Read the words.

The Review Audit for concierge & DPC practices

Read your last ten to twenty reviews the way a stranger does. Then fix the thing they mention most.

01 Pull the last ten to twenty.

From wherever strangers read them. Google, your listing, the neighborhood app.

Where we pulled them: _____ How many: _____

Our score, for the record: _____

If everybody is at 4.7, the stars can't help anyone choose. They can only rule out a risk.

02 Mark every surrogate.

Count each mention of something a stranger can judge.

The phone: _____ The wait: _____

The desk: _____ The callback: _____

The bill: _____ Parking: _____

One vivid complaint outweighs twenty pleasant nothings. It's the only sentence that told them something.

03 Find the one they see most.

The one mentioned most is the one prospects see most.

Mentioned most: _____

The sentence a stranger would remember: _____

People don't average reviews. They scan the text for the thing they're afraid of.

04 Fix it first. Then ask.

Fix that one. Then ask happy members to write about what got fixed.

The fix: _____ Who owns it: _____

Who asks, and when: _____

Ask when a member is grateful and specific. Never offer anything for a review.

05 Set the standard.

Every quarter, someone reads the newest reviews, not the score.
The surrogate mentioned most has a fix and an owner.
Happy members are asked in the moment, never paid and never scripted.

Stop managing the score. Start reading the words.

The surrogate we're fixing first: _____

Who reads the reviews: _____ Next read: _____