

Review Request Scripts

Ask every customer the same way, after the job, whether or not you expect a good review. Platforms such as Google ban buying reviews, offering incentives for them, or only asking happy customers ("review gating"), and UK law (DMCC Act 2024) bans fake reviews.

Text message

Hi [name], thanks for choosing [business]. If you have a minute, an honest review helps us a lot: [link]. Thank you!

Email

Subject: How did we do?

Hi [name], thank you for [job/visit]. We would really value an honest review on [Google/Trustpilot]: [link]. If anything was not right, reply to this email and I will put it right.

Replying to a negative review

Thank the reviewer, apologise for their experience without arguing, offer to resolve it offline with a contact, and never share their personal details.