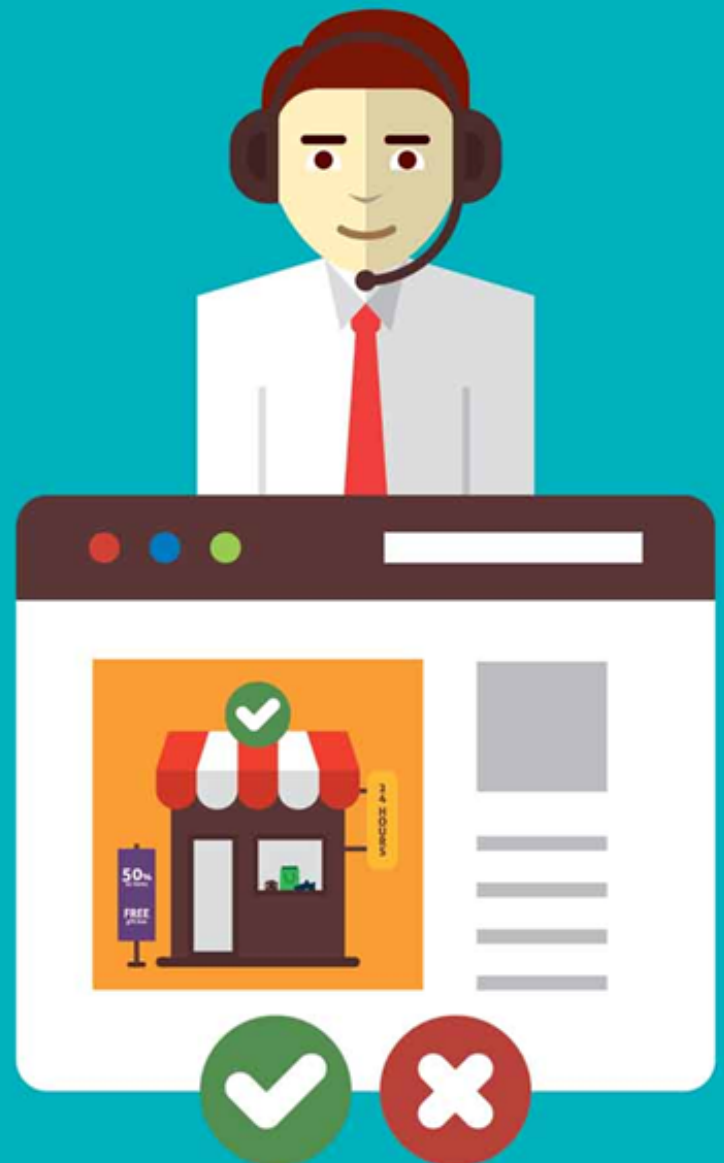
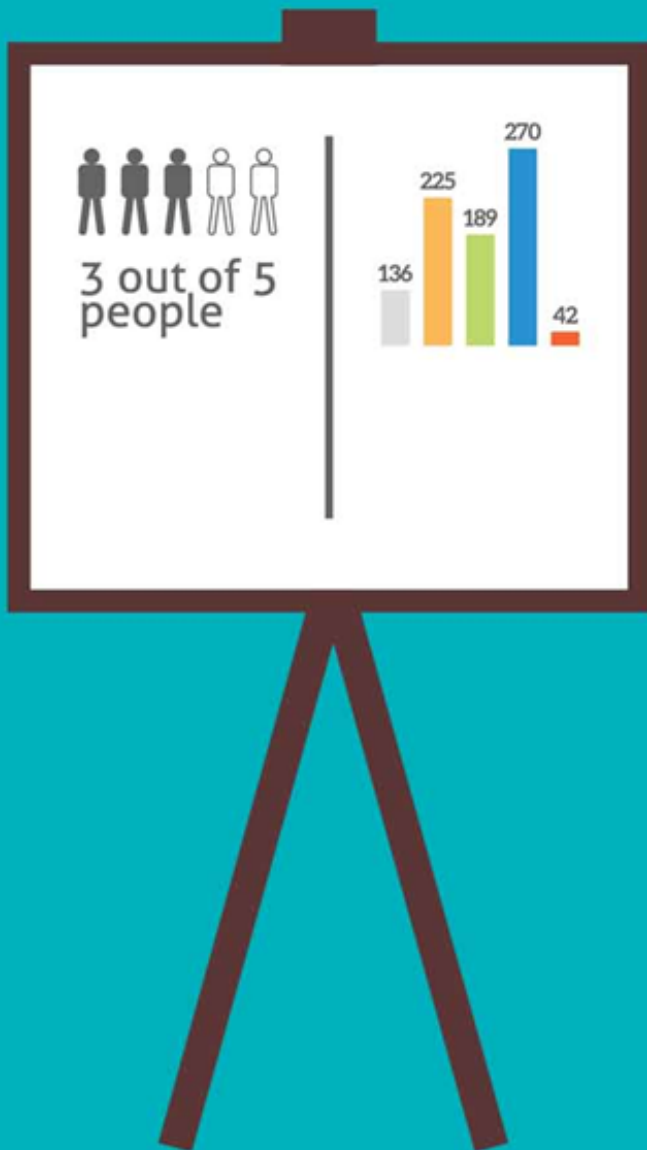


10 Reasons Online Customer Reviews Are **NECESSARY** For Your Agency



According to a recent survey by J.D. Power & Associates over 92% of internet users have used reviews to make a purchase sometime in the last 12 months. That's pretty much everyone.

Reviews matter.

People don't have time to waste shopping around or money to lose on a bad service or product. Using the collective experience of a group of people is a great way to speed up your shopping process and avoid getting burned. Why get a referral from one friend with one situation when you can compare the average reviews of 100 people who had 100 different experiences?

While online reviews have traditionally been more relevant for online products (Amazon) and high-volume services (restaurants, hotels, etc) they're quickly becoming integral for every company that does business with the public, including and especially insurance.

It's true, and yet so many insurance agents are totally passive about generating reviews from their clients. Ignoring your online reputation is irresponsible for your business.

We've put together a short list of 10 reasons online customer reviews are **NECESSARY** for your agency

Some Shoppers Will Only Call a Business With Reviews



To a consumer, a business with no reviews could either mean it is young and inexperienced, or that they don't have clients happy enough to leave reviews. Even if you fall into one of those categories, the goal is to get OUT of that category as soon as you can. Generating positive reviews is the fastest way to do that.

More Reviews Helps You Rank Higher on Google



It tells Google that your business is alive and well, and your customers are happy. Google's ultimate job is to connect consumers with the relevant services they're searching for. You know who never has reviews? Brand new agencies. Do you think Google wants to send their visitors to rookie insurance agents?

Reviews Make Your Agency Stand Out on Google.



Let's face it, there's a lot of insurance agents. A lot will come and go from the industry without ever getting reviews. An agency with a lot of good reviews definitely stands out amongst its competitors.

Reviews are The First Impression Your Agency Makes on Prospects.



Another recent study shows that about 81% of consumers research products and services online before they buy. That means a majority of people you talk to for the first time could have already been reading your reviews. How different do you think that conversation will be if they read great things about you?

Clients Who Leave Reviews Will Refer You More



Not all clients are the types of people who actively refer their friends and family anywhere, but once they've taken those positive internal thoughts they have about you and your agency and put them into words, it actually makes them more likely to internalize those feelings and more likely to refer you in the future.

Reviews Help You Rank Better on Non-Google Websites



Sites like Facebook, Yelp, and other search engines like Bing use algorithms similar to Google, where the more reviews you get and the better they are can lead to better placement on their pages. No matter where people find you online, you want them to have a great first impression.

Too Few Reviews is a Major Risk for Your Business



If you don't have a system in place to help you get reviews from your happy customers, one unhappy customer can make a really big dent on your business by leaving a terrible review. If you have lots of great reviews, one bad one gets lost in a sea of good ones. And even a bad review can be used for good (more on that later.)

Online Reviews Easy to Share on Social Media



Of course, you have to get your customer's permission, but anytime a customer will give you a great testimonial or review, it also doesn't hurt to see if they'll take a picture with you to share out to your clients, especially if you can tag them in it so all their friends and family see.

Even Bad Reviews Can Make You Look Good



A bad review is the perfect time to let your current and potential clients see you at your best. Never leave a negative review without a response. Be polite, offer to resolve the problem, and really bend over backwards to make that person happy. People who read reviews know how to spot a good business owner, and this is your chance to show them one.

Online Reviews Can Be Used To Boost Your Close Ratio



Give your potential clients more reason to trust you. If you send someone an online proposal, include client testimonials along with links to your different websites online where your reviews can be seen. If you have a lot of positive reviews ask your prospect to compare them to the other agencies they're getting quotes from. More often than not, your competition won't have any reviews and the prospect will draw their own negative conclusions.