



HAKIM
GROUP

BECOME A REVIEWS SUPERSTAR







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WHAT ARE REVIEWS?

Reviews - often known as testimonials (when they are positive) - are your patient's thoughts and opinions based upon their experience dealing with your practice.

To put reviews in the context of importance, reviews can help grow a business or destroy it, based on the sentiment of the review.



9 OUT OF 10 NEW PATIENTS WILL READ YOUR REVIEWS BEFORE VISITING YOUR PRACTICE.

88%

OF PATIENTS TRUST YOUR ONLINE REVIEWS AS MUCH AS PERSONAL RECOMMENDATIONS.



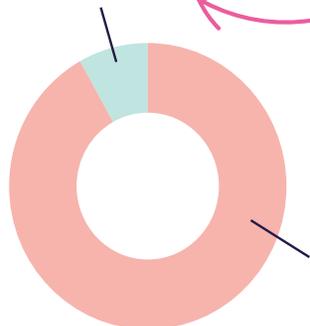
72% OF PATIENTS SAY THAT POSITIVE REVIEWS MAKE THEM TRUST A LOCAL BUSINESS MORE.



GROHAWK

ADDING YOUR REVIEWS (THROUGH GROHAWK) TO YOUR WEBSITE INCREASES THE CHANCES OF A PATIENT CONTACTING YOU BY 58%.

10% OF YOUR WEBSITE VISITS ARE ATTRIBUTED TO REVIEWS



OF THOSE, A MASSIVE 90% ARE INFLUENCED BY THOSE REVIEWS



MARK PRESTON

HOW REVIEWS FIT INTO YOUR APPOINTMENT PROCESS:

- In order for someone to **Buy** from you, they have got to **Trust** you.
- In order for someone to **Trust** you, they have got to **Like** you.
- In order for someone to **Like** you, they have to **Know** you exist.

HOW REVIEWS INFLUENCE APPOINTMENTS:

KNOW

- Brand awareness (online and offline PR)
- Social media (organic and paid)
- Search engines (organic and paid)

LIKE

- What you say
- Emotional connection through your content

TRUST

- What others tell them about your practice
- Reviews and testimonials

BUY

- Making it easy for people to contact you
- Making it simple for people to make an appointment
- Giving people options to contact you
- Tell people what you want them to do (call to action)

DIFFERENT REVIEWS & WHERE TO FIND THEM

There are two main types of reviews:

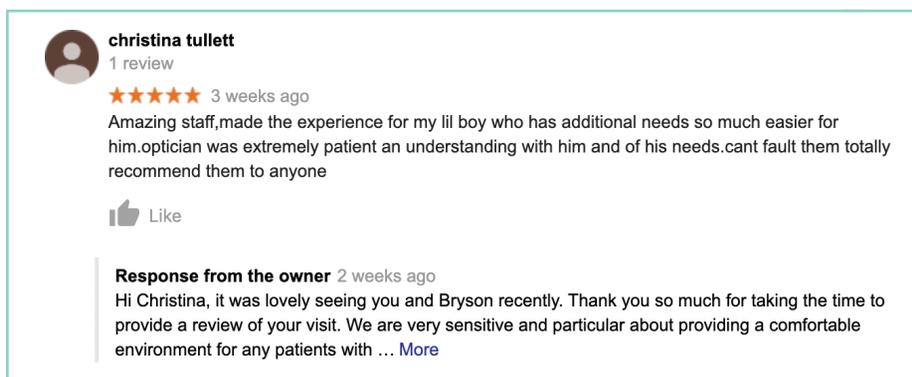
POSITIVE REVIEWS

- Positive reviews are very hard to gain.
- These days it is not enough to simply provide a 'good' level of service and expect a glowing review. Only people who have received an exceptional service and experienced an emotional connection will take the time to post a review without being prompted.

REACTING TO POSITIVE REVIEWS

- Replying to positive reviews with a personal comment is a chance to showcase your personality and customer service, which can be seen by others whilst reading through reviews.
- It is an advantage if you can naturally add your town name and the word 'opticians' within your reply of the odd one or two, as Google picks up on use of your practice's name and location.
- e.g. "Thank you for sharing your wonderful feedback of your visit to David Wood Opticians in Burnham-on-Crouch."
- It is important that not every response is copied and pasted. Make sure your replies are genuine and in response to the points raised by each reviewer.

EXAMPLE



The screenshot shows a review by christina tullett, dated 3 weeks ago, with a 5-star rating. The review text is: "Amazing staff,made the experience for my lil boy who has additional needs so much easier for him.optician was extremely patient an understanding with him and of his needs.cant fault them totally recommend them to anyone". Below the review is a 'Like' button. The owner's response, dated 2 weeks ago, reads: "Hi Christina, it was lovely seeing you and Bryson recently. Thank you so much for taking the time to provide a review of your visit. We are very sensitive and particular about providing a comfortable environment for any patients with ... More".

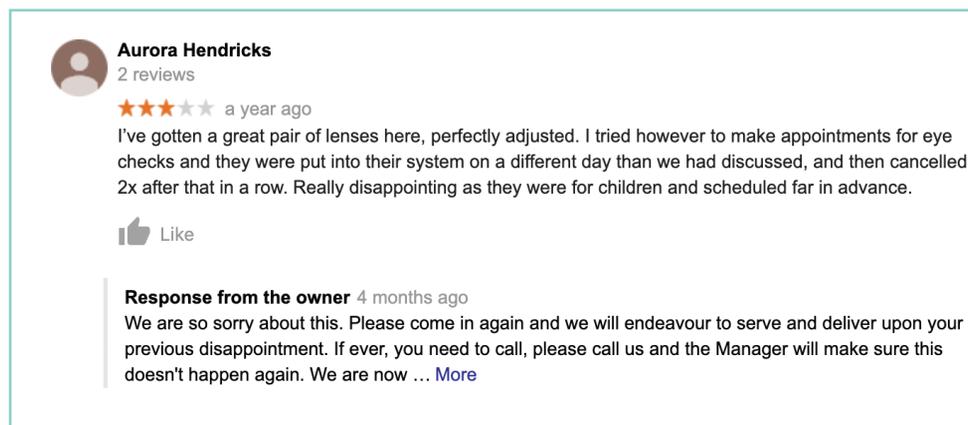
NEGATIVE REVIEWS

- None of us like to receive negative reviews. It is unfortunate that some people will never be happy no matter how good their customer experience has been.
- People are more likely to want to tell others about a bad experience they have had with a brand than a positive experience.

REACTING TO NEGATIVE REVIEWS

- If you do ever receive a negative Google review, there is no way of pulling it down as Google have a policy of not getting involved. If the review is clearly fake, you can flag it as inappropriate, but not if it is a genuine review that you don't agree with.
- Before you post a comment, give them a call and try to rectify any issues they have. Once rectified, they will happily delete that review or better still, change it into a glowing review.
- If there is no way of making that patient happy, post a reply showing genuine emotion that encourages them to pop into your practice to speak to the practice owner/manager to discuss any issues they have.
- DO NOT post any replies getting yourself into any confrontational situations or telling them that they are an idiot.

EXAMPLE



Where can you find reviews?

There are five main review platforms you need to keep an eye on to understand what others are saying about your practice:

- GroHawk
- Google Reviews
- Facebook Reviews
- Yelp Reviews
- TrustPilot

You need a plan to have presence on all these platforms.

There are two main reasons your practice NEED to increase the number of positive reviews:

- Reviews help you to understand what you are doing right or wrong.
- The more positive Google reviews you receive, the more online exposure your practice receives.

7 WAYS TO GENERATE MORE REVIEWS

85% of patients don't trust reviews more than three months old, and 40% only look at reviews from the last two weeks.

5. ADDING A LINK IN YOUR EMAIL SIGNATURE.

Add a link in the signature section of your emails to your Google My Business page.

Using words like "We would love to hear what you think about us" really does generate more reviews!

Why? Because it is their decision to leave you a review.

It goes without saying, if you are sending an email to one of your rare unhappy patients, delete it from your signature before sending the email.

1. IN THE EXAMINATION ROOM

If the patient has a Gmail or Google email address, ask them if they wouldn't mind leaving you a Google Review.

The conversation can go something like:

"It would be fantastic if you could help us, as your local independent optician, by taking two minutes of your time to leave us a review on Google. You can pick a card up on the reception desk that explains how."

2. START THE CONVERSATION BY ASKING YOUR PATIENTS

Most patients love to help.

"Would you mind if I ask you a question? Do you ever leave reviews online? Would you mind leaving us a review as it will help us tremendously?"

3. ADD A PAGE TO YOUR WEBSITE. HOW TO LEAVE US A REVIEW.

Most people who receive an exceptional service do not leave you a review as they do not know how to do it.

Don't be afraid to make it obvious on your website how to review – **equip your patients with the information and tools to easily leave a review themselves.**

4. ASK THEM AT MULTIPLE TOUCH POINTS.

Add subconscious touch points throughout their in-practice experience.

Something they can see whilst waiting to go into the testing room works like a dream. For example, a sign on the reception desk, an IPTV slide, a business card, on their prescription, even a poster in the restroom!

The topic of reviews can then be brought up at other stages during their time with you.

7. ASK FOR A FACEBOOK REVIEW FOR PATIENTS WITHOUT A GOOGLE RELATED EMAIL ADDRESS

As your Facebook presence increases, **it is also important to secure reviews on your Facebook page.** This will really help when running organic and paid Facebook campaigns.

6. OFFER AN INCENTIVE, NOT A BRIBE.

Mention to your patients that you randomly select one of your Google reviews each month and that person receives a meal for two at a local restaurant.

THE WORDS USED IN YOUR REVIEWS MATTER

When Google decide where to rank your practice on the maps section, they use the reviews as a way of determining how good your practice is. Many people just think that the more five-star reviews you have, the higher your practice ranks on Google.

This is not the case I am afraid. If that were so, it would be too easy to manipulate the results with thousands of fake five-star reviews.

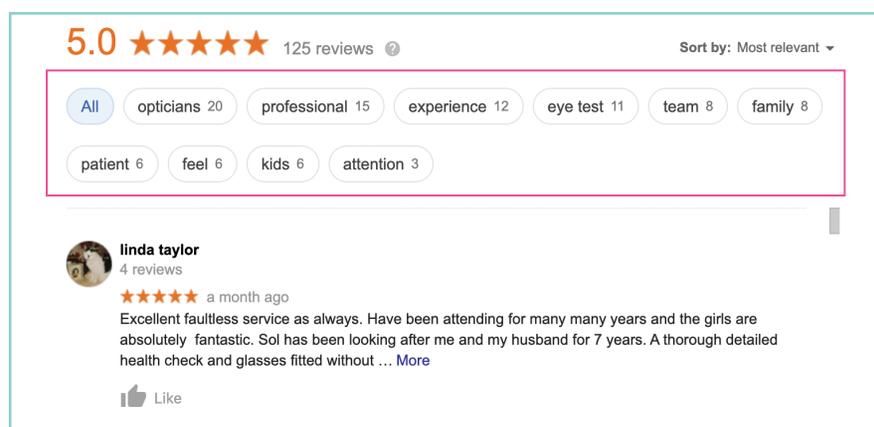
To determine whether reviews are genuine, Google delves deeply to look at the sentiment behind each one.

They can tell if a review is good or bad based on the language used within each review and not just the star rating you receive.

Google will use what is knows about your business and attribute it to the comments you receive. For example, when Google sees the words 'optician' used frequently in reviews, it will see that as positive sentiment and rank that review – and your practice – higher.

You can check what people are saying about you and the sentiment of their reviews in four easy steps:

- Log out of your Google account on your internet browser
- Type your practice brand name into Google
- Click on the Google reviews link next to your star rating
- Under your star rating, you will see a few bubbles with words inside. These are the most used words within your reviews.



Go ahead and see what words your patients using to describe your practice and the services they receive. This is how Google sees your practice.

Now ask yourself: “Are these words a true reflection of my practice?”

HOW TO GET MORE REVIEWS



SOHAIL HAKIM

When the Digital team talk to partners about having a focused push on generating positive Google reviews for their practice, we often here things like “We always ask patients, but they never post the review” or “We just find it really difficult”.

Anything is possible if you are in the right frame of mind.

Take Sohail from Alan Miller in Irlam as an example. He has boosted the number of Google reviews from 16 to a staggering 122 in just eight months. Now if he can achieve these mind-blowing results, you can too!

In the real-world case study: Alan Miller Irlam

Here are Sohail’s top 10 tips on how he achieved this amazing traction:

1. Important to focus on “Gmail/Gmail” account holders.
2. As the Shark I took the sole responsibility of focusing on “Google” patients.
3. Diligence, persistence, consistency and most importantly patience is absolute key in generating reviews. Every email data entry was checked; this is also a Health Index KPI therefore should be checked by default on frontline.
4. During the sight test, I confirm the email address from the questionnaire for accuracy and validity.
5. I often ask, “Is this your main email address or do you have a personal and work one?”. You will be surprised how often people provide a generic email account.
6. Goes without saying, we roll out the red carpet treatment during the test and the rest of their visit.
7. Timing is key - I am mindful of when I will send the links e.g after 5pm there is usually a good chance the patients may be at home relaxing.
8. I’ve had some patients provide a review whilst still in the practice and want me to show them how to do it as they don’t know how to, I then show them how to do it on their phone.
9. During busy clinics I don’t get time to send individual review links, so when I’ve collected a few emails over a few days I will just fire them all at once... Don’t leave it any later... remember to engage the patient whilst they are warm with you.
10. Don’t feel dejected if after all this effort you don’t get a response. There will be a lot of reasons for this and one thing we cannot do is apply too much pressure and desperation as this can backfire.

LASTING THOUGHTS

There are no more excuses! You will find a process that works well for you. The key takeaway is to do something and do it consistently. Google prioritise businesses with a 4-star and above rating for many phrases (sentiment) related to the services you offer.

You need to generate on average 30 x 5-star reviews to counteract every 1 star review.



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