VisionPath

Optimizing Your Clinic's Reviews

Why do reviews matter for your practice?

Reviews are often the first introduction a new client has with your clinic, and ***69-90%* of clients trust reviews as much as personal recommendations**. They also show you value client feedback and improving the client experience.

A single positive review can convert a searching pet owner into your next satisfied client. Here are our steps for how to best utilize them for your practice's growth and success.

GATHER

- Following a visit, **invite clients to share their experience.** Personalize the request to show genuine interest.
- Use **QR codes or direct links** in follow-up messages to guide clients to your preferred review platform.

RESPOND

- Show appreciation for positive feedback and **address criticisms** with professionalism.
- Offer to **take the conversation offline** and resolve any issues, demonstrating your commitment.

LEVERAGE

- Feature standout testimonials **on your website** and in **promotional materials.** Positive stories attract more clients.
- Designate a spot **within your office** for featured reviews and client photos to foster a **community feel**.

ANALYZE

- Regularly review feedback to **identify common concerns** that may highlight operational weaknesses.
- Keep your team informed about feedback trends and **the steps being taken to address them**.