

More reviews, fewer complaints: 8 checks

A review QR code in front of every customer also reaches the unhappy ones. Hear about problems while they are still with you, then ask EVERY customer for a review the same way.



1 You ask how it went WHILE they are still there.

During the experience. Not the next day, not a week later.

WHY Someone with a problem tells the person in front of them. Once they leave, they start typing.



2 There is a private way to tell you how it's going.

A QR code on the table that opens a short question, or a feedback widget on your website.

WHY Problems get caught before anything festers.



3 An unhappy customer gets a real person and a fix, right away.

It goes to a manager or whoever can fix it, and they reach out now.

WHY Sorting out a problem before it grows is simply good business.



4 EVERY customer is asked for a review, the same way.

Happy, neutral, or just had a problem fixed: same request, same link, while it's fresh. Private feedback never decides who gets asked.

WHY Happy customers rarely review on their own. And Google does not allow asking only the happy ones.



5 People who leave before you ask still get asked.

"How was your experience today?" by WhatsApp, or a push notification from a loyalty card in their phone wallet.

WHY Not everyone scans in the moment. A second layer catches the rest.



6 You are climbing the proof ladder.

Weakest to strongest: quotes on your website, platform reviews, customers' own posts, customer photos, video testimonials.

WHY One genuine video beats a hundred lines of text anyone could have written.



7 You keep every piece of proof, and you show it.

Posts, photos, kind messages: store them and show them to people about to decide.

WHY There is never too much social proof.



8 Video testimonials are guided, quick, and thanked with a gift.

A couple of questions, they press record, it uploads by itself, a gift arrives. Never a discount. Never for a Google review: Google does not allow incentives.

WHY Friction kills follow-through. Discounts teach customers to wait for a deal.