



## How and When to Ask for Client Reviews

Veterinary practices now consider client reviews to be just as important as word of mouth to attract new clients. The reason: **Most people (roughly 80%) trust online reviews as much as personal recommendations.** This means collecting and featuring reviews from happy clients is an effective way to both attract new clients and retain existing ones. Here are some key tips about how and when to ask for client reviews.

### Best Time to Ask for a Review

Ask immediately after an appointment while a client’s feelings about the appointment are still fresh in their mind.

### Tell the Client What to Expect

If you’ll be emailing a client a link to a review site, for example, tell the client when to expect the email so they know to look for it.

### Connect the Request to a Person


Have the front desk ask a client if they would like to submit a review. This way, the request is connected to a person versus a task, which encourages clients to follow through.


## Other Ways to Collect Client Reviews


- Send an email blast to all your clients. Mass communication templates included with AllyDVM Client Communication + Retention Software make this simple.
- Ask on your Thank You page if clients make payments online.
- Ask clients to rate their experience using AllyDVM Net Promoter Score, which gives you the option to display your NPS rating on your WebDVM website.





## Tips for Encouraging Client Reviews

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**Brand your message.** Include your practice logo or other branding to let clients know who’s asking for the review. If you’re sending a message from AllyDVM, the message will already be branded to your practice, so they’ll know.
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**Personalize your message.** Using your client’s name lets them know you’re reaching out to them personally.
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**Keep it short.** Stick to one or two short questions in your review request.
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**Offer rewards.** Incentives like discounts can encourage clients to follow through with reviews. This method naturally means you have to offer rewards for both positive and negative reviews.
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**Make it simple.** The easier it is for a client to leave a review, the more likely you’ll receive one.



When clients have a good experience, most are happy to provide a review.  
**You just need to ask them.**