

# Client Experience — Reviews

Cat Grooming Directory — Review Request Scripts & Timing Guide

catgroomingdirectory.com

## WHY REVIEWS MATTER

Google reviews are the #1 factor in local search ranking for groomers. More reviews = higher in search = more clients. Most happy clients will leave a review — they just need to be asked. These scripts make it easy.

## WHEN TO ASK

### Best Time to Ask for a Review

Ask at pickup while the client is seeing their cat looking great. Emotion is highest.

If you miss the in-person ask, send a text within 2 hours. Same-day is key.

Follow up with an email that evening. Include your direct Google review link.

Never ask more than twice. One in-person + one follow-up. That's it.

Don't ask after a difficult groom or if the client seemed unhappy.

## IN-PERSON SCRIPTS

### 1. The Quick Ask (at pickup)

*Say this when handing the cat back*

"[Cat's Name] did so great today! If you have a minute, it would mean a lot if you could leave us a quick Google review. It helps other cat owners find us. I can text you the link right now if that's easier."

### 2. The Compliment Redirect

*When a client gives you a verbal compliment*

"Thank you so much — that means a lot! If you wouldn't mind putting that in a Google review, it really helps other cat parents find us. Even a sentence or two makes a huge difference. Can I send you the link?"

### 3. The Repeat Client Ask

*For loyal clients you haven't asked yet*

"You've been coming to us for a while and we really appreciate your trust with [Cat's Name]. If you haven't had a chance to leave a Google review, we'd love one whenever you get a minute. No pressure — but it helps more than you'd think."

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## TEXT MESSAGE SCRIPTS

### 1. Same-Day Follow-Up Text

*Send within 2 hours of pickup*

Hi [Name]! Thank you for bringing [Cat's Name] in today. If you have a sec, we'd love a quick Google review — it helps other cat owners find us! Here's the link: [YOUR GOOGLE REVIEW LINK]. Thank you! — [Salon]

### 2. Short and Sweet Text

*Even simpler alternative*

Hi [Name]! [Cat's Name] looked amazing today. Would you mind leaving us a quick Google review? [LINK] Thank you! — [Salon]

## EMAIL SCRIPT

### 1. Follow-Up Review Request Email

*Send evening of the appointment*

**SUBJECT:** How Did [Cat's Name]'s Groom Go? — Hi [Name], Thank you for choosing [Salon] for [Cat's Name]'s groom today! If you have a moment, we'd really appreciate a quick Google review. It takes 30 seconds and helps other cat owners in [City] find quality grooming. Leave a review here: [YOUR GOOGLE REVIEW LINK]. Thank you — we love having you and [Cat's Name]! [Your Name] | [Salon]

## HOW TO GET YOUR GOOGLE REVIEW LINK

1. Search for your business name on Google
2. Click on your Google Business Profile
3. Click 'Ask for reviews' in your dashboard
4. Copy the short link Google gives you
5. Save it in your phone and use it in every script above

**Pro tip: Create a short URL with bit.ly. Print the QR code and tape it to your checkout counter.**

**Clients can scan while you process payment.**

### Responding to Reviews

Always respond to every review — positive and negative. It shows you care and helps SEO.

Positive: thank by name, mention their cat, invite them back.

Negative: stay calm, apologize, offer to make it right offline.

Never argue publicly. Move the conversation to phone or email.