

You work hard to leave your customers satisfied, knowing that outstanding service can help your customers to stay loyal. That satisfaction can also help you to bring in new customers who might even be searching for a pest control company right now.

So, just how crucial are customer reviews?



When it comes to

BUILDING TRUST

in a company, today's customers put as much stock in online reviews as they do in recommendations from people they know.

81%

of consumers between the ages of 18 and 34 trust online reviews as much as a personal recommendation.

Think that isn't your demographic?

THINK AGAIN.

In the United States, the average age for a first-time homeowner is 34.



Your reviews aren't just a static resource for your potential customers, either; they also give you an

OPPORTUNITY TO INTERACT

with your customers by replying. Seeing that you've responded to reviews—and addressed the situation, in the case of a negative review—can keep a potential customer interested in your business.

97%

of consumers read businesses' responses to online reviews.

You can't escape what people say online,

BUT YOU CAN BENEFIT FROM THE CONVERSATION.



RESPONDING

to your company's reviews is crucial for two reasons.

First, it helps show potential customers that your company is accountable and follows up when there is an issue.

Second, it sets you apart from competitors who fail to respond to reviews.

72%

of people who have written reviews received a response to a review they have written.

While no one wants to receive a negative review, responding to an unsatisfied customer quickly and empathetically can turn a negative review into a

POSITIVE INTERACTION

in the eyes of future potential customers.

If you're not making an effort to gain more customer reviews and taking control of the valuation by responding to a wealth of new customers who could be choosing you for their pest control needs.

With PestPac's Online Reviews, the process of helping you earn more reviews is integrated into the service process to help you spread the word to potential customers. Additionally, with Online Reviews, you can proactively monitor your reviews and scores, receive alerts for reviews that need to be addressed, and track your responses to ensure that your customers remain happy.

To learn more about how you can start effortlessly turning happy customers into new leads, schedule a demo today [click here](#).

