



Quick Checklist: Asking for Reviews (Without Sounding Desperate)

Handled well, reviews become more than just ratings – they become a continuous feedback loop that strengthens your business over time. Use this as a simple guide for you and your team to collect reviews.

1. Before you ask

The customer has had a clearly positive experience

There are no unresolved issues or complaints

You're choosing the right moment (end of visit, after a compliment, post-service follow-up)

2. How you ask

Keep it natural and conversational (no scripts or corporate language)

Be confident – don't apologise for asking

Keep it short and low-pressure

Ask for honest feedback, not just 5-star reviews

3. Make it easy

Provide a direct link or QR code

Make sure the review platform is quick and mobile-friendly

Avoid multiple steps or unnecessary friction

4. Use your team

Staff know when and how to ask naturally

They look for “happy customer” moments (compliments, repeat visits)

No pressure or forced targets – focus on genuine interactions

5. Maximise opportunities

Turn verbal praise into reviews (“Would you mind sharing that online?”)

Follow up after visits where appropriate (email/SMS)

Don’t over-ask—one well-timed request is enough

6. After the review

Respond to reviews (positive and negative)

Thank customers for their feedback

Share great reviews on your channels

Use feedback to improve your offer

If you can tick most of these, you’re asking in the right way – and it won’t feel desperate.