

## WEB ADVANTAGE: MAKING THE MOST OF CUSTOMER REVIEWS

What you say about yourself is important, but what others say about your firm can send even more significant trust signals to potential clients.

### ENCOURAGE POSITIVE REVIEWS

There is no harm in being assertive when it comes to soliciting feedback for your legal services.

Here are two ways we recommend encouraging positive reviews:

- **Send an email to clients shortly after you've resolved their cases.** Every time you finish work for a client, encourage them to let you know how they felt about working with you by leaving a review.
- **Ask happy clients for reviews.** If a client gives you a compliment in person, politely ask them to leave a similar message in an online review.

Any time you ask for a positive review, it can help you let the other person know how much you value their feedback. You may also want to point out that other clients in your area would also appreciate hearing what they have to say.

### RESPOND APPROPRIATELY TO NEGATIVE FEEDBACK

Hopefully, most unhappy clients will contact you directly before leaving a negative review online. When that happens, be sure to respond promptly to ensure that the client feels heard. Unhappy clients who feel that they've been heard are much less likely to leave a public negative review.

Here's an example of how you might want to respond if a client contacts you to express unhappiness with your legal services:

*"We appreciate your feedback. While we strive to ensure that all of our clients are 100% satisfied. Understanding your experience will help us be more effective in the future."*

Most of the time, negative reviews are left by clients who genuinely felt they had a bad experience. In this situation, the way you respond to the review can make all the difference. Here are a few suggestions for how to respond to negative reviews:

- Answer negative reviews quickly. Waiting too long after the review has been left can minimize the impact of your response.
- Acknowledge the client's negative emotions without arguing. Here's an example: "I understand that can be frustrating. We work hard to provide exceptional service to all of our clients, and we are sorry that we missed the mark this time."
- Provide context politely if appropriate. For example, you might say something like this: "We apologize that you were unhappy that we did not take your case. We carefully evaluate every case to ensure that we will be able to provide exceptional service. Please email us if you would like us to help you identify a different option for resolving your situation."

However, when negative reviews are left by disgruntled employees, contain confidential/inappropriate information, or are patently false, it is possible to ask review sites to remove them. FindLaw can help facilitate this process when it's appropriate.

