



The  
**enchantingLawyer**<sup>™</sup>

# Action Guide

**Kari Embree**

## **1. Evalaute**

Kari talks about how important it is to get customer reviews and pay attention to them. There are a number of review platforms for different business areas which can give companies vital feedback as well as extra opportunities to engage with customers.

### **How Does It Apply?**

Write down below what review platforms you have for your business. Now think about how you can improve on this and how you can use them to engage better with your customers.

## **2. Deal with bad reviews**

Kari explains how bad reviews can be useful for businesses. By listening to problems and downfalls, you can use this feedback to make changes, improve training and generally better your customer service and business. By trying to look at negative reviews as a way to move forward, you can improve your business and actually forge better relationships with disgruntled customers.

### **How Does It Apply?**

Write down below your current procedure for dealing with negative reviews or bad feedback. Is it enough? Not note down your ideas about how you can improve on this.

### **3. Devote your time to social**

Kari describes how businesses should be devoting staff and/or time to social media and reviews as they span across marketing, customer service and PR. Depending on the size of your business, you might want to dedicate a particular member of staff to 'social care', or at least a certain amount of time each day.

#### **How Does It Apply?**

Write down below how much time or people you are currently dedicating to 'social care'. Is it enough? What can you do to improve this?