ABOUT CLOSED LOOP REPUTATION MANAGEMENT

ISSUE:
How do I generate online reviews and protect my online reputation?

RULE:
Send a prompt survey to everyone who has a consultation and/or a procedure.

Ask a questions that requires a “yes” or “no”:
Would you come back to see us again? Would you refer us to a friend or family member?

If they answer “yes” use technology to redirect them to an online review source immediately (Google, Yahoo, Facebook, Yelp, etc.)

If they answer “no” redirect them to a survey to collect their feedback. Use survey feedback to tweak your process and better train your employees.

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