

# 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.