



# How to Get Customer Reviews

As a member of the reputable brand of Safe Local Trades, we cannot emphasise how critical it is to seek feedback from customers (**all** customers, irrespective of whether the enquiry came from Safe Local Trades) – feedback will help you to win business, will increase your search engine ranking and will provide you with a **Reviews from the web entry** on your Google business profile.

A typical online search by any potential customers is “**Reviews for [your business name]**” - the result provided will show your Safe Local Trades reviews page ranking high, providing a direct link to your page. These reviews are one of **the** most powerful tools in the marketing of your business, they will reinforce the trust and confidence that potential customers will have in using your services, so please utilise it.

## Reviews from the web

Safe Local Trades

10/10

91 votes

Facebook

5/5

14 votes

## Methods Available



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Send a link to your record

2

Use Prompt Customer options

3

Hardcopy feedback form

4

PDF feedback form



# Section 1

## Send a link to your SLT record

Encourage your customers to leave their feedback online by providing a link to your record when you email their invoice / receipt. This link can also be used in your email signature, or it can sit behind an SLT logo that is on your website. To find what your link (URL) is, log into your Members Area and click on the **Overview** menu option below (see bottom red arrow).

**OVERVIEW** YOUR EMAILS YOUR TEXTS YOUR REVIEWS PRINT PROFILE EDIT GALLERY MEMBERS RESOURCES MEMBER NEWS MEMBER EVENTS

Texts Received: 150 | Emails Received: 338

### Your Adverts

| Advert Category | Area       | Ad Display | Profile Display | Website Views | Favourited | Expiry Date | Advert Status          |
|-----------------|------------|------------|-----------------|---------------|------------|-------------|------------------------|
| Builder         | PE Central | 86327      | 20638           | 1273          | 10         | 31/12/2023  | ✓ <a href="#">Edit</a> |

Multiple adverts may appear here depending on the number of trade categories and postcode sectors that are attached to your record. To view and amend the text for your advert 'Services', click on the EDIT button.

If you would like to switch an advert to 'Inactive' for whatever reason e.g., too busy, going on holiday, etc., then click on the EDIT button and uncheck the 'Advert Status' box at the top of the page and Save. The Advert will then appear with a red cross to reflect that it is now 'Inactive'. Remember that it is your responsibility to reactivate it. [Find out more about your advert statistics.](#)

**Note:** to update your personal details or change your password, select the [Edit Profile](#) link on the top-right of this page.

To externally link directly to your SLT profile, use the following URL: <https://member.safelocaltrades.com/bob-the-builder>

Should you wish to point customers directly to your Reviews page on SLT, the URL can be copied by opening your Reviews page on [www.safelocaltrades.com](http://www.safelocaltrades.com) and then copy the URL as shown below.

[https://www.safelocaltrades.com/member/\[redacted\]/reviews](https://www.safelocaltrades.com/member/[redacted]/reviews)

**Highlight the URL, right click and select copy**

Recommended & Approved

Much more than just a recommendation...

[Home](#)
[For Consumers](#)
[Become a Member](#)

[Back to member overview](#)




## Section 2

### Use the *Prompt Customer* functionality

For those customers who promise to leave feedback and may have forgotten, you can remind them by using the **Prompt Customer** option found on the right-hand side of the **Overview** page in your Members Area. Enter the customer's name and email address and the website will automatically send them an email to thank them for using your services and a link will be included in the email to take them to Safe Local Trades to leave their feedback online.

If the original enquiry was either a Text or Email through the Safe Local Trades website, then you will find the option to **Prompt Customer** for their feedback in the 'Your Emails' or 'Your Texts' menu options below.

 <https://www.safelocaltrades.com/member/bob-the-builder/reviews>



*Much more than just a recommendation...*

1. Highlight the URL
2. Right-click
3. Select 'Copy'
4. Right-click
5. Select 'Paste'

Home

For Consumers

Become a Member

 [Back to member overview](#)

Once you have clicked on this box, you will be presented with a window that shows the full name of the customer and their email address. Prior to clicking on the **Send Prompt** button, amend the name box to reflect what you would call this customer, for example, it could be a title and surname like 'Mrs Jones' or, just the Christian name of 'Julie'. The email will be sent from **website@safelocaltrades.com**, not your email address, with the salutation of **Dear Mrs Jones** or **Dear Julie** (as opposed to **Dear Julie Jones**). On that basis, feel free to prompt more than once if no there is no response (but not more than three times).



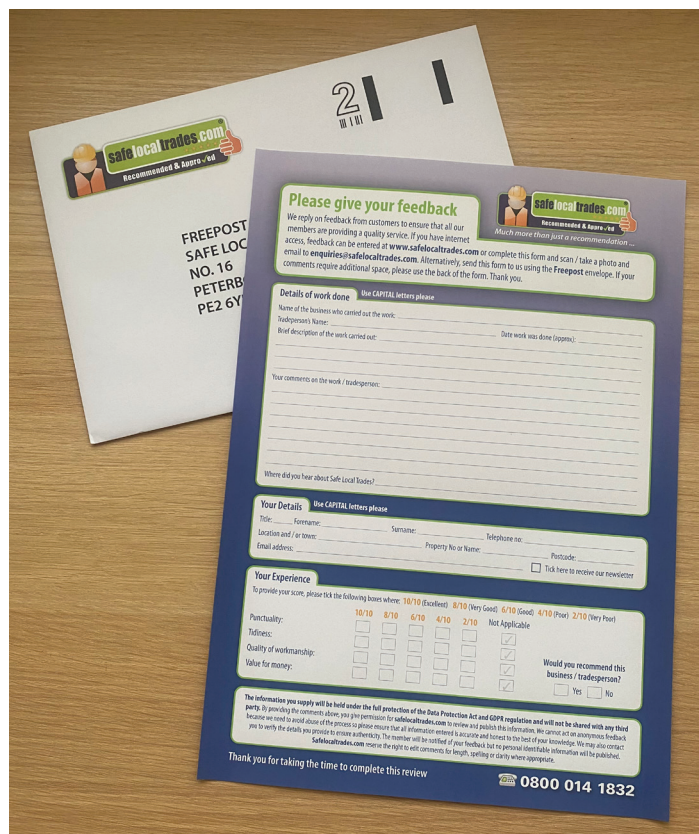
# Section 3

## Hardcopy freepost feedback form

Customer feedback packs (which contain a freepost feedback form) are provided to you free of charge for the duration of your membership. Hand these out to your customers when you complete any job, **irrespective of whether the lead came from safelocaltrades.com or not.**

A tip to getting the customer to provide feedback on the form is to tell them that you are part of a vetted scheme that requires feedback, and this pack contains some information about the scheme you belong to. The feedback form should then be removed from the envelope, and you should complete the sections showing your **Business Name**, your **Name**, **Date** and **Brief description of the work** and then hand it to the customer – if they verbally agree to do it, then there is a good chance that they will complete and send.

Should they complete it there and then, do not put it in the post; instead take a photo of the form and email it to us at [enquiries@safelocaltrades.com](mailto:enquiries@safelocaltrades.com) - we will then get it uploaded to your profile as soon as possible.





## Section 4

### PDF feedback form

Email a copy of the e-Feedback Form (if you don't have a copy of this, please let us know at [enquiries@safelocaltrades.com](mailto:enquiries@safelocaltrades.com)) asking your customer to:

1. Complete the form
2. Select **File, Save As** and give the document a name
3. Email the saved document as an attachment and send directly to us at [enquiries@safelocaltrades.com](mailto:enquiries@safelocaltrades.com)