Businesses Need Reviews

Reviews are a component that your business cannot go without. Online feedback helps more people find your business, gain credibility and loyalty and compel customers to buy from you. Here are the facts:

- 92% of consumers read online reviews.
- 88% trust reviews as much as personal recommendations.
- 72% of consumers trust a local business more if they read positive reviews about it.
- 10% did not take any notice of online reviews.

How do reviews help your business?

- **Reviews are by nature, consistent and fresh content.** Search engines like Google, look for recent content to make sure they are displaying results that are current and relevant. A steady stream of reviews that are written frequently, talk about your business which will aid your SEO efforts as well as show an accurate representation of your customer's experiences.
- **Consumers read reviews and trust the reviews they read.** Businesses gain credibility by using other's feedback. Readers looking for a particular product or service will do their research and know what to expect based off of reviews. When their expectations are upheld, a first-time customer becomes a repeat customer.
- **Reviews will also compel your customers to buy your product or service.** Since readers trust reviews as much as personal recommendations, they are confident when the reviews talk about a positive experience buying from your company. If hundreds of previous customers are all saying good things, then it must be true!

Since SureCritic's reviews are completely verified, the reviews shared can be trusted. Our customer data is received from a business's point-of-sale (POS) system so the reviews coming in are from actual customers. There is no need for us to remove real reviews for being suspicious.

Our customers also take advantage of ReScore™. With SureCritic's ReScore™, customers reading SureCritic reviews, get to see the whole concern resolution story, from the initial review to a final resolution. A customer submits a low score review, the business rectifies the situation, a ReScore™ is sent and the customer can explain how their previous issue has turned them into a repeat customer! To solidify with numbers, of all the customer's who have received a ReScore™, regardless of whether the customer took action on it or not, 42% return to purchase again.

With reviews, your business' customer loyalty will only grow.