



# **Third Party Reviews in 2019: New Rules, New Priorities**

Energy Circle Webinar Series

Peter Troast, Energy Circle

*January 9, 2019*

# What We'll Discuss

- 1 Quick Reminder—Why Reviews Matter So Much**
- 2 What's New and Different in 2019**
- 3 Evolving Review Landscape**
- 4 A Process for Determining Your Review Priorities**
- 5 Review Solicitation—What Works & Doesn't**
- 6 Taking Action/Responding to Negative Reviews**



**BRIEF SUMMARY:  
WHY THIRD PARTY REVIEWS  
MATTER SO MUCH**

# What We've Known for Years:

- **People now trust third party reviews more than first person endorsements**
- **Just about everyone uses third party reviews to make local business decisions**
- **Few people write reviews online, but that's evolving**
- **If your star average is less than 4, you're in dangerous territory**
- **Reviews are important for ranking in search**
- **Reviews are everywhere**

# Reviews: Increasingly Accessible

The image shows a Google search for "building doctors los angeles". The search results on the left include:

- Building Doctors** (buildingdoctors.com/): Building Doctors provide comprehensive home energy audits and energy efficiency upgrades such as: insulation, air sealing, heating & air conditioning and ...
- Meet the Building Doctors Team | Los Angeles, CA** (buildingdoctors.com/meet-the-team): Dan is also certified through California Home Energy Rating Services (CHEERS) ID #CCN82918240 as an existing home rater and specializes in Energy Efficient Mortgages (EEM's). ... Scott took a job with a local residential energy upgrade contractor, where he trained in-house ...
- About Building Doctors | Los Angeles, CA** (buildingdoctors.com/about-us): Building Doctors is a full service home and commercial energy efficiency services provider serving the greater Los Angeles County area.
- Contact Us | Home Energy Audits and Energy ... - Building Doctors** (buildingdoctors.com/contact): 877-411-BLDG (2534) info@buildingdoctors.com - About ... Los Angeles Main Office: 5042 Wilshire Blvd. #268. Los Angeles, CA 90036 (323) 646-BLDG (2534) ...
- Building Doctors - 11 Photos & 13 Reviews - Heating & Air ... - Yelp** (www.yelp.com): Home Services > Heating & Air Conditioning/HVAC > Yelp > ★★★★★ Rating: 5 - 13 reviews (323) 646-2534 ... Photo of Building Doctors - Los Angeles, CA, United States. Blower Door Test. Dan T. Blower Door Test by Dan T. Photo of Building Doctors - Los Angeles, CA, ...
- Building Doctors | Facebook** (www.facebook.com): Places > Los Angeles, California > Contractor > ★★★★★ Rating: 5 - 9 votes 5042 Wilshire Blvd # 268. Los Angeles, CA 90036.
- Building Doctors | Los Angeles, CA 90036 | Angie's List** (www.angieslist.com): Local Reviews > CA > Los-angeles > Angie's List > Jan 29, 2016 - Reviews you can trust on Building Doctors from Angie's List members | 5042 Wilshire Blvd. # 268 Los Angeles, CA.
- Building Doctors, Inc. Business Review in Los Angeles, CA - Serving ...** (www.bbb.org/losangelessiliconvalley/.../building-doctors-in-los...): Better Business Bureau > BBB's Business Review for Building Doctors, Inc., Business Reviews and Ratings for Building Doctors, Inc. in Los Angeles, CA.
- Building Doctors at Efficiency First** (www.efficiencyfirst.org/member/210/): Building Doctors. We diagnose ... The Building Doctors is a certified home performance contractor. Our "Check Up" is ... Blvd. Suite 268. Los Angeles, CA 90036 ...
- Building Doctors | Heating & Air Conditioning/HVAC in 5042 Wilshire ...** (reviews.birdseye.com): Heating & Air Conditioning/HVAC > Los Angeles, CA > 17 reviews of Building Doctors from Los Angeles, CA Building Doctors were GREAT!! We had a leaky HVAC unit and the Building Doctors fixed it in 30 minutes.

The Google My Business listing for Building Doctors on the right includes:

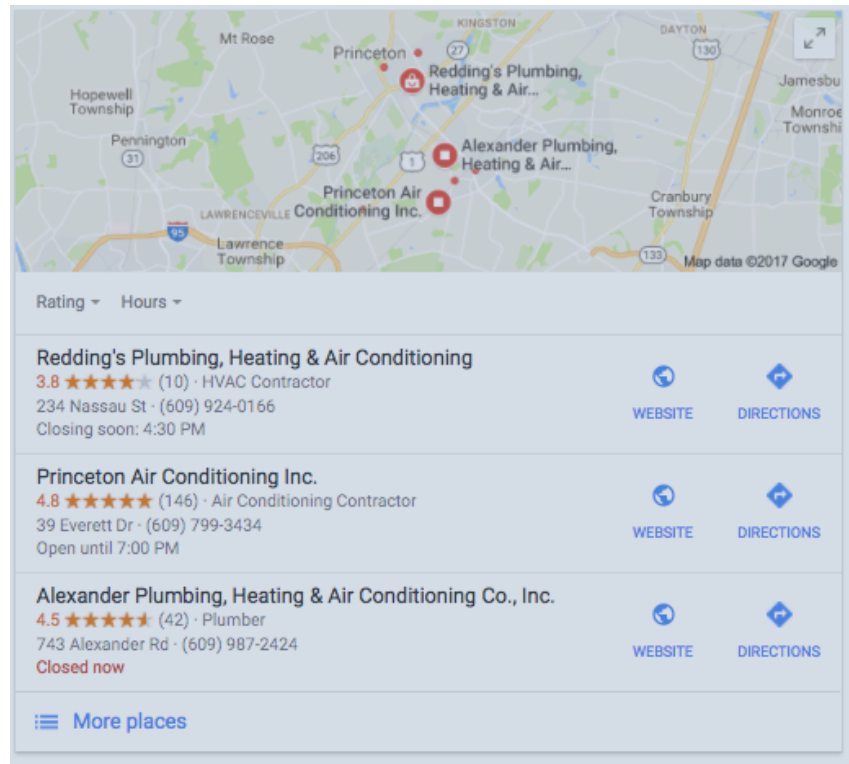
- Building Doctors** (★★★★★ 4.9) 8 Google reviews
- Building restoration service in Los Angeles, California
- Address: 5042 Wilshire Blvd #268, Los Angeles, CA 90036
- Phone: (323) 646-2534
- Hours: Open today · 7AM–10PM
- Reviews from the web: 5/5 Facebook · 9 votes
- Reviews:
  - "We are very happy with the service Dan and Building Doctors provided."
  - "My home performed marvelously even though it was in the ninety's."
  - "Their crew was great... very respectful of my belongings."
- 38 Google+ followers including Energy Circle, EnergySmart Home Performance Akron, and J. West.

Five orange arrows on the left point from the search results to the Google My Business listing, highlighting the increasing accessibility of reviews across different platforms.

# What is New for 2019:

- 1** Reviews are **MORE** important for ranking in search
- 2** Quantity matters and minimums are rising
- 3** Diversity matters (beyond Google, Facebook, Yelp)
- 4** Keyword text in reviews drives organic search

# Google Local 3 Pack

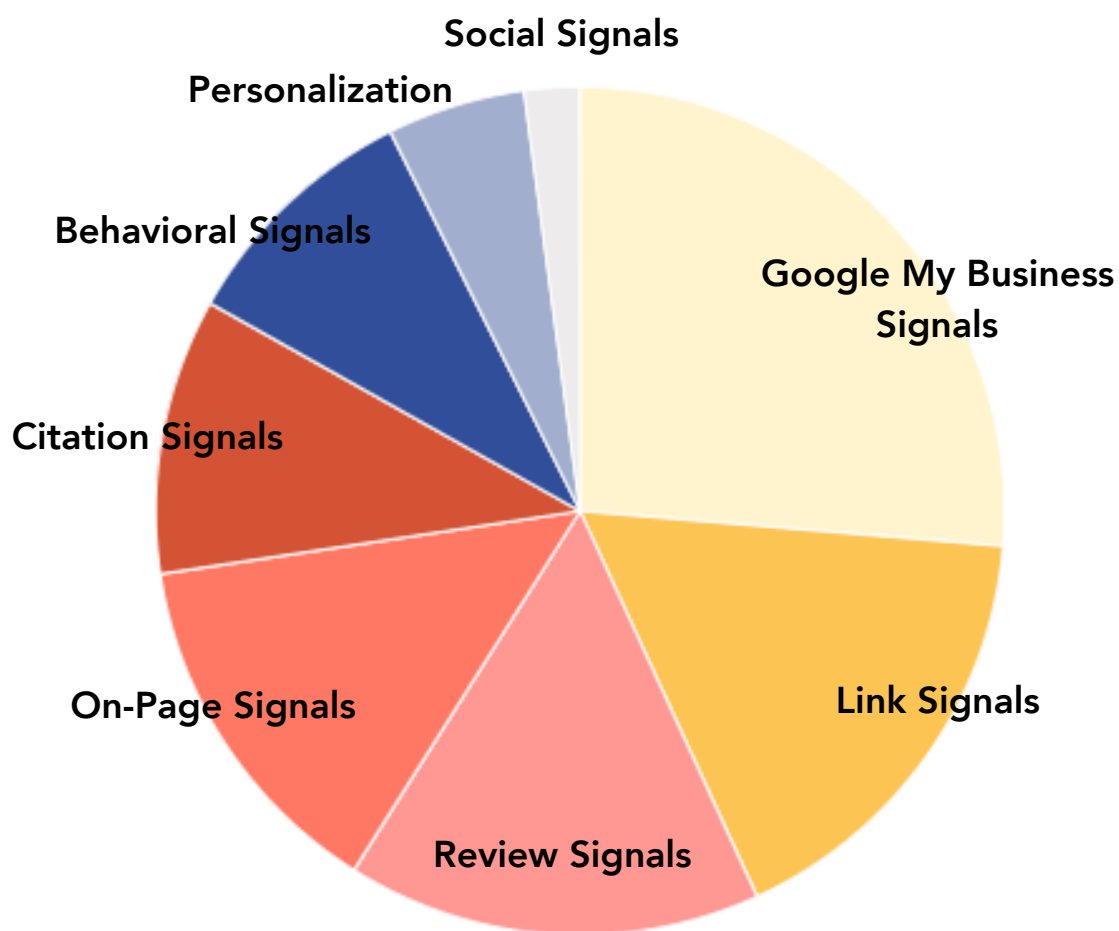


# Organic



# Local Pack Ranking Factors

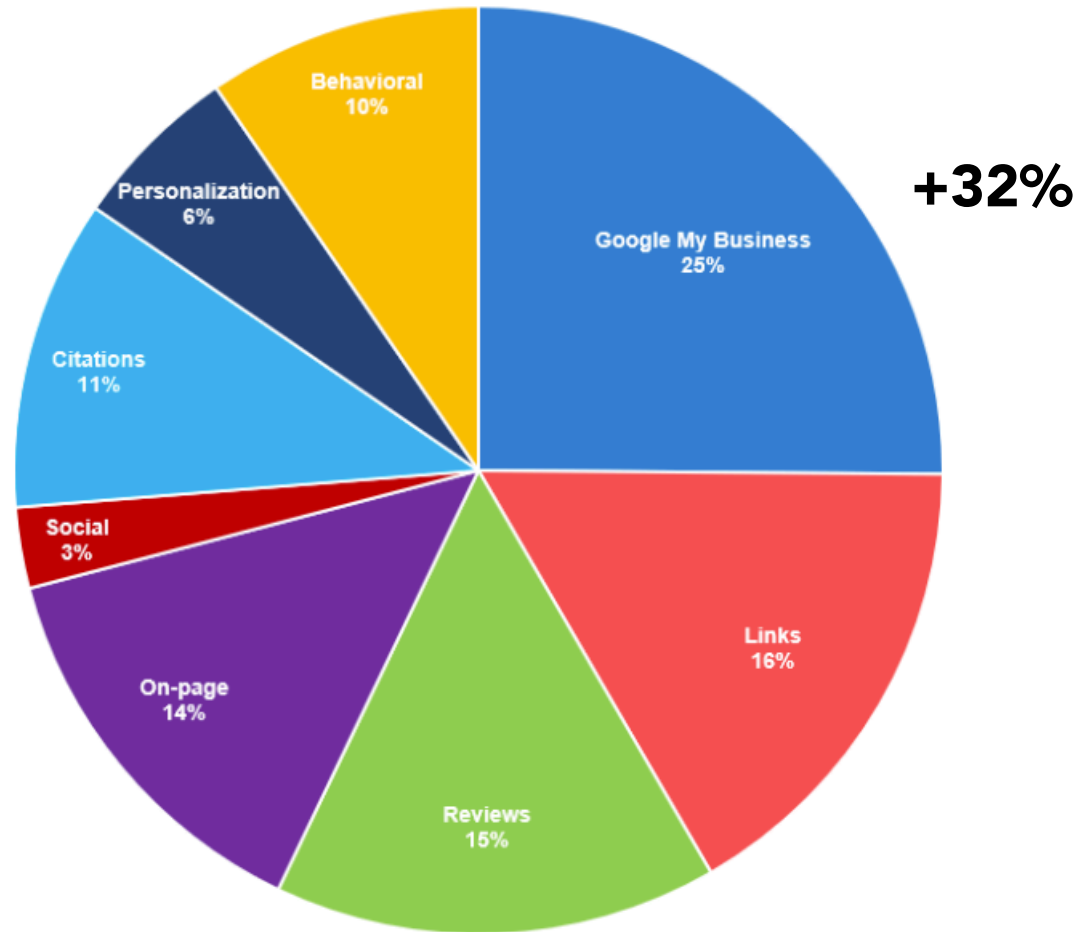
## Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**



# Local Pack Factors: YOY Big Changes



**+18%**

2018 Moz Local Search Ranking Factors Survey

# Quantity Minimums Not So Easy Anymore

## The Google Reviews Study **BrightLocal**

Show Reviews Data for:

All Local Businesses

### BrightLocal's Google Reviews Study uncovers:

- The average number of reviews for **local businesses** on Google
- The proportion of **local businesses** with Google Reviews
- How star ratings and number of reviews correlate with **Google Local Ranking**

These findings are based on **93,845 local businesses** found using **10,334** related keywords.



74% of local businesses have  
Google reviews

53

Local businesses have an  
average of **53 Google reviews**



On average, local businesses  
have **4.4 stars**

# HVAC & Plumbing

## The Google Reviews Study **BrightLocal**

Show Reviews Data for:

Plumbing and HVAC Businesses

### BrightLocal's Google Reviews Study uncovers:

- The average number of reviews for **plumbing and HVAC businesses** on Google
- The proportion of **plumbing and HVAC businesses** with Google Reviews
- How star ratings and number of reviews correlate with **Google Local Ranking**

These findings are based on **5,933 plumbing and HVAC businesses** found using **498** related keywords.



**74%** of plumbing and HVAC businesses have Google reviews

**41**

Plumbing and HVAC businesses have an average of **41 Google reviews**



On average, plumbing and HVAC businesses have **4.4 stars**

# New Quantity Goals—Google Reviews

**HVAC**

**40+**

**Solar**

**75+**

**Home Performance**

**25+**

**Insulation**

**15+**

**Builder**

**10+**

**Remodeler**

**25+**

Energy Circle Guidance January 2019

# Service Keywords in Review Text

Total Home Performance LLC

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

5.0 ★★★★★ 24 Google reviews  
Insulation contractor in Easton, Maryland

**Address:** 8692 Brooks Dr, Easton, MD 21601  
**Hours:** Open · Closes 4:30PM ▾  
**Phone:** (410) 822-1390

[Suggest an edit](#)

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

**Questions & answers** [Ask a question](#)  
[See all questions \(1\)](#)

**Reviews from the web**

<a href="#">Facebook</a> 5/5 30 votes	<a href="#">HomeAdvisor.com</a> 3.2/5 2 reviews
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[Send to your phone](#) [Send](#)

**Reviews** [Write a review](#) [Add a photo](#)

- B** "Great **workmanship**, pleasant **employees** and easy company to work with!"
- R** "They did **quality work**, delivered what they promised."
- J** "I had my **crawl space** encapsulated and **insulation** added to my **attic**."

[View all Google reviews](#)

**Increasingly Important  
Ranking Factor**



# Keywords in Reviews Drive Local Pack & Organic Rankings

The screenshot shows a Google search for "attic insulation easton maryland". The search bar is highlighted with a red box. Below the search bar, a map shows the location of "Total Home Performance LLC" and "Eco-Pro Construction LLC" in Ashby Park, Easton, MD. The local pack below the map lists three businesses:

- Total Home Performance LLC** (5.0 stars, 24 reviews): Insulation Contractor, 8692 Brooks Dr, (410) 822-1390, Open - Closes 4:30PM. Website and Directions links are present.
- Total Home Performance LLC** (5.0 stars, 24 reviews): Insulation Contractor, 8692 Brooks Dr, (410) 822-1390, Open - Closes 4:30PM. Website and Directions links are present. A note indicates "Their website mentions attic insulation".
- Eco-Pro Construction LLC** (4.9 stars, 9 reviews): Insulation Contractor, 8646 Brooks Dr, (410) 690-4486, Open - Closes 5PM. Website and Directions links are present. A note indicates "Their website mentions attic insulation".

Below the local pack, organic search results are shown:

- Home Insulation & Energy Audit Company in Easton, MD | Spray ...**  
<https://www.delmarvadenergysaver.com/.../easton-md-best-home-insulation-compan...>  
Rating: 4.8 - 2 reviews  
Lawson Home Services is Easton's leading home insulation, spray foam, attic insulation and energy conservation specialists. Contact us today for a FREE ...
- Crawl Space Encapsulation & Repair - Eco Pro Construction - Easton ...**  
<https://eco-proconstruction.com/>  
Attic Insulation. spray foam insulation in easton md. Spray Foam Insulation. About Us. The mission at ... Eco Pro Construction, crawl space experts in Easton MD.
- Insulation | Total Home Performance | Eastern Shore Maryland**  
<https://www.totalhomeperformance.com/service-category/insulation>  
Insulation, Total Home Performance, Easton, MD ... Insulation, particularly in areas like the crawl space and attic of your home will help you maintain more ...
- Attic Insulation | Total Home Performance | Eastern Shore Maryland**  
<https://www.totalhomeperformance.com/service/attic-insulation>  
Without insulation, your attic allows heat to pass freely into and out of your living space. That heat, particularly along Maryland's Eastern Shore, can be truly ...
- 2 Best Attic Insulation Companies in Easton MD - HomeAdvisor.com**  
<https://www.homeadvisor.com> > ... > Maryland > Easton > Insulation Contractors  
Hire the Best Attic Insulation Contractors in Easton, MD on HomeAdvisor. Compare Homeowner Reviews from 2 Top Easton Attic Insulation Install services.

Two red arrows point from the text on the left to the local pack and the organic search results.



# **DETERMINING YOUR COMPANY'S REVIEW PRIORITIES**

# Recommended Process

## **Search your Company (Brand) Name**

Reviews in organic listings

Reviews in Google Knowledge Panel Business Profile

## **Search "Company Name Reviews"**

## **Search Key Services + Geography**

Broad Categories: Insulation Contractor | HVAC Contractor

Your core services

## **Google Analytics—Is there traffic?**



# What Appears in Brand Search?

The image shows a Google search for "building doctors los angeles". The search results include several organic listings and a prominent local business listing for Building Doctors.

**Organic Search Results:**

- Building Doctors**  
buildingdoctors.com/  
Building Doctors provide comprehensive home energy audits and energy efficiency upgrades such as insulation, air sealing, heating & air conditioning and ...
- Meet the Building Doctors Team | Los Angeles, CA**  
buildingdoctors.com/meet-the-team  
Dan is also certified through California Home Energy Efficiency Rating Services (CHEERS) ID #CCN82918240 as an existing home rater and specializes in Energy Efficient Mortgages (EEM's). ... Scott took a job with a local residential energy upgrade contractor, where he trained in-house ...
- About Building Doctors | Los Angeles, CA**  
buildingdoctors.com/about-us  
Building Doctors is a full service home and commercial energy efficiency services provider serving the greater Los Angeles County area.
- Contact Us | Home Energy Audits and Energy ... - Building Doctors**  
buildingdoctors.com/contact  
877-411-BLDG (2534) info@buildingdoctors.com · About ... Los Angeles Main Office: 5042 Wilshire Blvd. #268. Los Angeles, CA 90036 (323) 646-BLDG (2534) ...
- Building Doctors - 11 Photos & 13 Reviews - Heating & Air ... - Yelp**  
www.yelp.com › Home Services › Heating & Air Conditioning/HVAC › Yelp  
★★★★★ Rating: 5 - 13 reviews  
(323) 646-2534 ... Photo of Building Doctors - Los Angeles, CA, United States. Blower Door Test. Dan T. Blower Door Test by Dan T. Photo of Building Doctors - Los Angeles, CA, ...
- Building Doctors | Facebook**  
www.facebook.com › Places › Los Angeles, California › Contractor  
★★★★★ Rating: 5 - 9 votes  
5042 Wilshire Blvd # 268. Los Angeles, CA 90036.
- Building Doctors | Los Angeles, CA 90036 | Angie's List**  
www.angieslist.com › Local Reviews › CA › Los-angeles › Angie's List  
Jan 29, 2016 - Reviews you can trust on Building Doctors from Angie's List members | 5042 Wilshire Blvd. # 268 Los Angeles, CA.
- Building Doctors, Inc. Business Review in Los Angeles, CA - Serving ...**  
www.bbb.org/losangelessiliconvalley/.../building-doctors-in-los...  
Better Business Bureau  
BBB's Business Review for Building Doctors, Inc., Business Reviews and Ratings for Building Doctors, Inc. in Los Angeles, CA.

**Local Business Listing (Building Doctors):**

- Building Doctors** ★
- 4.9 ★★★★★ 8 Google reviews
- Building restoration service in Los Angeles, California
- Address:** 5042 Wilshire Blvd #268, Los Angeles, CA 90036
- Phone:** (323) 646-2534
- Hours:** Open today · 7AM–10PM
- Buttons: Website, Directions
- Address bar: Wilshire Blvd
- Image: Group photo of staff in blue scrubs (See photos)
- Image: Street view of the building (See outside)
- Reviews from the web: 5/5 Facebook · 9 votes
- Reviews:
  - "We are very happy with the service Dan and Building Doctors provided."
  - "My home performed marvelously even though it was in the ninety's."
  - "Their crew was great... very respectful of my belongings."
- Buttons: Write a review, Add a photo
- Buttons: Send to your phone, Send
- Profiles: Facebook

Yelp

FB

Angie's

BBB

# What Appears in “Reviews from the web”?

**Within Google  
Business Profile  
(formerly Knowledge  
Panel)**



**Byggmeister Incorporated** ★

[Website](#)

Contractor in Newton, Massachusetts

**Address:** Newton, MA  
**Phone:** (617) 527-7871  
**Hours:** Closing soon · 9AM-5PM ▾

[Suggest an edit](#)

**Reviews from the web**

<b>GuildQuality</b> 5/5 21 votes	<b>Facebook</b> 4.8/5 5 votes	<b>iCastle</b> 5/5 5 reviews
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**Reviews**  
1 Google review

[Write a review](#) [Add a photo](#)

# Reviews from the Web Priorities by Sector

## **HVAC**

Facebook

Home Advisor

Yellow Pages

## **Home Performance**

Facebook

Home Advisor

## **Insulation**

Home Advisor

Facebook

Yellow Pages

## **Solar**

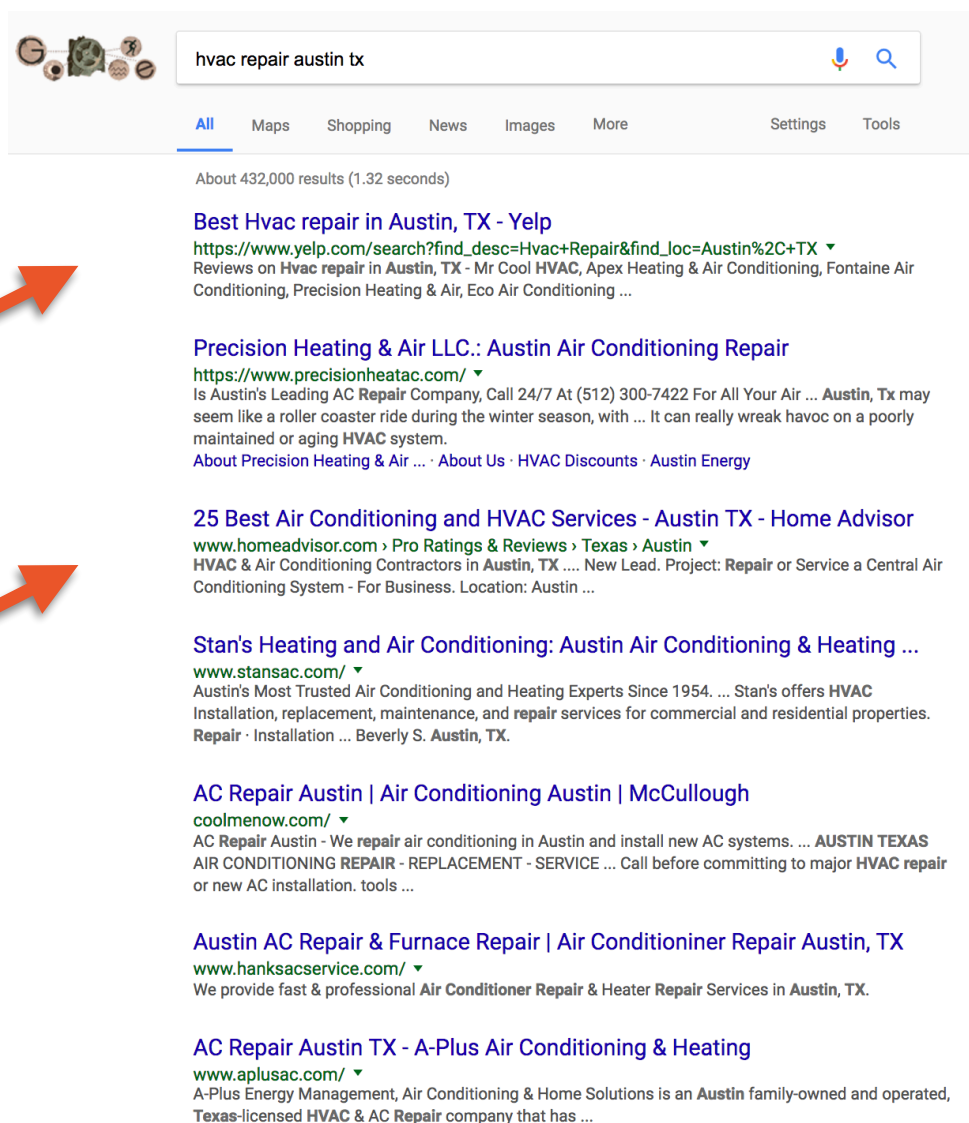
Facebook

EnergySage

Solar Reviews

Home Advisor

# What Appears for Key Service Searches?



hvac repair austin tx

All Maps Shopping News Images More Settings Tools

About 432,000 results (1.32 seconds)

**Best Hvac repair in Austin, TX - Yelp**  
[https://www.yelp.com/search?find\\_desc=Hvac+Repair&find\\_loc=Austin%2C+TX](https://www.yelp.com/search?find_desc=Hvac+Repair&find_loc=Austin%2C+TX) ▾  
Reviews on Hvac repair in Austin, TX - Mr Cool HVAC, Apex Heating & Air Conditioning, Fontaine Air Conditioning, Precision Heating & Air, Eco Air Conditioning ...

**Precision Heating & Air LLC.: Austin Air Conditioning Repair**  
<https://www.precisionheatac.com/> ▾  
Is Austin's Leading AC Repair Company, Call 24/7 At (512) 300-7422 For All Your Air ... Austin, Tx may seem like a roller coaster ride during the winter season, with ... It can really wreak havoc on a poorly maintained or aging HVAC system.  
[About Precision Heating & Air ...](#) · [About Us](#) · [HVAC Discounts](#) · [Austin Energy](#)

**25 Best Air Conditioning and HVAC Services - Austin TX - Home Advisor**  
[www.homeadvisor.com](http://www.homeadvisor.com) › [Pro Ratings & Reviews](#) › [Texas](#) › [Austin](#) ▾  
HVAC & Air Conditioning Contractors in Austin, TX .... New Lead. Project: Repair or Service a Central Air Conditioning System - For Business. Location: Austin ...

**Stan's Heating and Air Conditioning: Austin Air Conditioning & Heating ...**  
[www.stansac.com/](http://www.stansac.com/) ▾  
Austin's Most Trusted Air Conditioning and Heating Experts Since 1954. ... Stan's offers HVAC Installation, replacement, maintenance, and repair services for commercial and residential properties. **Repair** · Installation ... Beverly S. Austin, TX.

**AC Repair Austin | Air Conditioning Austin | McCullough**  
[coolmenow.com/](http://coolmenow.com/) ▾  
AC Repair Austin - We repair air conditioning in Austin and install new AC systems. ... **AUSTIN TEXAS AIR CONDITIONING REPAIR - REPLACEMENT - SERVICE** ... Call before committing to major HVAC repair or new AC installation. tools ...

**Austin AC Repair & Furnace Repair | Air Conditioner Repair Austin, TX**  
[www.hanksacservice.com/](http://www.hanksacservice.com/) ▾  
We provide fast & professional **Air Conditioner Repair & Heater Repair Services in Austin, TX.**

**AC Repair Austin TX - A-Plus Air Conditioning & Heating**  
[www.aplusac.com/](http://www.aplusac.com/) ▾  
A-Plus Energy Management, Air Conditioning & Home Solutions is an Austin family-owned and operated, Texas-licensed HVAC & AC Repair company that has ...

# Do You Get Traffic From Review Sites?

<input type="checkbox"/>	Source <sup>?</sup>	Acquisition			Behavior		
		Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
		<b>6,325</b> % of Total: 11.10% (56,964)	<b>79.42%</b> Avg for View: 76.80% (3.40%)	<b>5,023</b> % of Total: 11.48% (43,749)	<b>41.09%</b> Avg for View: 57.15% (-28.10%)	<b>3.13</b> Avg for View: 2.31 (35.63%)	<b>00:02:20</b> Avg for View: 00:01:31 (53.92%)
<input type="checkbox"/>	1. <a href="#">yelp.com</a>	<b>1,624</b> (25.68%)	<b>70.94%</b>	<b>1,152</b> (22.93%)	<b>19.89%</b>	<b>4.21</b>	<b>00:03:12</b>
<input type="checkbox"/>	2. <a href="#">pge.com</a>	<b>346</b> (5.47%)	<b>70.23%</b>	<b>243</b> (4.84%)	<b>13.87%</b>	<b>6.12</b>	<b>00:05:07</b>
<input type="checkbox"/>	3. <a href="#">semalt.semalt.com</a>	<b>211</b> (3.34%)	<b>99.05%</b>	<b>209</b> (4.16%)	<b>30.81%</b>	<b>1.69</b>	<b>&lt;00:00:01</b>
<input type="checkbox"/>	4. <a href="#">semalt.com</a>	<b>158</b> (2.50%)	<b>100.00%</b>	<b>158</b> (3.15%)	<b>96.20%</b>	<b>1.48</b>	<b>&lt;00:00:01</b>
<input type="checkbox"/>	5. <a href="#">my.angieslist.com</a>	<b>152</b> (2.40%)	<b>73.03%</b>	<b>111</b> (2.21%)	<b>13.16%</b>	<b>4.12</b>	<b>00:03:25</b>
<input type="checkbox"/>	6. <a href="#">www1.social-buttons.com</a>	<b>152</b> (2.40%)	<b>100.00%</b>	<b>152</b> (3.03%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>
<input type="checkbox"/>	7. <a href="#">google.com</a>	<b>124</b> (1.96%)	<b>92.74%</b>	<b>115</b> (2.29%)	<b>70.16%</b>	<b>1.72</b>	<b>00:00:26</b>
<input type="checkbox"/>	8. <span style="background-color: #cccccc; display: inline-block; width: 150px; height: 1em;"></span>	<b>123</b> (1.94%)	<b>30.89%</b>	<b>38</b> (0.76%)	<b>29.27%</b>	<b>5.12</b>	<b>00:08:46</b>
<input type="checkbox"/>	9. <a href="#">bcorporation.net</a>	<b>109</b> (1.72%)	<b>85.32%</b>	<b>93</b> (1.85%)	<b>24.77%</b>	<b>3.29</b>	<b>00:01:25</b>
<input type="checkbox"/>	10. <a href="#">facebook.com</a>	<b>94</b> (1.49%)	<b>57.45%</b>	<b>54</b> (1.08%)	<b>56.38%</b>	<b>2.00</b>	<b>00:02:13</b>

# Most Company's Priorities



Clout of Google, Ranking Factors, Presence in Search, Quantity and velocity matters

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2. The image shows the Facebook logo, which is the word "facebook" in white lowercase letters on a blue rectangular background.

Dominance with Google Knowledge Graph

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Strength in organic listings, Growing fast in Service Biz categories; more critical in tone

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4. **Your Specific Priorities Based on Research.**



# **SOLICITATION PROCESS: WHAT WORKS AND DOESN'T**

# Understanding “Review Gating”

## Maps User Contributed Content Policy Help

### Format Specific Criteria

The following criteria apply to the indicated format in addition to the Prohibited Content policies.

#### Photos and Videos



#### Text reviews

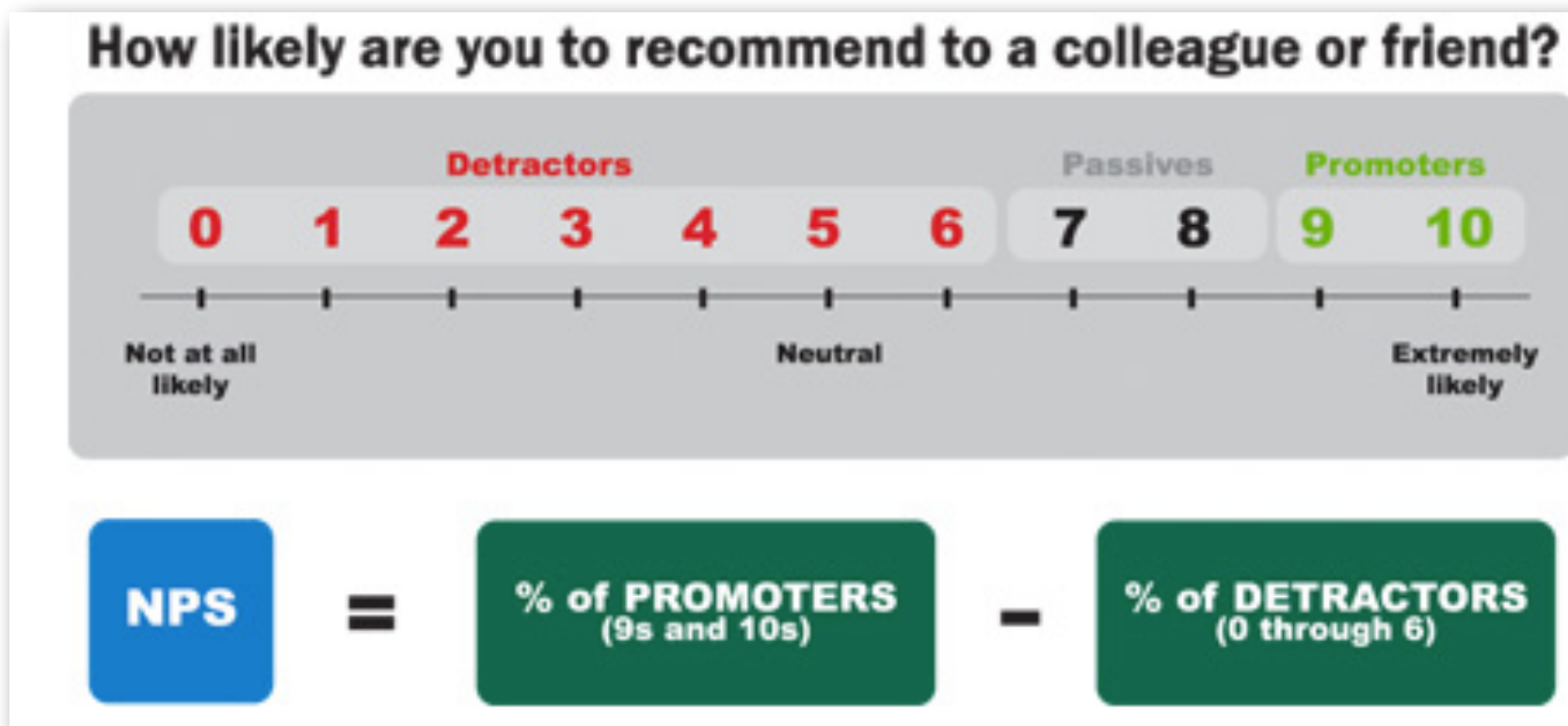


In addition to Prohibited Content guidelines, Text Reviews are subject to the following additional requirements:

- Don't use reviews for advertising purposes. This includes, but is not limited to, posting email addresses, phone numbers, social media links, or links to other websites in your reviews.
- Don't discourage or prohibit negative reviews or selectively solicit positive reviews from customers.
- Don't include promotional or commercial content.
- Don't offer or accept money in exchange for reviews.
- Don't solicit reviews from customers in bulk.



# Net Promoter Score



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

# Some Thoughts on Process

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

**Offer Direct & Third Party**

**Limit Choices**

2-3 Max

**Net Promoter Score**

Great satisfaction metric

Strong correlation to review willingness

**Respond Quickly & Even-handedly to Negatives**

**Steady, Regular Pace (Velocity)**

# When, Where and How to Request

## Most Effective

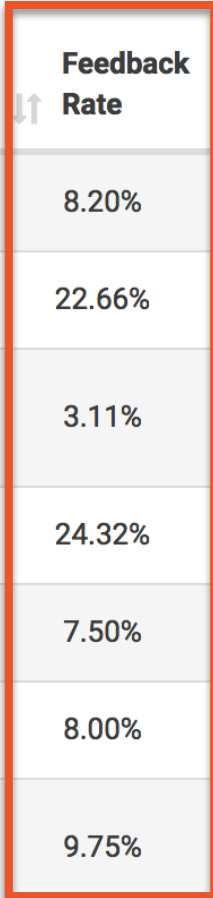
- In-home, in-person ask immediately following service
- Requested by on site tech/crew
- Prompted by text or email
- Text gets better response (but less keyword rich)
- Crews/techs measured on reviews

## Still Worth It

- Via email within days of job
- Via email after 1 week+
- Mining of past customers
- Requiring app download

# 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



# What We Know About Negative Reviews

- **High percentage are about pre-sale process**
  - Didn't return call
  - Unresponsive
  - Wouldn't provide free quote
- **High percentage are wrong company/not a customer**
  - Company confusion
- **Even the best companies will get a negative review**
- **Growing distrust of 5-star perfection**

**Always Respond!**

**Don't Only Respond to Negatives**

# QUESTIONS?

Peter Troast

[peter@energycircle.com](mailto:peter@energycircle.com)