

Requesting a review email templates

PMMs can already attest to the power of customer reviews, but how do you get over the awkwardness of asking for them?

This doc will go over a few tips on choosing the right people to contact, and will then provide a few simple email templates for you to copy and paste as you see fit!

Tips	Details
Create opportunities with conversation	<p>Asking for a review out of the blue most likely won't come back with great results. The best way to ask for a review is to begin a conversation first. Begin by asking questions about their experience with your product or service:</p> <ul style="list-style-type: none">• Did you manage to find everything you were looking for today?• Is this your first time using our service? What can we do better next time?• It's been [time period] since you brought our [product]. How have you been finding it?
Don't force it	<p>It's important not to ask for a review the first time someone gives you a positive comment. It's important to form a genuine customer-business relationship first, otherwise it'll seem like you care more about the review than their experience.</p> <p>Reviews will improve your reputation, but forming lasting relationships with your customers are just as valuable.</p>
Ask in response to praise	<p>It's key to only ask for the review once you get a signal that the customer is happy and likely to give you a positive review (i.e. if they've already given you feedback proactively, or if they've provided you with a good NPS score, or if their engagement/activity levels are particularly high)</p>

Templates

Template 1

Hey [name] ,

[Your name] here from [company name].

I wanted to reach out to thank you for taking the time to share your thoughts with us in a recent survey we sent.

As a reminder, here's what you said:

[Quote from person you're writing to]

It'd be much appreciated if you'd share your thoughts again in the form of a customer review.

Reviews are a great way for you to help more people to find the community and all the benefits that you enjoy.

Thanks and all the best,

Template 2

Hey everyone!

Positive feedback from wonderful customers like you help other [parents/workers/artists etc] feel confident about choosing [business name].

We'd be extremely grateful if you could please take a quick moment to share your customer experience.

Thanks in advance!

Template 3

Hey [name],

Did you know that [business name] review score has doubled since last year? We must be doing something right! And we want to carry on improving..

If you could please spare a few minutes today to provide your feedback,we'd love it if you went to [platform] and wrote a review.

Reviews help us to keep on providing the best experience of our products possible for you, and helps others understand how [business name] can make their life easier.

All the best,

Template 4

Hi [first name],

We have a quick favor to ask. Please could you head to [platform] and write a quick review?

Your comments help us keep up with your needs and help others like you to make confident decisions about [your topic].

Review or not, we still love you!

Hoping to see you back soon,
