



# SHOW ME THE MONEY

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**How incentivizing your employees can help your business secure more positive reviews**

A blurred background image of an office setting. A man in a plaid shirt is leaning over a desk, pointing at a laptop screen. A woman in a red shirt is sitting at the desk, looking at the laptop. There are papers and a pen on the desk.

## Introduction

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In business, it's no secret that money is a huge motivator. If you're trying to implement a new program or get buy-in from employees, a little cash goes a long way toward greasing the wheels.

At Podium, a number of our customers have seen great success when incentivizing their employees to secure reviews. In fact, a recent survey by Podium found that 56% of our customers incentivize their employees to collect reviews and 72% believe that incentivizing employees to collect reviews has had a positive impact on the number of reviews collected.

Before we get into the nitty-gritty of setting up an incentive for your online review program, it's important to note that you should never incentivize your customers to leave reviews. Not only is it against the terms and service of many online review sites, it will also dilute the value of online reviews.

**“...it's important to note that you should never incentivize your customers to leave reviews.”**

# What activities should you incentivize?

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## 1. INCENTIVIZE BASED ON NUMBER OF INVITATIONS

Securing online reviews is a numbers game. The more customers you invite, the more online reviews your business will ultimately receive, which is the end goal right? The problem you run into is some of your sales staff might try to game the system by inviting everyone on their contact list to review the business as opposed to inviting customers they have actually helped. Doing so could diminish the quality of reviews, which might defeat the purpose of collecting them in the first place.

## 2. INCENTIVIZE BASED ON NUMBER OF RECOMMENDATIONS

One feature that sets Podium apart from other online review management platforms is it allows you to ask the question: “Would you recommend this business?” before directing them to leave a review. This is helpful because it can act as a soft net promoter score for businesses that might not be able to conduct a formal customer satisfaction survey. Additionally, it shows that your employee has taken the time to set the expectation for the review and walked them through the process.

## 3. INCENTIVIZE BASED ON NUMBER OF REVIEWS SECURED

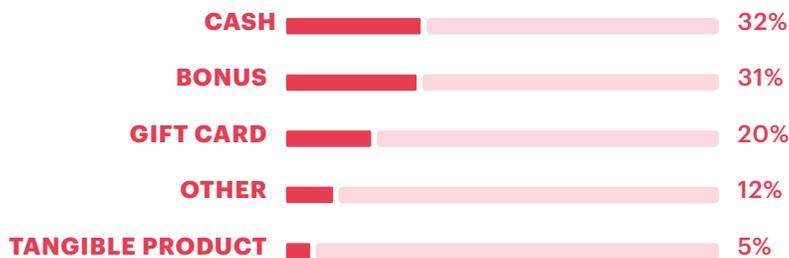
Since securing online reviews is the end goal, it makes sense to reward your employees based on the number of reviews they receive. The one caveat is whether a review is left or not is largely dependent on the customer regardless of how much effort your employee made to secure the review. So, there might be some pushback from your employees about the fairness of the incentive. Best Practices for Securing Reviews

# Which incentive is best for you?

The answer will vary from business to business, but we suggest implementing an incentive that takes into account all three scenarios described above. This can be done by instituting minimum thresholds of invites, recommendations, and reviews your employees would need to reach before becoming eligible for the incentive.

**72%** believe that incentivizing employees has had a positive impact on the number of reviews collected

## The most common employee review incentives



\*based on a 2016 survey of 2323423 customers

**“Making Podium a competition has really gotten our staff excited about collecting online reviews.”**

Lauren Bigham,  
Marketing Director at Etheredge Chiropractic

# Best Practices for Securing Reviews

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**To help your employees more effectively collect online reviews, we've compiled a list of best practices that have proven to work for our customers.**

**1. DETERMINE THE RIGHT TIMING:** The timing of the invitation is one of the most important factors that determines whether or not a review is left. While the optimal time will be different for each business, we suggest sending the invite while the customer is still on site and their interaction with you is still top of mind.

**2. SET THE EXPECTATION:** Your employees should set the expectation with the customer that they will be receiving an invitation to review your business. They should let the customer know when they will be receiving the invitation, how the invitation will be delivered, and why it is important for them to respond.

**3. MAKE IT EASY:** Traditionally the process to invite customers to leave a review has been clunky and time-consuming. Now with online review management platforms like the one offered by Podium the process has been streamlined and utilizes apps like Facebook and Google that your customers are already familiar with.

**4. INVITE VIA TEXT:** Text messages are a much more effective channel to reach your customers than email. Nowadays your customers are much more likely to open and respond to a text message than an email.

**5. DON'T BE AFRAID TO ASK:** A large percentage of your customers will probably be willing to leave a review for your business, but it isn't something they would think about doing without being prompted by an invitation. In short, if you want your customers to review your business, all you need to do is ask.



# ABOUT

Podium is a leading provider of online review management and customer engagement software. Podium's platform enables businesses to connect their customers with popular online review sites like Google, Facebook, and much more, enabling businesses to collect valuable feedback to improve business operations. Unlike traditional solutions that utilize email to send online review invitations, Podium takes advantage of the widespread adoption of smartphones and sends invites via text message. This approach results in a 15x higher response rate than with email. Podium is headquartered in Lehi, Utah. To learn more visit <http://www.podium.com>. ■

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