

# Applause



## How to Get Real 5-Star Reviews for Your Home Services Business

# Fueling Your Business With Reviews

In the home service industry, reviews aren't just nice-to-have, they are the lifeblood of your business and one of the **MOST IMPORTANT MARKETING TOOLS** to fuel your growth (at least that's how we see it).

Imagine for a moment, if every job you completed came with a **glowing five-star review**. How would that impact your business? If you're thinking it would catapult forward, you'd be right! That's the power of reviews and it is also why focusing on your customer experience should be your **#1 priority** if you're trying to grow your business.

**How do we know this?** We're Applause. We're an employee engagement platform that helps home service businesses like yours improve customer satisfaction, boost reviews, and retain employees by providing valuable tools that help grow your company's bottom line.

In this guide we'll show you how your home services business can turn customer experiences into buzz-worthy reviews and how motivating your team is the key to success.

## In this guide, we'll cover:



How to **build trust** with future customers



Actionable steps to **encourage feedback**



How and where to **focus your review efforts**



How to **get more 5-star reviews** with Applause

# Trust Through Honest Reviews

As we mentioned in our introduction, reviews are the lifeblood of your business. They provide valuable insights for owners, create opportunities to attract new customers, and give potential customers a clear view of your overall experience. This section emphasizes the importance of building trust with future customers online.

## How Reviews Build Trust

To build trust, you have to show **the good, the bad, and the ugly**. This means you also have to show the *not-so* great reviews. Like it or not unfavorable reviews add transparency, authenticity, and **build trust with future and current customers**. While we all like to keep poor reviews to a minimum, your response to those reviews helps customers see how engaged you are in handling both the positive and the not-so-great feedback.

### 50% Trust Reviews Just Like Recommendations from Friends

50% of consumers trust reviews as much as personal recommendations from friends and family.

Source: BrightLocal



A thoughtful, timely reply to both praise and criticism can go a long way with future customers when it comes to building trust. But if your workload is too high to take this on, you can send genuine, automated responses in seconds with Applause's AI powered response generator.

## Legitimacy Matters

Your goal should be to ensure your reviews are **genuine, insightful, and continuous**. Unlike biased reviews from *friends, family, AI bots* and *paid sources (which can lead to penalties)*, legitimate customer reviews can provide credibility to your business that you can't find – or buy – anywhere else. And while paying for reviews might sound like a tempting, easy fix, platforms are cracking down on fake reviews. You want to set realistic expectations for potential customers and the only way reviews can do that is if they are real reviews from actual customers.

# How To Encourage Positive Reviews

Now that you have a grasp on why it's important to build trust, the next step is generating reviews. Easier said than done, right? Encouraging reviews doesn't have to be a pain in the neck—you just need the right strategy. Consider your crews influence on reviews. It's likely that their interactions with your customers are the driving force behind receiving praise and the occasional complaint. So how do we encourage customers to review your business and boost positive reviews?

## When to Ask for Reviews

Timing is key when requesting reviews from customers. You want to **catch them when the service is fresh on their mind** so they can give the most genuine and accurate review. It's the number one reason why Applause optimizes the review process by requesting reviews from customers right at the ideal time, which can be managed by *you* to fit your business.

### Most Consumers Prefer Requests Within 3 Days

When should you ask for a review?  
Here's what consumers say:

Same day		11%
Next day		13%
Within 3 days		25%
Within a week		21%
Within 2 weeks		10%
Doesn't matter		8%
Other		12%

Source: BrightLocal

## How to Ask for Reviews

At the heart of every positive review is a customer who has vetted your business. Each service is an opportunity to turn a one-time customer into a loyal advocate or a vocal detractor.

*Business cards get lost, and face-to-face requests aren't always remembered.* After each service, send a quick email or text for feedback and a review—something easily managed automatically with Applause.

### Boost Review Volume up to 118%

Businesses using Applause have reported up to a **118% increase in review volume** by automating review requests and incentivizing team members.





## BOOSTING REVIEWS

### Learn From Real Feedback

Sharing feedback with your team is one of the best ways to improve service quality. Real feedback—*praise or criticism*—helps your crew understand what customers love and where to improve.

Highlighting positive reviews in team meetings or recognizing top performers can boost morale and set a standard of excellence. Meanwhile, addressing areas for improvement through training and open communication helps prevent repeat mistakes and ensures that your team is always striving for better.

### Coach With Real Examples

Present both a negative and a positive review, then discuss what could have been done differently or how to replicate success. Ask your team:

- ▶ What changes could've improved the outcome?
- ▶ How can we ensure every experience matches the positive review?
- ▶ How would you address the negative review?

This reflection helps employees develop strategies for consistent, high-quality service.

### Incentivize Your Team

Incentivizing your crew members with spot bonuses encourages your team to strive for excellence on every job. **These rewards don't just motivate—they train your team to consistently deliver five-star service.** With Applause, you can automate these incentives to ensure every five-star effort is recognized and repeatable, creating a self-reinforcing culture of excellence.

## QUALITY, QUANTITY, & FREQUENCY

# How to Focus Your Efforts

Now that you've got a handle on building trust, training your team, and asking for reviews, it's time to focus on how to leverage reviews to boost your business – it's all about quality, quantity, and frequency.

Not all review platforms are created equal, and knowing how and where to direct your efforts can make a big difference to your bottom line. Here are the **three key factors that impact your success**—and how Google, Facebook, Yelp, and Angi weigh them.

## The 3 Main Factors That Drive Review Success



**Quality of reviews:** Detailed, keyword-rich reviews improve rankings and resonate with customers.



**Quantity of reviews:** Boosts credibility, trust, and visibility in search results.



**Frequency of reviews:** Consistent reviews keep your business relevant and active across platforms.

While this guide covers the **top 4 review platforms for home service** businesses, it's important to remember alternative sources where customers might leave feedback and reviews. Platforms like Instagram, X (formerly Twitter) and TikTok are also where customers might be chatting about their experience with your business. Although these aren't traditional review platforms with traditional scoring systems, it's important to keep your eye on those and respond as needed.



**Next let's dive into how these factors are prioritized** across the four major review platforms for home services: Google, Facebook, Yelp, and Angi.

## QUALITY, QUANTITY, & FREQUENCY

### Quality of Reviews: Details That Drive Trust

Five-star ratings are great, but the review content matters as much as the score. Platforms prioritize detailed reviews that mention specifics like punctuality or professionalism, which boosts local rankings.



**Detailed reviews improve rankings:** Asking customers to provide specifics about their service quality can help boost search visibility and credibility.



**Reviews with photos increase engagement:** Encourage your customers to include photos or videos in their reviews. Platforms prioritize visuals as they enhance authenticity and boost engagement.



**Want your reviews to pop?** Encourage customers to include photos of your completed work. Visual proof builds trust and makes your service more relatable to future customers!

### Quantity of Reviews: Strength in Numbers

Most review platforms consider the total number of reviews when ranking businesses in local search results—the higher you rank, the more your business stands out to potential customers.



**Review quantity directly affects search rankings:** A higher number of quality reviews sends a signal to review platforms your business is credible and popular, which can lead to higher search rankings.

## QUALITY, QUANTITY, & FREQUENCY

### Frequency of Reviews: Consistency = Credibility

Sending a flood of review requests all at once can appear suspicious to platforms and future customers. Consistency is key. Even if you already have thousands of reviews, regularly gathering new ones helps keep your search ranking high and your business looking active and engaged.



**Frequent reviews boost visibility:** Platforms like Google, Facebook, Yelp, and Angi prioritize businesses that consistently receive reviews, helping maintain your visibility in search results and users' feeds.



**Gaps in review activity hurt rankings:** Inconsistent review frequency can lead platforms to deprioritize your business, reducing visibility and making your business appear less relevant or active to potential customers.



**Want to build credibility?** Sending review requests regularly through Applause not only boosts your review count but also strengthens your online reputation. The more trust you can build with continuous review, the more leads will naturally follow.

### Reviews and SEO

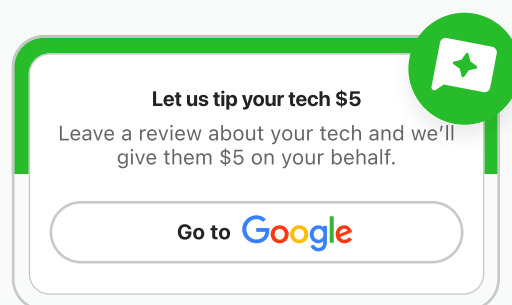
Reviews across multiple platforms can significantly boost your SEO efforts by signaling to search engines the **quantity, quality, and frequency** of feedback from real customers. These reviews serve as off-site SEO signals, helping Google, Bing, and other search engines understand how your business is perceived by the public. The more positive, frequent, and detailed your reviews are, the more credible and trustworthy your business appears in search results, improving your overall rankings.

# Boost Your Reviews With Applause

**Spending too much time chasing down reviews?** Struggling to motivate your team or wishing you had a way to link reviews directly to employees for quick recognition and targeted coaching? **It's time for you to meet Applause** 🙌 the all-in-one platform that drives real results for your home services business and takes the hassle out of managing reviews.

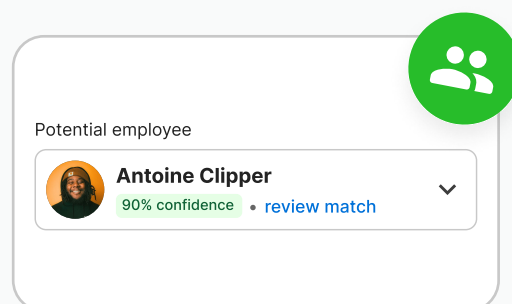
## Up to 3X More Reviews

With Applause, generate more reviews by putting your review requests on autopilot.



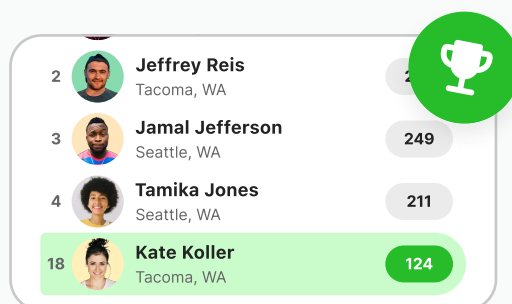
## Match Reviews to Crew Members Instantly

Applause integrates with your CRM to match reviews to the right crew members, saving you hours of manual work.



## Drive 5-Star Results With Leaderboards

Boost team performance with friendly competition—track NPS rankings, reviews, bonuses, tips, and more to incentivize top performers.



If you're ready to BOOST your reviews, retain top talent, and elevate your customer experience, **schedule your Applause demo today** and see the difference it can make for your business!

## FINAL THOUGHTS

# Conclusion

**Earning real five-star reviews** isn't about shortcuts—it's about delivering exceptional service, listening to your customers, and engaging with their feedback.



**The key to more and better reviews lies in two factors:** Incentivizing your team with rewards for consistently providing stellar service and making it easy for customers to leave feedback at the right time.

That's where Applause comes in! Applause automates feedback requests, ensuring customers are asked at the right time while your team stays motivated with leaderboards and rewards. By linking reviews directly to your crew, you **incentivize great service**, creating a cycle of improvement that leads to even better reviews and even happier customers.

**Every review is more than just feedback**—it's a connection point, a learning opportunity, and a showcase of what makes your service stand out. With Applause, you'll simplify the process, boost your credibility, and build lasting relationships that turn customers into loyal advocates.

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