

# GREAT LEGAL MARKETING

## REPUTATION MANAGEMENT ([VIDEO INTRO](#))



No-one likes to upset their clients intentionally.

The trouble is that sometimes clients do get upset, and they like to let off steam.

They probably do this with their family and friends – but some people like to tell anyone who cares to listen about their bad experiences.

Clients who write reviews about your company can influence your prospects and existing clients. If they are positive review, they are a sort of testimonial. They help convince people to use you through the influence of “social proof”.

Conversely, negative reviews can put people off using you. People don't like to make the wrong decision and what other people have written or said about your firm will influence their decision to use you – or not.

### Reviews last forever online

As people can now influence hundreds or thousands of people by putting their reviews online on Google Places, Yell and Qype etc, it means that you should be monitoring your reviews consistently. You should have a strategy about what to do to proactively get more positive reviews – (See my Review Crusher Training) and what to do to remedy those negative reviews you get.

(Of course the best way to not get bad reviews is to have a Total Quality Service programme in place – you can start one of those yourself – check out this for some ideas).

 **Martin - Reading** - Nov 18, 2011  
★★★★★ **Dedicated to understanding their clients'** needed, flexible fees and ability to attract lawyers with City experience. Very thorough and excellent at explaining things in layman's terms. Would highly recommend.  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 **Vince** - Jun 16, 2011  
★★★☆☆ **Very dissatisfied with the present level** of service. The attitude is very lack lusture in terms of professionalism and I am left with no alternative other then to make a formal complaint regarding this law firm. I would not recommend use of Pitmans for any level of personal injury service at this stage. Pitmans are not and have not been acting in my best interests and seem committed only to an outcome that will be beneficial to themselves and not their client.

[Negative reviews on Google Places 1](#)

### When to Respond?

Some reviewers have it in for you and you can open up a can of worms by responding. But other times, a review has the wrong end of the stick, is confused or simply wrote a review in

the heat of the moment. (It helps if clients understand what they are getting when they buy services from you – check this out for ideas on that).

Times when you may want to respond.

- **When you genuinely made a mistake or didn't do what you said you would.** Everyone is human and sometimes things don't work out how they should. By engaging the review, admitting a mistake and putting thing right you can win back a client and other prospects will see how much you do care about your reputation and clients.
- **When someone is not stating the facts:** If someone has the wrong information or review you and miss-states the facts then step in and gently point this out. This could be something as simple as “they never returned my calls” which can easily be rebutted with “all clients receive calls when it is necessary. We pride ourselves on getting on with the work and letting clients know of any changes in circumstances by email and telephone. Where necessary we leave messages if the client does not answer their phone.”
- **When the review begins getting copycat reviews.** Fires can spread quickly and you need to put them out if they are negative. It can often take just a gentle intervention to prevent things escalating out of control. Put a wet tea towel over the initial flames rather than calling the fire brigade when the house is on fire.
- **The reviewer is just angry with life:** Not everyone has a positive attitude. Sometimes it's impossible to engage people in a positive way. Check out if the review is always angry and leaves negative reviews elsewhere. Serial negative reviewers may just be left alone. You should have more positive reviews to counteract them anyway.
- **When another client sees the review and agrees.** It's worth showing someone neutral, maybe another client you trust, the review. If they agree with it then you may have an unspoken problem with many other clients that the review has brought to the surface. Check your Total Quality Service strategy to prevent a problem become a disaster.

1 - 10 of 16

 **KJS1138** - Jul 15, 2011  
★★★★★ **I have bought and sold three properties** utilising Rowberry Morris' services and each time I have found them to be professional, helpful and efficient. I intend to use them again for future conveyancing requirements.  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 **Kate Maukonen** - May 20, 2011  
★★★★★ **Professional, experienced, thorough and** prompt to respond to any enquiries throughout conveyancing and related matters - my solicitor of choice every time.  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 **Peter & Rachel Mills** - Oct 29, 2010  
★★★★★ **Carolyn and Angela are first class.** I don't believe you could wish for two individuals that could be any more professional, friendly and helpful. They met every expectation and worked our house sale and purchase through to a speedy conclusion. I would recommend using Carolyn, Angela and Rowberry Morris for that matter, without hesitation. Thanks!  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

## How do you interact?

Bull in a china shop is not going to work. You need to become familiar with the problem (investigate it a little to find out why someone may have written the review) and then gently follow this procedure;

- **Two ears one mouth – so make sure you listen:** Find out what went wrong. Most people writing a review are focussed on what went wrong for them...not some systematic problem with your company. They had a problem and want you to know about it. They want you to know how they feel. It could be something that just sparked their anger that was trivial – but to them it was a big deal. So listen to their concerns. (Remember most people go to a doctor for an audience rather than because they are ill.
- **Be Open Minded:** Be honest and sincere. If you did mess up, apologise and if you didn't mess up, then be honest about what happened. Without pointing fingers.
- **Don't lose your cool:** Pointing out someone is wrong isn't going to win you any friends. Even if they are wrong, a reviewer has written down what they think. This means they have an entrenched position they believe to be true. They won't let go of it. You have to remain calm at all times to remain in control. Suggest that you thought things happened differently, (but you could be wrong). Let the other person come to their own conclusions (guided by your clever suggestions)
- **Use human language:** Don't speak like a corporate robot. Don't act like those "It's Corporate No-Name Policy" receptionists that wind people up no end. Don't try and be smarter than the client. The only way to be smarter is to get them to change their review or rewrite it. And you won't do this by being a clever so-and-so.
- **Promise you'll improve:** This will help you because people do complain for a reason. And one of those reasons is that they think you have done something wrong. If by complaining they have added something to your company – and helped you get better, then they will feel better about the whole experience. And in this way negative reviews will be a learning experience for you – rather than a dreaded "must do" task.

## FURTHER RESOURCES; ONLINE REVIEW VIDEO – [WATCH IT HERE](#)

[Review Crusher](#) – Your guide to getting positive reviews including online review software

[Claim your listing on Google Places](#) – video on basic claiming of your listing

[Let others say it for you](#) – video about testimonials and reviews and their importance

[Google Places Magic](#) - training to claim and optimise your Google Places listing

©2012 Boyd Butler [Boyd@GreatLegalMarketing.co.uk](mailto:Boyd@GreatLegalMarketing.co.uk)