different Businesses & Services*

—*What You Can Expect*

### **Future Review Topics (but not today)**

—*Review Site Priorities for Your Company*

—*How to Tackle the Yelp Problem*

—*Avoiding the Filters*



# **Quality First**

*Do Great Work*

*Get Great Reviews*

# Reviews: Increasingly Accessible

## Home Solar Power | Southern Energy Management

[www.southern-energy.com/](http://www.southern-energy.com/) (919) 604-8229

45% Discount on the cost of solar. Take advantage of these limited solar incentives today! Founded In 2001. Over 1,000 Solar Installs. Free Solar Quotes. B Corp. Services: Home Solar Installer, Tesla Powerwall Installer, B Corp.

101 Kitty Hawk Dr, Morrisville, NC

### Why Southern Energy?

15 Years Experience and Over 1,400 Solar Systems Installed

### Why Go Solar?

Clean Energy, Big Savings, and a Power Incentives.

## Southern Energy Management | Solar Energy + Energy Efficiency

<https://southern-energy.com/>

Southern Energy Management, based in Raleigh, NC, is the Southeast's rooftop solar and building performance expert. Founded in 2001, our mission is to ...

### Our Team

Meet our team! Our highest aspiration for this company is ...

### About Us

We're passionate about continuously innovating and ...

### Contact

Southern Energy Management ...  
Contact Us ... laurie ...

[More results from southern-energy.com >](#)

### Home Solar

By generating your own home solar power you'll save money ...

### Office Pets

To help spread the joy we've created biographies for each of ...

### News & Happenings

News & Happenings on Southern Energy Management.

## Southern Energy Management - Home | Facebook

<https://www.facebook.com/Places/Raleigh,NorthCarolina/SolarEnergyService/>

★★★★★ Rating: 4.8 - 10 votes

Southern Energy Management - 5908 Triangle Drive, Raleigh, North Carolina 27617 - Rated 4.8 based on 10 Reviews "SEM completed my first project with ...

## Southern Energy Management - Solar Installation - 5908 Triangle Dr ...

<https://www.yelp.com/HomeServices/SolarInstallation>

★★★★★ Rating: 5 - 2 reviews

2 reviews of Southern Energy Management "We had our 6KW Bosch solar panels ... Solar PV system Photo of Southern Energy Management - Raleigh, NC, ...

## Southern Energy Management, Inc | Better Business Bureau® Profile

<https://www.bbb.org/nc/raleigh/energy/southern-energy-management-inc-0593...>

BBB accredited since 7/3/2014. Solar Energy Contractors in Raleigh, NC. See BBB rating, reviews, complaints, request a quote & more.

## Working at Southern Energy Management | Glassdoor

<https://www.glassdoor.com/Working-at-Southern-Energy-Management-ELIE5637...>

★★★★★ Rating: 4.6 - 11 reviews

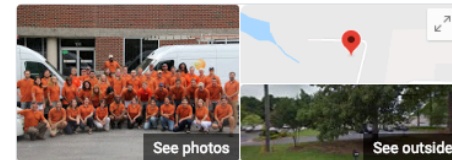
Southern Energy Management Overview. Website [www.southern-energy.com](http://www.southern-energy.com). Headquarters Raleigh, NC. Size 51 to 200 employees. Founded 2001.

## Southern Energy Management solar reviews, complaints, address ...

<https://www.solarreviews.com/installers/southern-energy-management-reviews/>

★★★★★ Rating: 4.6 - 52 reviews

Southern Energy Management reviews and complaints, reviews of the brands of solar panels they sell, their locations ... Based out of North Carolina, we offer energy efficiency, green building, and turn-key solar services for .... Raleigh, NC ...



## Southern Energy Management

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 55 Google reviews

Solar energy company in Raleigh, North Carolina

Address: 5908 Triangle Dr, Raleigh, NC 27617

Hours: Open - Closes 5PM

Phone: (919) 836-0330

[Suggest an edit](#)

[Know this place?](#) [Answer quick questions](#)

### Questions & answers

Be the first to ask a question

[Ask a question](#)

### Reviews from the web

Facebook	Solar Reviews
4.8/5	4.6/5
10 votes	52 reviews

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

[Add a photo](#)

- "Outstanding people, service, who use top quality materials."
- "Professional, honest, and did great work for a fair price."
- "They listened to our concerns and answered all our questions."

[View all Google reviews](#)

### From Southern Energy Management

"Southern Energy Management, headquartered in Raleigh, NC, is the Southeast's rooftop solar and building performance expert. Founded in 2001, we've worked for more than a decade to improve the way people—homeowners, businesses, builders, and... More

Southern Energy Management  
on Google



# What is New for 2019:

**Reviews are now MORE important for ranking in search**

**Google Reviews growing in priority**

**Quantity matters in Google and minimums are rising**

**Diversity matters (beyond Google)**

# Our View of Priorities in 2019



Ranking Factor  
GMB Prominence  
Quantity Matters

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## 2. The Rest

Diversity  
Star Averages



# New Quantity Goals—Google Reviews

<b>Solar</b>	<b>50+</b>
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<b>HVAC</b>	<b>40+</b>
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<b>Home Performance</b>	<b>25+</b>
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<b>Insulation</b>	<b>15+</b>
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<b>Builder</b>	<b>10+</b>
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<b>Remodeler</b>	<b>25+</b>
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Energy Circle Guidance January 2019



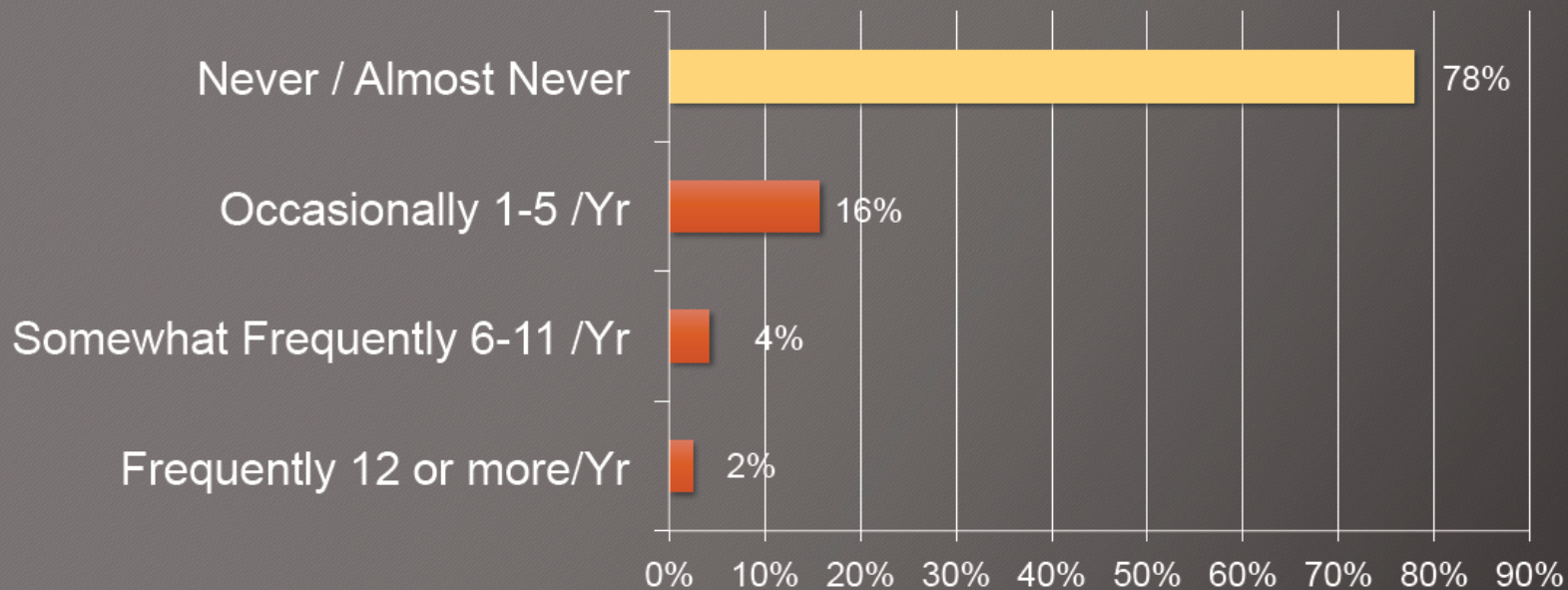
# **CONSUMER PARTICIPATION IN REVIEWS GENERALLY**

(spoiler alert: few people do it)



# Review Writing is a Rarity

## Review Management – Will Leave Review



**78% Don't Leave Reviews**

# Quality Work = Easier Review Mgmt

## Review Management – Quality First

Net Promoter	60	90
Open Rates	38.9%	46.7%
Review Site Visits	1x	3x
Reviews Left	1x	6x

**Optimize for Quality Not Reviews**



# **WHEN TO ASK & VIA WHAT MEANS**

# Some Thoughts on Process

**Make it a System (put someone in charge)**

**Solicit Everyone (culture of customer feedback)**

**Offer Direct & Third Party**

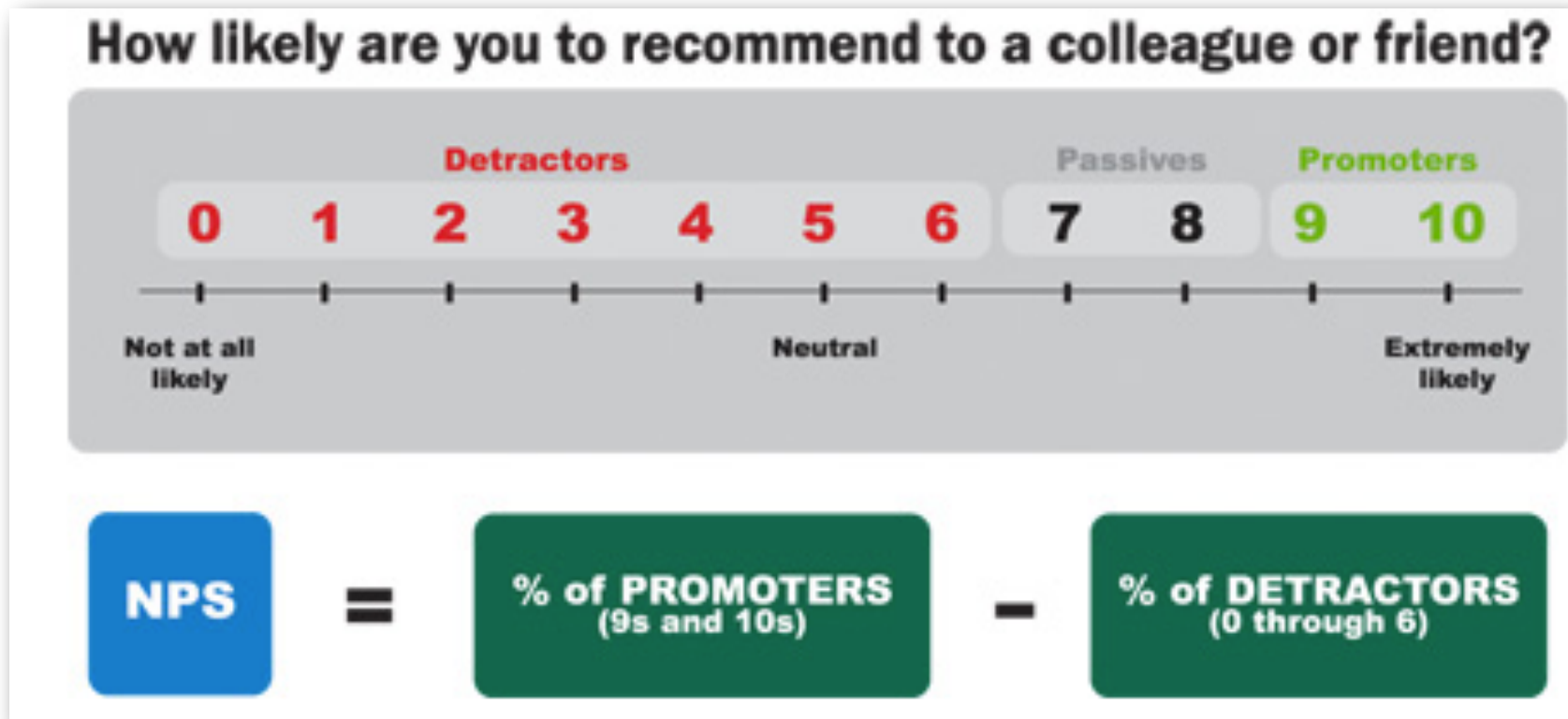
**Limit Third Party Choices (1 is Best)**

**Net Promoter Score**

Great satisfaction metric

Strong correlation to review willingness

# Net Promoter Score



[www.netpromoter.com](http://www.netpromoter.com), The Ultimate Question

# 3 Core Categories

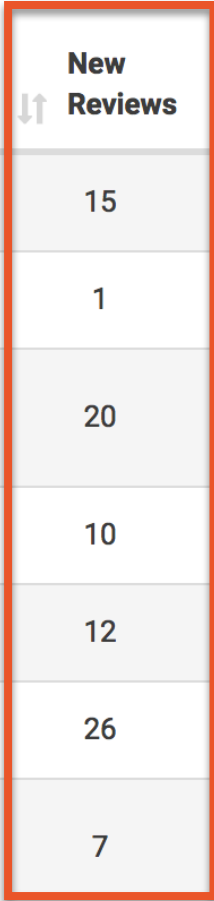
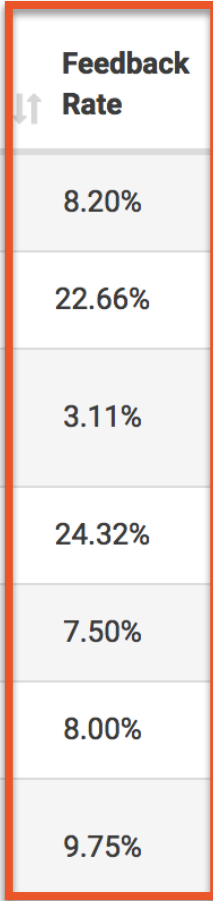
- 1. Past Customers**
- 2. Current Customers Weekly or Monthly**
- 3. Time of Service**

# Optimal Ask Time is Service-Specific

<b>Service</b>	<b>When?</b>	<b>By whom?</b>
<b>Home Performance</b>	sufficient time to feel results	office staff
<b>HVAC Repair</b>	time of service	onsite technician
<b>Solar Install</b>	system on/PTO	salesperson
<b>Insulation</b>	sufficient time to feel results	office staff
<b>Crawlspace Repair</b>	job completion	crew lead
<b>Energy Audit</b>	report delivery	auditor

# Review Solicitation Expected Results

↕↕ NPS	↕↕ Requests Sent	↕↕ Opens	↕↕ Open Rate	↕↕ Feedback Received	↕↕ Feedback Rate	↕↕ Review Clicks	↕↕ New Reviews	↕↕ Total Reviews
71	2318	1312	56.6%	463	8.20%	54	15	53
34	2195	1156	52.6%	75	22.66%	11	1	12
88	1710	1101	64.3%	546	3.11%	158	20	50
42	1119	418	37.3%	111	24.32%	22	10	10
81	662	440	66.4%	80	7.50%	21	12	15
76	276	138	50.0%	25	8.00%	6	26	63
70	234	160	68.3%	41	9.75%	22	7	8





# Expected Results

	Past Clients	Monthly Batch	Time of Service*
<b>% Providing Feedback</b>	10-17%	24-52%	32-75%
<b>% to Review Sites</b>	5-12%	11-52%	22-60%

**\* Text vs Email = +10-20%**



**QUESTIONS?**

**Peter Troast**

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→  
= customer reviews written on one site also appearing on another site (sometimes)

