

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	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: • 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	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. Reviews will improve your reputation, but forming lasting relationships with your customers are just as valuable.
Ask in response to praise	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)

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,
