

YOURGXC | STOP WAITING. START ASKING.

REVIEWS AND REFERRALS DON'T HAPPEN BY MAGIC. THIS TOOLKIT MAKES THEM HAPPEN.

WHAT'S INSIDE THE TOOLKIT?

Customer Review Request Script Pack

Ready-to-use email, SMS, and in-person scripts for asking customers for reviews.

Review Funnel Setup Guide

Step-by-step instructions to create a frictionless review funnel on Google, Facebook, and more.

Referral Program Planning Template

Design and track a referral program that actually motivates customers to spread the word.

Customer Testimonial Collection Template

Guide and template for collecting impactful video or written testimonials.

Review Response Templates

Respond like a pro to both positive and negative reviews with customisable replies.

Referral Message Swipe File

Plug-and-play messages your customers can use to refer friends via WhatsApp, email, or socials.

WHO IS THIS FOR?

- Local service businesses looking to boost online reputation
- B2C brands that want to grow through word-of-mouth
- CX, marketing, and sales teams building loyalty engines
- Agencies and consultants offering reputation management

WHAT YOU'LL BE ABLE TO DO

- Ask for reviews in a natural, non-pushy way
- Set up a system to consistently collect 5-star feedback
- Launch a referral program that drives real business
- Turn happy customers into your brand ambassadors
- Reply to reviews with confidence and professionalism

HOW TO USE EACH TEMPLATE

Customer Review Request Script Pack

Copy and paste the relevant script (email, SMS, WhatsApp, or in-person) at the right moment—ideally within 24–72 hours of a positive interaction—and always include a direct link to your review page.

Review Funnel Setup Guide

Follow the step-by-step instructions to build a simple review funnel that directs happy customers to public platforms and unhappy ones to private feedback—maximising positive reviews and protecting your reputation.

Referral Program Planning Template

Use this template to design, track, and manage your referral program—define incentives, set terms, assign ownership, and monitor performance in one place.

Customer Testimonial Collection Template

Collect impactful testimonials with these ready-made prompts and tips

Review Response Templates

Reply professionally to every review—positive or negative—with these ready-to-use templates.

Referral Message Swipe File

Use these ready-to-send messages to help your happy customers refer their friends, family, or colleagues with ease.

CUSTOMER REVIEW REQUEST SCRIPT PACK

1. EMAIL SCRIPT – POST-PURCHASE EMAIL (AUTOMATED – 24–48 HOURS AFTER DELIVERY)

Subject: How did we do?

Hi [First Name],

Thanks again for choosing [Brand Name]. We hope everything went smoothly and you're loving your [product/service]. Would you mind taking 60 seconds to leave a quick review? Your feedback helps others find us—and helps us improve.

 [Leave a Review on Google]

Thank you!

— [Your Name], [Your Role]

2. EMAIL SCRIPT - SERVICE COMPLETION FOLLOW-UP (1–2 DAYS AFTER APPOINTMENT)

Subject: Quick favour? Share your experience

Hi [First Name],

It was a pleasure working with you on [brief description of service]. We'd really appreciate it if you could share your experience with others.

Your words go a long way in helping local customers trust us.

 [Leave a Google Review]

Thanks again,

— [Your Name]

CUSTOMER REVIEW REQUEST SCRIPT PACK

3. EMAIL SCRIPT – PERSONAL EMAIL FROM THE FOUNDER/MANAGER

Subject: I'd love your honest feedback

Hi [First Name],

As the founder of [Business Name], I personally read every review we receive.

If you had a positive experience, would you be willing to leave a short review? It means a lot to me and helps us grow through word-of-mouth.

👉 [Review Link]

Appreciate your time,

— [Your Name]

1. SMS/WHATSAPP SCRIPT

After a Positive Interaction

Hi [First Name]! Thanks again for choosing [Business Name]. Could you do us a quick favour and leave a short review? Here's the link: [Review Link] 🙏

2. SMS/WHATSAPP SCRIPT

Short & Direct

Hey [First Name], glad we could help! Mind leaving a quick Google review? It takes 30 seconds and helps others find us: [Link] — Thanks!

3. SMS/WHATSAPP SCRIPT

WhatsApp with Personal Touch

Hi [First Name], just checking in after your recent [order/service]. If everything was good, would you mind leaving a review? It would really help! [Review Link] 😊

CUSTOMER REVIEW REQUEST SCRIPT PACK

1. IN-PERSON REQUEST SCRIPTS

After a Great Experience

"Thanks so much! If you've got a minute, we'd really appreciate a quick review. It helps our small team a lot. Just search [Business Name] on Google or I can text you the link."

2. IN-PERSON REQUEST SCRIPTS

2. Service Provider to Customer (On-Site)

"If everything went well today, would you mind leaving us a quick Google review? We're trying to grow locally and your feedback really helps."

3. IN-PERSON REQUEST SCRIPTS

Point-of-Sale Prompt

"Thanks for coming in! If you loved it today, would you mind leaving us a Google review? There's a QR code right here on the counter—it only takes a sec!"

POST-REVIEW FOLLOW-UP (OPTIONAL)

Email or WhatsApp

Hi [First Name],

Thank you so much for your kind review! We really appreciate your support. If you know anyone else who might need [product/service], feel free to share our details. 🙌

— [Your Name]

REVIEW FUNNEL SETUP GUIDE

WHAT IS A REVIEW FUNNEL?

A Review Funnel is a structured, automated process that guides happy customers to leave reviews on public platforms like Google, Trustpilot, or Facebook—while giving unhappy customers a private way to share feedback. It boosts positive reviews and protects your reputation from negative ones.

STEP 1: CHOOSE YOUR PRIMARY REVIEW PLATFORM(S)

Decide where your reviews will have the biggest impact. For most local businesses, this means Google. For e-commerce, it might be Trustpilot or product-specific platforms. Stick to 1–2 to avoid overwhelming customers.

STEP 2: CREATE A DEDICATED REVIEW LANDING PAGE

Build a simple landing page with two buttons: one that links directly to your public review platform, and one that allows users to leave private feedback (via form or email) if they had a less-than-great experience.

STEP 3: ADD REVIEW LINKS EVERYWHERE

Embed review links in email footers, post-purchase confirmations, WhatsApp messages, and QR codes at your location. Make it ridiculously easy to find and click.

STEP 4: USE AUTOMATION TO TRIGGER REQUESTS

Set up automatic email or SMS review requests 24–72 hours after purchase or service delivery. Use tools like Mailchimp, HubSpot, or WhatsApp Business API.

STEP 5: MONITOR, RESPOND, AND IMPROVE

Always respond to reviews—both positive and negative. Thank your fans, and try to resolve any issues offline with unhappy customers.

REVIEW FUNNEL SETUP GUIDE

BONUS TIPS

- Shorten long URLs using tools like Bitly.
- Add a QR code to your review page on receipts or packaging.
- Train your staff to ask for reviews confidently.
- Use a CRM or spreadsheet to track review volume and feedback trends.

REFERRAL PROGRAM PLANNING TEMPLATE

REFERRAL PROGRAM NAME	Spring Referral Boost	VIP Client Referral	
REFERRAL INCENTIVE (FOR REFERRER)	10% Off Next Order	\$25 Account Credit	
INCENTIVE (FOR REFEREE/NEW CUSTOMER)	Free Shipping	\$25 Discount	
ELIGIBLE PRODUCTS/SERVICES	All Products	Premium Services Only	
REFERRAL METHOD (EMAIL, LINK, QR, ETC.)	Referral Link	Personal Email or Business Card	
TRACKING METHOD (CRM, SPREADSHEET, ETC.)	CRM Integration	Manual Tracking	
REFERRAL CODE/LINK	REFSPRING10	VIP2025	
TERMS & CONDITIONS SUMMARY	Applies to first order only.	Referrer must be an existing VIP member.	
STATUS (PLANNED/ACTIVE/PAUSED)	Planned	Active	
OWNER/MANAGER	Marketing Team	CX Manager	
START DATE	2025-08-01	2025-07-01	
END DATE	2025-09-30	2025-12-31	
NOTES	Promote via email and Instagram	Include in onboarding pack	

CUSTOMER TESTIMONIAL COLLECTION TEMPLATE

WHY TESTIMONIALS MATTER

Customer testimonials build trust, increase conversion, and provide social proof that your product or service delivers results. This template helps you collect strong, specific, and persuasive testimonials.

TESTIMONIAL REQUEST EMAIL TEMPLATE

Subject: Could You Share Your Experience?

Hi [First Name],

We loved working with you and would be grateful if you could share a few words about your experience. Your feedback helps others understand what it's like to work with us.

Here are a few quick prompts to make it easy:

- What problem were you trying to solve?
- How did our product/service help?
- What results did you see?
- Would you recommend us to others?

Feel free to respond by email or record a short video testimonial. Thank you!

Best,
[Your Name]

CUSTOMER TESTIMONIAL COLLECTION TEMPLATE

TESTIMONIAL QUESTIONS

Use these questions in a form, interview, or guided video testimonial:

- What were you struggling with before working with us?
- What made you choose us over other options?
- How has your experience been so far?
- What specific benefits have you seen?
- Would you recommend us to a friend or colleague? Why?

CONSENT STATEMENT

- I give permission for [Business Name] to use my testimonial in marketing materials, including the website, social media, and print.
- You may include my name and company (optional).

TIPS FOR STRONG TESTIMONIALS

- Keep it specific—vague praise is less persuasive.
- Mention the challenge, the solution, and the result.
- Use direct quotes that sound natural.
- Video testimonials perform best on landing pages and social media.
- Always ask for permission before publishing.

REVIEW RESPONSE TEMPLATES

RESPONDING TO POSITIVE REVIEWS

Short & Friendly:

Hi [First Name],

Thanks so much for your kind words! We're thrilled you had a great experience and truly appreciate your support.

— [Your Name / Team Name]

Personal & Warm:

Hi [First Name],

We're so happy to hear that you enjoyed [mention service/product]! It means a lot to us that you took the time to leave a review. If you ever need anything else, we're just a call/message away.

Warm regards,
[Your Name]

Encouraging Return Visit:

Hi [First Name],

Thanks for your lovely review! We'd love to welcome you back again soon. Keep an eye out for upcoming offers and new updates!

Cheers,
[Your Team]

REVIEW RESPONSE TEMPLATES

RESPONDING TO NEGATIVE REVIEWS

Acknowledging & Investigating:

Hi [First Name],

We're sorry to hear about your experience. This is definitely not the level of service we aim to provide. We'd appreciate the opportunity to investigate further—could you please contact us at [email/contact info]?

Thanks for your feedback,
[Your Name]

Empathetic & Action-Focused:

Hi [First Name],

We completely understand your frustration and appreciate you bringing this to our attention. We're taking steps to address the issue and would love a chance to make it right. Please reach out to us so we can resolve this promptly.

Sincerely,
[Your Name]

Professional & Neutral:

Hi [First Name],

Thank you for your feedback. We're constantly working to improve and your comments are helpful. If you'd like to discuss your experience further, feel free to reach us at [contact info].

Best,
[Your Team]

REVIEW RESPONSE TEMPLATES

TIPS FOR EFFECTIVE RESPONSES

- Always respond within 24–48 hours
- Personalise your message (use their name or mention the product)
- Stay calm and professional, even with harsh criticism
- Show appreciation and a willingness to resolve issues
- Avoid copy-paste replies—rotate your templates for variety

REFERRAL MESSAGE SWIPE FILE

WHATSAPP / DIRECT MESSAGE TEMPLATES

Short & Casual:

Hey! Just wanted to share this awesome service I used—[Business Name]. Super professional and helpful. If you ever need [product/service], check them out! [Referral Link]

With Discount Offer:

Hi! I used [Business Name] recently and they were great. They're offering [X]% off if you join through my link: [Referral Link]. Definitely worth a try!

EMAIL TEMPLATES

Friendly Recommendation Email:

Subject: Thought You Might Like This

Hi [Friend's Name],

I recently worked with [Business Name] and had a fantastic experience. If you're ever looking for [product/service], I'd highly recommend them.

They're currently running a referral offer—[brief offer description]. Here's the link to check them out: [Referral Link]

Let me know if you give them a try!

Best,
[Your Name]

REFERRAL MESSAGE SWIPE FILE

EMAIL TEMPLATES

More Formal/Business Tone:

Subject: Recommendation – [Business Name]

Hi [Name],

I wanted to recommend a company I've worked with recently: [Business Name]. Their [product/service] was excellent and very professional.

Here's a link with a special referral offer if you'd like to check them out: [Referral Link]

Happy to connect you if needed.

Best regards,
[Your Name]

SOCIAL MEDIA CAPTIONS

Instagram/Facebook Post:

Just had a great experience with [Business Name]! Highly recommend them if you need [service/product]. You can even get a discount using this link: [Referral Link] #referral #recommendation

LinkedIn Post:

Shoutout to [Business Name] for delivering exceptional service! If you're looking for [problem they solve], check them out. Here's a referral link with a bonus: [Referral Link]

REFERRAL MESSAGE SWIPE FILE

TIPS FOR SHARING REFERRALS

- Make it easy: provide your customers with ready-made messages
- Add their name to personalise messages
- Encourage them to use email, WhatsApp, or socials depending on their audience
- Include a referral incentive for both the sender and recipient when possible

YOURCXC |

**FIX THE EXPERIENCE.
GROW THE REVENUE.**

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