Follow-up Email Requesting Customer Feedback and Review

[Note: When you first set up pages on review sites such as Yelp or Google+ Local, you’ll initially want to target clients whom you know had a positive experience with your firm and are likely to leave a good review, to set a positive trend for future borderline reviewers still on the fence. But later, be open to expanding your outreach to all of your clients. Some people will leave negative reviews – that is part of any industry, and a business page with only positive reviews is unrealistic. A page with a range of feedback increases credibility and will likely draw new curious clients in for a consultation.

Now that three months have passed, checking in can help prevent negative reviews. Ideally, the attorney or staff member who worked the most closely with the client should send this email.]

Subject line: Checking in - Share Your Thoughts

Greetings [Client],

A few months have passed since your case’s completion in [Month], and at [Name of Law Firm], we want to make sure you received the best services we could offer. We are invested in hearing our clients’ feedback, so we can improve upon our practice’s expertise. You can [e.g., phone us at 555-555-5555; email us at customerservice@lawfirm.com; reply to this email] to give your opinions about any of the following questions:

Did we meet your needs?

We want our clients to leave satisfied with the services they’ve received. Please let us know if we fulfilled your original requests that brought you to our office.

Do you have a specific complaint or praise?

If you’d like to discuss a specific issue you had with our services, or if there’s a member of our firm whom you wish to single out for praise or speak with personally, please let us know.

Have some suggestions for improvement?

We are always looking for your ideas and suggestions to improve our firm’s service, expertise and client support.

Want to leave a review for the public to see?

Tell the world your thoughts! Please leave a review for us on [select one or two: Yelp, Google+ Local, Avvo], at [URL/s for your business page/s], so we can continue to help others.

We will always be here to answer questions or give advice should you need someone to consult with for legal advice. Thank you for your feedback, and for providing us with an opportunity to take your thoughts on board and further improve our service.

Sincerely,

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