The Power of Customer Reviews

Today's consumers want experiences: they want to build a relationship with a brand. Customer experience marketing (CX) using positive customer reviews can help you market and grow your small business - and negative reviews can help you identify problems and make changes to improve your business!



1. 6 out of 10 customers look on Google My Business for reviews on a local business.
2. 88% of people read reviews to determine the quality of a local business.
3. 72% of consumers say positive reviews make them trust a local business.
4. Prospective customers will read an average of 10 online reviews before they feel they can trust a local business
5. 88% of consumers trust online reviews as much as personal recommendations.
6. 89% of prospective customers read the business owner's response to online reviews.
7. Reliability (27%), expertise (21%) & professionalism (18%) are the most important reputation traits for a local business.
8. A customer is likely to spend 31% more on a business with “excellent” reviews.
9. 56% of customers complain about poor follow-up.
10. 13% of customers will tell that experience with 15 or even more people and share that they are unhappy. On the other hand, 72% of customers will share a positive experience with 6 or more people.
11. 80% of consumers expect a response within 24 hours of their online post.

Do you want more online reviews to help grow your business? Customer review tools are a great way to get and manage online reviews. Learn More: http://www.thesalesassassin.com/Top-Customer-Online-Review-Tools-for-Small-Business