

# HOW TO GET MORE FIVE STAR REVIEWS

FAST CASUAL SUMMIT 2017 - BRAIN EXCHANGE RECAP



## 1 Identify current review metrics

- total number of reviews per month
- positive/negative/neutral breakdown
- average number of reviews per restaurant per month

## 2 Identify asking opportunities

- at counter, in-restaurant signage, paper receipt
- text message, email, tablet, qr codes, web links

## 3 Establish review goals

- e.g. 40 reviews per store per month
- e.g. 4.2 star average rating for all restaurant locations

## 4 Build or buy review request landing pages

- [click here for example](#)

## 5 Launch small test with a few restaurants

- 2-3 month time frame

## 6 Roll out to all restaurant locations

- establish monthly competition between restaurants