



# CUSTOMER REVIEW REQUEST TEMPLATES

## Email Templates

### Same-Day “Thank-You + Quick Favor”

Subject: Thanks for choosing [Company] – one quick favor?

Hi [FirstName],

It was a pleasure installing your new [Upgrade] today. If everything’s running smoothly, could you spare 60seconds to leave us a Google review?

[Google Review Link]

Your feedback helps neighbors find a contractor they can trust and supports energy-saving programs like ours.

Thanks again for welcoming us into your home!

Warm regards,

[Name]

[Company] | [Phone] | [Email]

### Two-Week Check-In & Review Ask

Subject: Two-week check-up on your [Upgrade]

Hello [FirstName],

We hope you’ve noticed [Benefits] already. If all’s well, could you share your experience on Google?

Google: [GoogleReviewLink]

Every review helps more homeowners choose efficient upgrades – and keeps our technicians busy doing what they love.

Appreciate your support!

Sincerely,

[Name] | [Company]



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## SMS Templates

### Immediate Ask (send when tech leaves)

Hi [FirstName]! It's [Name] from [Company]. If you're happy with the install, tap to leave us a ★★★★★ Google review: [ShortURL]  
Thanks!

### 48-Hour Reminder

Hi [FirstName] – [Company] here. Any questions about your new [Upgrade]? If it's working great, a quick review helps others choose efficient upgrades: [ShortURL]

## Response Templates

### 5-Star Review

"Thanks so much, [First Name]! We're thrilled your new [Upgrade] is already making a difference. I'll pass your kind words to [Name]. If you have any questions down the road, call us at [Phone].

### 4-Star (minor issue)

"Appreciate the feedback, [First Name]. Glad the install went smoothly and sorry about the [Minor Issue]. If anything comes up, reach us anytime at [Phone]. – [Rep Name]

### 3-Star or Less

"Hi [First Name] – I'm [Name]. I'm sorry your experience fell short. I'd like to learn more and make it right. Could you call or text me at [Direct Phone]? Thank you for bringing this to my attention.

#### Do:

- Respond to every review
- Sign with a real name
- Move complex issues offline
- Edit a response if facts change

#### Don't:

- Copy-paste the same reply
- Blame the customer
- Debate in public
- Delete negative reviews

## Quick Personalization Tips

- Use the homeowner's first name for warmth.
- Reference the exact service ("heat pump water heater install") to jog memory.
- One clear call-to-action — just the review link (extra links reduce clicks).
- Shortened URLs (bit.ly or Google's short link) look clean and track clicks.
- Send from a monitored address/number so replies don't disappear.

### **Compliance & Courtesy (add to text messages if needed)**

"If you prefer not to receive follow-up messages, just reply STOP."

## Questions?

Send us a note at [info@comfortreadyhome.com](mailto:info@comfortreadyhome.com) and we'll be happy to help!