

HOW TO EFFECTIVELY MANAGE REVIEWS

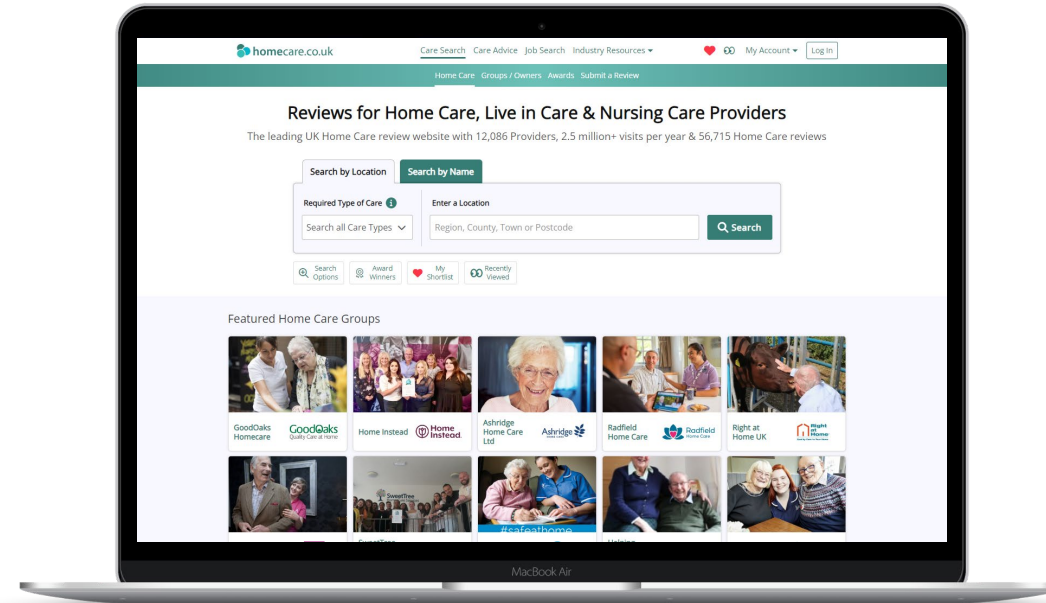
& BUILD TRUST IN
YOUR BUSINESS

Alex Jones

IN THIS WEBINAR...

1. Why **reviews are so important** to home care providers and care seekers
2. The **easiest** and most **effective** ways to generate reviews
3. Review generation - **best practice**
4. Navigating your way around your **Reviews Dashboard**

WEB TRAFFIC



Over 2.5 million visits a year

REVIEWS & ENQUIRIES

Number 1 home care review site with over 58,000 reviews

In the last 12 months...

Reviews Service

18,786 reviews submitted by service users & friends/family

8,425 responses from home care providers

Home Care Enquiries

74,419 phone calls

145,660 website referrals

28,097 emails, consultation bookings and brochure requests



REVIEWS

Staff	★ ★ ★ ★ ★
Care / Support	★ ★ ★ ★ ☆
Management	★ ★ ★ ★ ★
Treated with Dignity	★ ★ ★ ★ ☆
Value for Money	★ ★ ★ ☆ ☆

Review us
on homecare.co.uk
the leading home care review website



Please take a moment to leave a review for us on homecare.co.uk

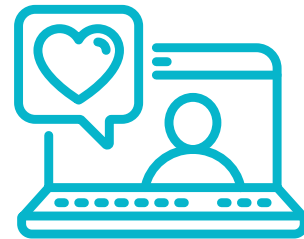
- We welcome home care provider clients or their family/friends to submit reviews to homecare.co.uk
- Staff or people with a professional connection to the care provider cannot submit reviews
- This is not a formal complaints procedure, for complaints contact the care provider or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to care providers
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on homecare.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on homecare.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@homecare.co.uk

WHY ARE REVIEWS SO IMPORTANT TO CARE SEEKERS?

Care seekers research...



Friends & family



Internet



Independent reviews

Review us

on homecare.co.uk
the leading home care review website



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WHY ARE REVIEWS SO IMPORTANT TO CARE SEEKERS?

Reviews build trust, displays confidence in your business and shows transparency

Review us

on homecare.co.uk
the leading home care review website



Please take a moment to leave a review for us on homecare.co.uk

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homecare.co.uk

Review from Jane H (Daughter of Client) published on 20 April 2023

Submitted via Website • Report

Overall Experience ★★★★★

Caring, professional and reliable. From the day they started looking after my dad, the wonderful management and care team have shown nothing but kindness and compassion towards Dad who has Alzheimer's and dementia. Going in every morning and evening to take care of his medical, care and social needs provides a layer of care that I can't do on a twice-daily basis and the care team have given our family comfort and peace of mind that Dad is safe and well.

They contact me immediately if they have any concerns, whether it's an issue with medication or if he refuses dinner and they take huge responsibility for their part in Dad's safety and wellbeing. It's a small enough team that Dad recognises them and accepts and welcomes them as part of his daily routine. I truly can't recommend them enough and I don't know where my family would be without them.

↳ Reply from John Young, Operations Director at Premier Care Services EG Ltd


Everyone that looks after your dad would like to say a big thank you for an amazing review. It is an absolute pleasure to look after such a wonderful man and to communicate with a very caring family.

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

WHY ARE REVIEWS SO IMPORTANT TO CARE PROVIDERS?

1. Reviews contribute to your review score & impacts visibility in local searches
2. Providers with more reviews receive more enquiries
3. Your review score contributes towards the homecare.co.uk Awards (31st May 2024)



<p>Home Instead (Bristol North) 33 Southmead Road, Westbury on Trym, Bristol BS10 5DW</p> <p>Group/Owner Home Instead</p>  <p>Rated 'Outstanding' by the CQC (February 2018). Home Instead (Bristol North) provides home care services to people throughout North Bristol and the surrounding areas. The organisation also received an '5 Star Employer' award in 2019 from WorkBuzz, following... Read more about Home Instead (Bristol North) ></p> <p>Care Provided Elderly Care • Dementia Home Care</p>	<p>TOP 20 AWARDS 2024</p> <p>103 reviews 10</p> <p><i>"Home Instead (Bristol North) provide my mother with excellent care throughout the care period. The care persons were very kind..."</i></p> <p>Save View Full Details</p>
<p>Anglo Support and Housing Ltd Castlemead, Lower Castle Street, Bristol BS1 3AG</p> <p>Group/Owner Anglo Support and Housing Ltd</p>  <p>Anglo Supported Living Services' flexible, highly skilled staff support you to reach your full potential and enjoy a fulfilling home life. Anglo Supported Living Services will support you to live as independently as possible while you are in the comfort... Read more about Anglo Support and Housing Ltd ></p> <p>Care Provided Live in Care • Elderly Care • Dementia Home Care</p>	<p>10 reviews 9.6</p> <p><i>"A wonderfully caring, respectful and professional team looked after my mother and she said herself that she couldn't have wished for better..."</i></p> <p>Save View Full Details</p>
<p>Bluebird Care Bristol 3b Osprey Court, Hawkfield Way, Hawkfield Business Park, Bristol BS14 0BB</p> <p>Group/Owner Bluebird Care</p>  <p>Bluebird Care Bristol is passionate about keeping their customers safe, secure and happy in their own homes. With exceptional attention to infection control measures, customers can rest assured they receive the best in protection and safety. Bluebird... Read more about Bluebird Care Bristol ></p> <p>Care Provided Live in Care • Elderly Care • Dementia Home Care</p>	<p>4 reviews 9.1</p> <p><i>"Bluebird Care Bristol has transformed our mother's life and, consequently, ours. Their carers are a high standard - they are obviously..."</i></p> <p>Save View Full Details</p>
<p>Nurseplus Care at home Bristol Link House, Britton Gardens, Kingswood, Bristol BS15 1TF</p> <p>Group/Owner Nurseplus Care at home</p>  <p>Nurseplus Care at home Bristol offers reliable and flexible home care services to people living in the local area. From companionship to more complex care, Nurseplus Care at home can put together a tailored support plan to suit your every need. Nurseplus... Read more about Nurseplus Care at home Bristol ></p> <p>Care Provided Live in Care • Nursing Care • Elderly Care • Dementia Home Care</p>	<p>2 reviews 8.4</p> <p><i>"Highly recommended. The team from Nurseplus Care at home (Bristol) went above and beyond to enable my 86-year-old mother to return home..."</i></p> <p>Save View Full Details</p>

CALCULATING REVIEW SCORES

The maximum Review Score is 10. This is made up of the Number of Positive Reviews in the last 24 months (5 points) and the Average Rating of Reviews in the last 24 months (5 points)



The maximum score of 10 is nice to have but be realistic, everyone's experience and expectation is different!

THE REVIEWS PROCESS



REVIEW RECEIVED

Reviews are submitted on Review Cards or online by clients/service users and their family and friends



VERIFICATION

Reviews Team checks the review is compliant with our Review Policy



COMPLIANT

Compliant reviews moved to Pending Publication. You are notified by email and the review is shown in your Control Panel



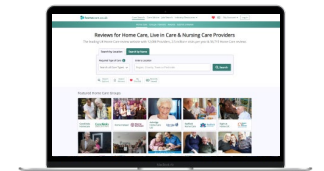
NON COMPLIANT

Incomplete/Non-compliant reviews are not published. You are notified by email and the review is shown in your Control Panel



PUBLISHED

The review will automatically be published after 7 days. Alternatively you can choose to publish Immediately with or without a response

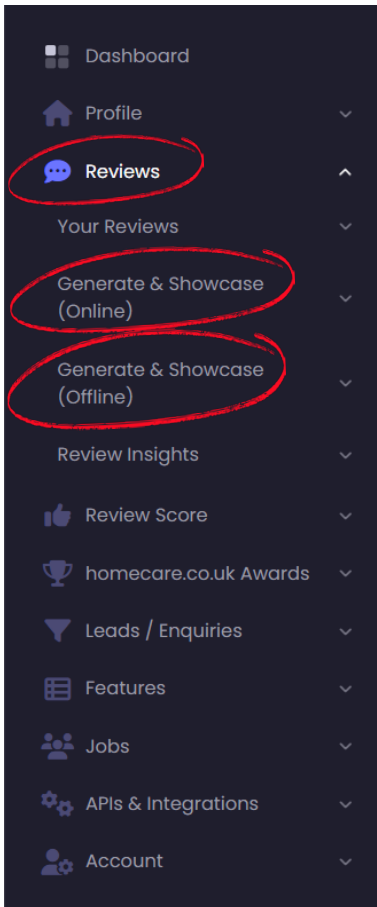


LIVE REVIEW

The Review is live on homecare.co.uk and shown in your Control Panel

REVIEWS

OVERVIEW



- Tools, tips & tricks to help you generate reviews
- Write responses to reviews
- Showcase your reviews at homecare.co.uk and your own website
- Check your review 'analytics'

Invite to Review via

@ f WhatsApp

Send Review Invites

Invite to Review via upload

Upload your email contacts to send a review request using our ready-made invitation

Upload Contacts

Review Cards

Hand out / display reviews cards in your clients to generate more reviews

Order Cards

Review Score Certificate

Showcase your latest Review Score

Download Certificate

REVIEWS DASHBOARD

- Dashboard
- Profile
- Reviews
- Your Reviews
- Generate & Showcase (Online)
- Generate & Showcase (Offline)
- Review Insights
- Review Score**
- homecare.co.uk Awards
- Leads / Enquiries
- Features
- Jobs
- APIs & Integrations
- Account

Invite to Review via

@ f WhatsApp

[Send Review Invites](#)

Invite to Review via upload

Upload your email contacts to send a review request using our ready-made invitation

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Review Cards

Hand out / display reviews cards in your clients to generate more reviews

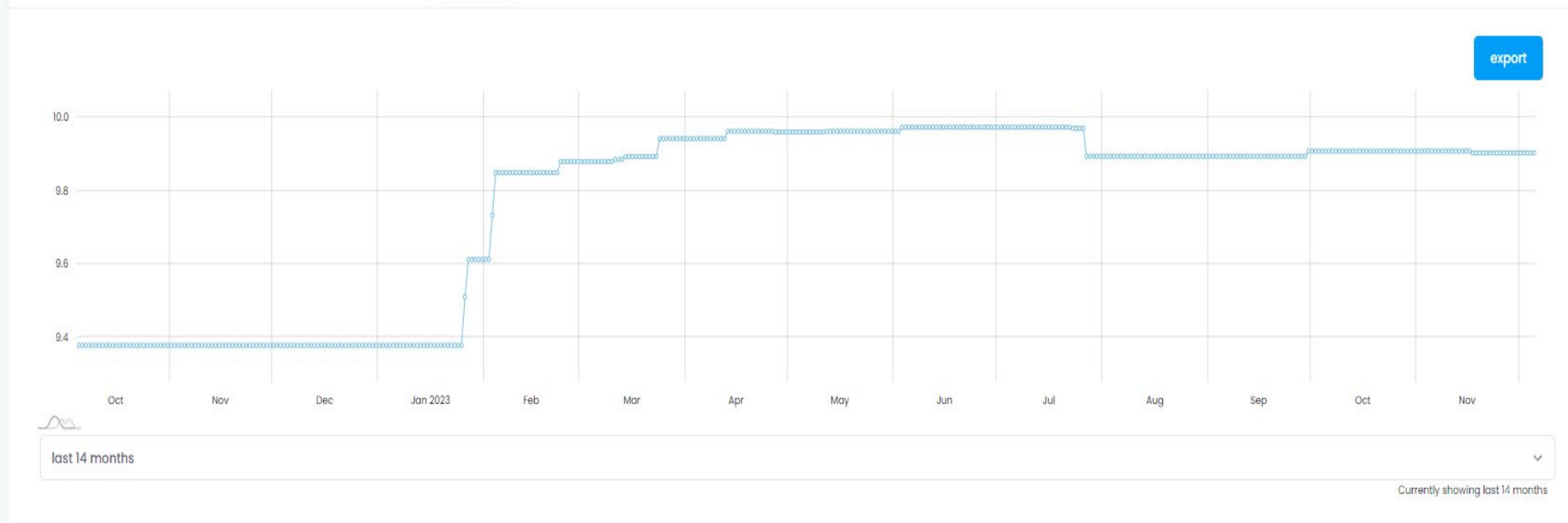
[Order Cards](#)

Review Score Certificate

Showcase your latest Review Score

[Download Certificate](#)

Review Score Analysis for Home Instead (Guildford & Woking) [Learn More](#)



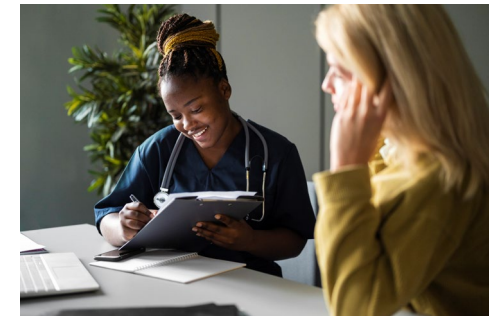
TOP 3 WAYS TO GENERATE REVIEWS



eCOMMS



DAY TO DAY VISITS

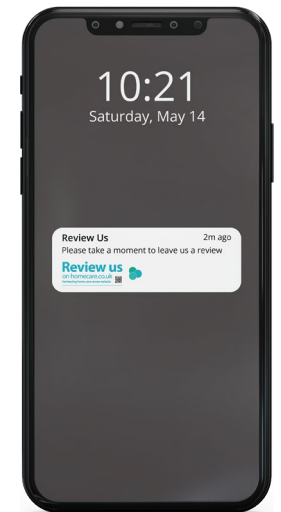
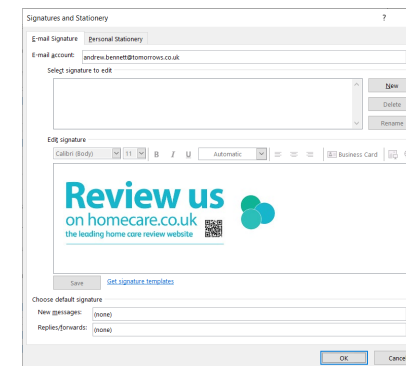


CARE REVIEWS

TOP 3 WAYS TO GENERATE REVIEWS

eCOMMS

Email Newsletter
Email Footer | Email Invitation



TOP 3 WAYS TO GENERATE REVIEWS

DAY TO DAY VISITS



Handheld Tablet | Review Cards | QR Codes

TOP 3 WAYS TO GENERATE REVIEWS

CARE REVIEWS



Handheld Tablet | Review Cards | QR Codes

BUT BE CAREFUL...

Top reasons reviews don't get published....

1. Review **could not be authenticated** – we must be able to contact the reviewer to verify
2. Must be from a **client/service user or a friend or a family member** – no staff members please
3. Incomplete review – the review must be **filled out completely** including comments section and contact details

DISPLAYING REVIEWS

ONLINE

Your Profile | Review Widget Search Result Pages

Home Instead (Bristol North)
33 Southmead Road, Westbury on Trym, Bristol BS10 5DW

Group/Owner Home Instead

Rated 'Outstanding' by the CQC (February 2018), Home Instead (Bristol North) provides home care services to people throughout North Bristol and the surrounding areas. The organisation also received an '5 Star Employer' award in 2019 from WorkBuzz, following...

Read more about Home Instead (Bristol North) >

Care Provided Elderly Care • Dementia Home Care

TOP 20 AWARDS 103 reviews **10**

"Home Instead (Bristol North) provide my mother with excellent care throughout the care period. The care persons were very kind..."

Save View Full Details

Anglo Support and Housing Ltd
Castlemead, Lower Castle Street, Bristol BS1 3AG

Group/Owner Anglo Support and Housing Ltd

Anglo Supported Living Services' flexible, highly skilled staff support you to reach your full potential and enjoy a fulfilling home life. Anglo Supported Living Services will support you to live as independently as possible while you are in the comfort...

Read more about Anglo Support and Housing Ltd >

Care Provided Live in Care • Elderly Care • Dementia Home Care

10 reviews **9.6**

"A wonderfully caring, respectful and professional team looked after my mother and she said herself that she couldn't have wished for better..."

Save View Full Details

Bluebird Care Bristol
3b Osprey Court, Hawkfield Way, Hawkfield Business Park, Bristol BS14 0BB

Group/Owner Bluebird Care

Bluebird Care Bristol is passionate about keeping their customers safe, secure and happy in their own homes. With exceptional attention to infection control measures, customers can rest assured they receive the best in protection and safety. Bluebird...

Read more about Bluebird Care Bristol >

Care Provided Live in Care • Elderly Care • Dementia Home Care

4 reviews **9.1**

"Bluebird Care Bristol has transformed our mother's life and, consequently, ours. Their carers are a high standard - they are obviously..."

Save View Full Details

Nurseplus Care at home Bristol
Link House, Britton Gardens, Kingswood, Bristol BS15 1TF

Group/Owner Nurseplus Care at home

Nurseplus Care at home Bristol offers reliable and flexible home care services to people living in the local area. From companionship to more complex care, Nurseplus Care at home can put together a tailored support plan to suit your every need. Nurseplus...

Read more about Nurseplus Care at home Bristol >

Care Provided Live in Care • Nursing Care • Elderly Care • Dementia Home Care

2 reviews **8.4**

"Highly recommended. The team from Nurseplus Care at home (Bristol) went above and beyond to enable my 86-year-old mother to return home..."

Save View Full Details

8.4 homecare.co.uk Review Score for OSJCT Oxlip House 2 reviews

★★★★★ 14 Sep 2023

Prior to my dad moving into Oxslip House, he had lived in his bungalow in Colchester for 40+ years....

Sian T (Daughter of Client)

★★★★★ 13 Sep 2023

My uncle moved here 4 years ago and the care and compassion he has received since he moved here is...

Susan P (Niece of Client)

Review from Jane H (Daughter of Client) published on 20 April 2023

Submitted via Website • Report

Overall Experience ★★★★★

Caring, professional and reliable. From the day they started looking after my dad, the wonderful management and care team have shown nothing but kindness and compassion towards Dad who has Alzheimer's and dementia. Going in every morning and evening to take care of his medical, care and social needs provides a layer of care that I can't do on a twice-daily basis and the care team have given our family comfort and peace of mind that Dad is safe and well.

They contact me immediately if they have any concerns, whether it's an issue with medication or if he refuses dinner and they take huge responsibility for their part in Dad's safety and wellbeing. It's a small enough team that Dad recognises them and accepts and welcomes them as part of his daily routine. I truly can't recommend them enough and I don't know where my family would be without them.

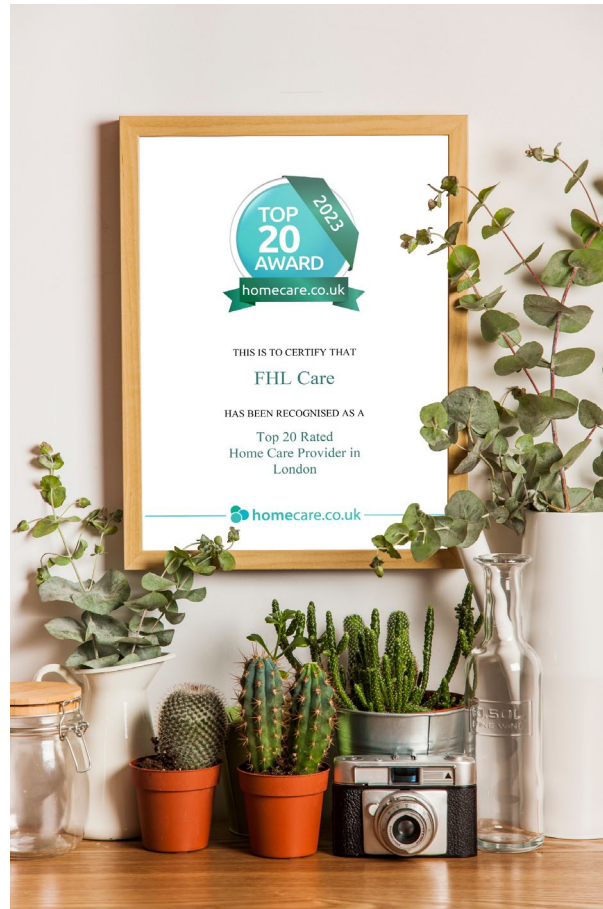
Reply from John Young, Operations Director at Premier Care Services EG Ltd

Everyone that looks after your dad would like to say a big thank you for an amazing review. It is an absolute pleasure to look after such a wonderful man and to communicate with a very caring family.

- Staff ★★★★★
- Care / Support ★★★★★
- Management ★★★★★
- Treated with Dignity ★★★★★
- Value for Money ★★★★★

DISPLAYING REVIEWS

OFFLINE



ID	Location	Date Published
1234155	1 Oak Home Care (Sudbury, CO10 0FD)	17 Oct 2023
<p>Many thanks for the assistance and help you have given to us over the last weeks. We were relieved to have this support from your management and professional carers at a time it was most needed after my husband was discharged from hospital. We welcomed the carers' reliable and timely visits and the attentive, pleasant and very cheerful manner they all brought to their duty of care. Their help and support meant my husband recovered sufficiently to enable him to undertake his own personal care within a few weeks. Thank you again, we appreciate the constant support you all give to enable clients to live confidently in their own home.</p> <p>Overall Experience: Excellent Staff: Excellent Care / Support: Excellent Management: Excellent Treated with Dignity: Excellent Value for Money: Excellent</p> <p>Submitted by: Linda R (Wife of Client/Service User) Review relates to September 2023. Submission Method: Website Submission</p>		
1199645	1 Oak Home Care (Sudbury, CO10 0FD)	28 Sep 2023
<p>My mum has been a client for about a month now and is so happy with the lady who comes each week, so much so, she has now increased her visit from once weekly to twice a week. As her daughter, I live away and the peace of mind these visits have given me, by seeing the difference in my mum, is priceless.</p> <p>Overall Experience: Excellent Staff: Excellent Care / Support: Excellent Management: Excellent Treated with Dignity: Excellent Value for Money: Excellent</p> <p>Submitted by: Moira S (Daughter of Client/Service User) Review relates to July 2023. Submission Method: Website Submission</p>		

RESPONDING TO REVIEWS

- Helps build relationships with reviewers
- Shows that you have taken onboard and value their feedback
- Creates a positive impression for care seekers who not only read reviews but like to see how the provider responds
- Always ensure that you make your response relevant, personal and most importantly it is not generic
- No one expects a home care provider to receive 100% positive feedback
- A negative review with a good response can lend more authenticity and credibility to your other reviews

Review from S S (Client) published on 9 February 2022

Submitted via Postal Card • Report

Overall Experience ★★★★★

My care experience is second to none. My carer is always on time and reliable. He is friendly, caring and treats me with respect and dignity. Thank you to my carer and the Paramount Options team.

↳ Reply from Loise Ngugi, Provider at Paramount Options Ltd

Thank you so much for the lovely feedback. We aim to do our best to improve people's health and wellbeing and we are glad we have been able to provide you with the best service you expects from us.

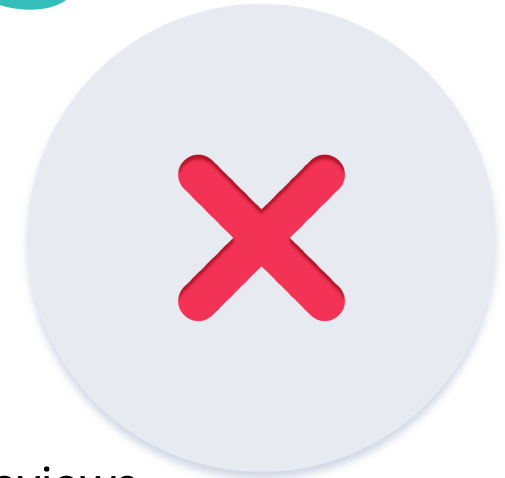
Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★



Support Centre
Help Available

NEGATIVE REVIEWS

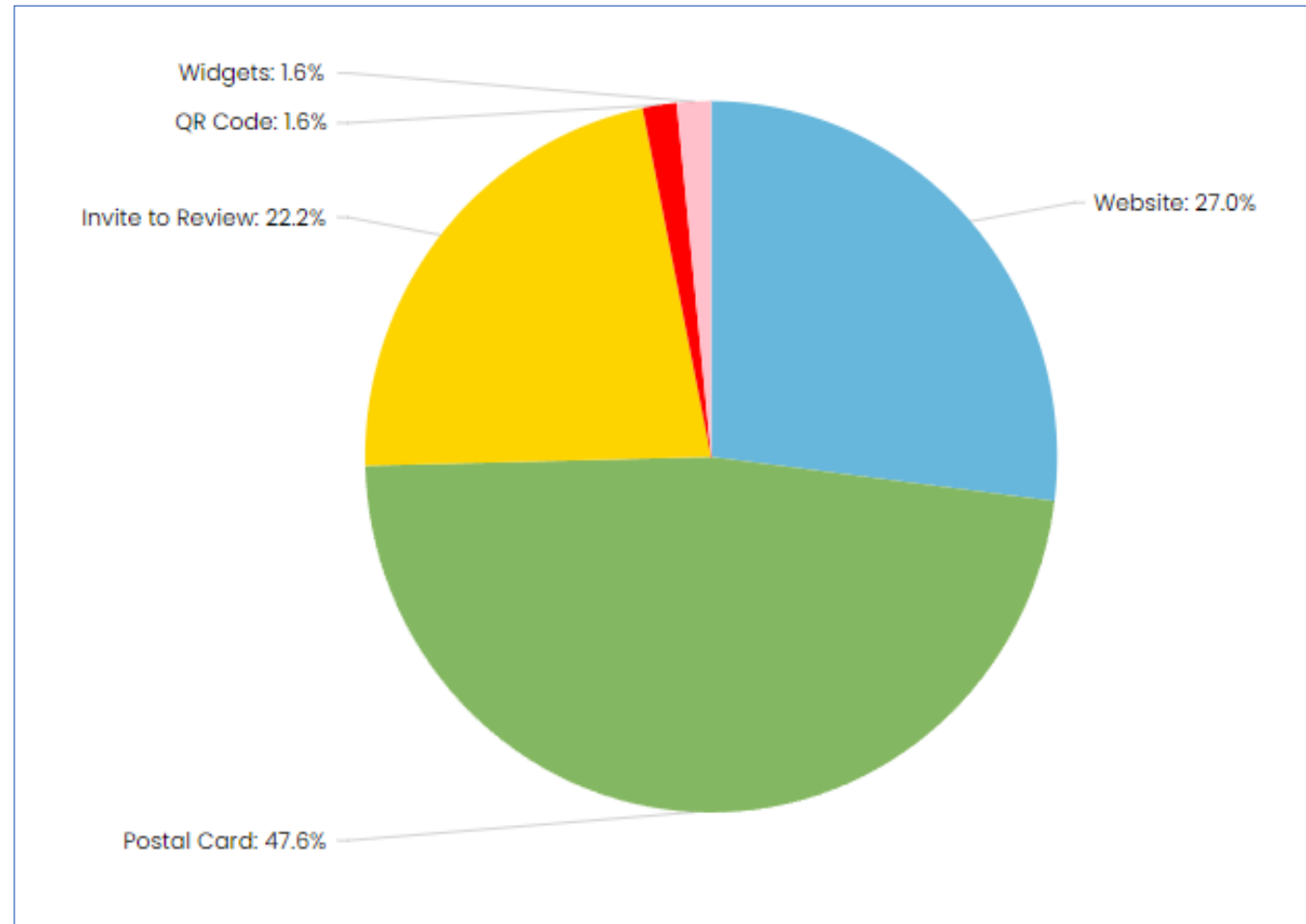
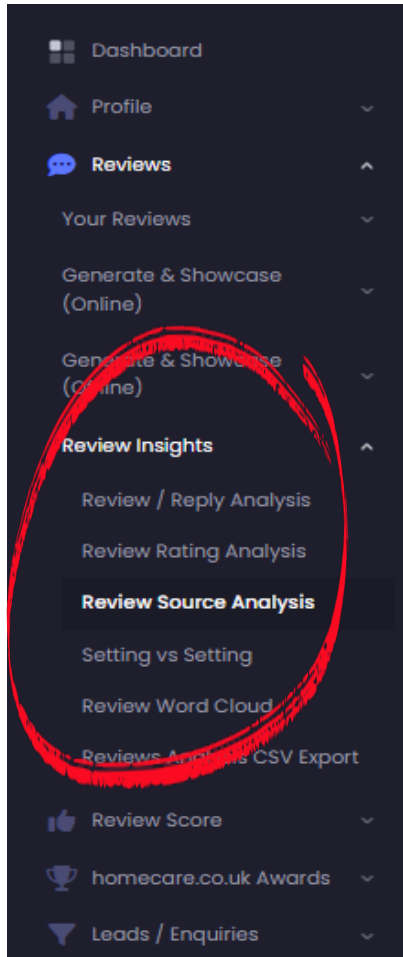
WHAT TO DO...



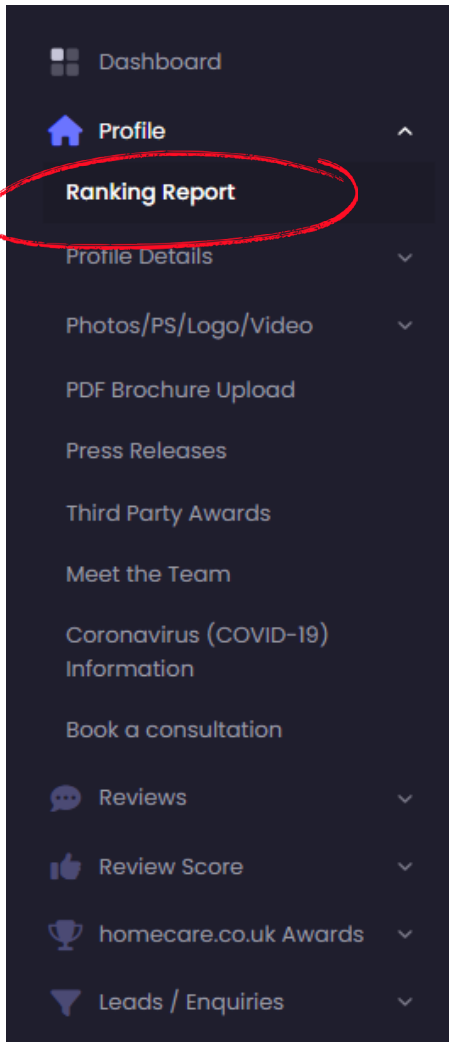
- Negative reviews can often add credibility to your review portfolio
 - We have a Review Compliance Team specifically to assist with negative reviews
 - Our support centre has lots of information to help you deal with a negative review
 - Don't delay in adding a response
-
- Utilise the many ways in which you can ask for reviews
 - Review Cards
 - Email
 - Invite to Review
 - WhatsApp & Facebook

REVIEWS

REPORTING



RANKING REPORT

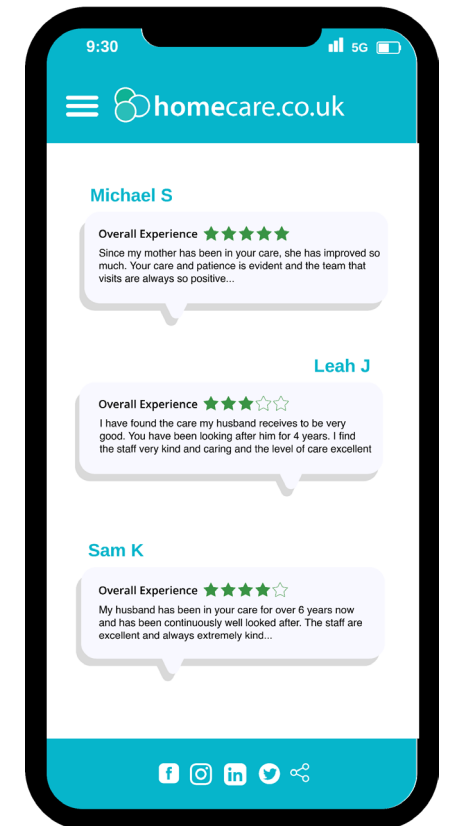


- Your visibility/ranking is impacted by two things – Review score & subscription level
- Ranking report shows you how you rank on each relevant search page based on your registered address
- Report shows how you would rank based on each subscription level
- Example below shows that as an Enhanced subscription with a review score of 9.822, MasterStaff Healthcare is 10th in Preston. If they stepped up to Platinum, they would be 3rd. Additionally if they stepped down to a Basic, they would be 36th

Setting	Current Review Score	Page Type	Page Location	Total No. of Profiles on Page	Current 'Default' Rank	'Default' Rank as Basic	'Default' Rank as Enhanced / Premium	'Default' Rank as Platinum
MasterStaff Healthcare Current Subscription Level: Enhanced Upgrade Info	9.822	Postal Town	Preston	54	10	36*	10	3
		Postcode Area	PR	88	14	57*	14	3
		District	Wyre Area	16	4	12*	4	2
		County	Lancashire	258	34	159*	34	12
		Region	North West England	1163	147	720*	147	52

SUMMARY

- Review generation is one of **THE** most **powerful tools**
- **Reviews** backup the information on your profile and inform care seeker decision making
- They **build trust, display confidence** and **show transparency**
- More reviews means care seekers spend **longer on your profile**
- More reviews means **better visibility** and **more care enquiries**
- **Regularly ask** for reviews. New reviews show an **ongoing commitment to customer service...** care seekers want to see **recent reviews!**
- Try to **respond to all reviews** (both positive and negative)... it shows you are **listening to service users** and are constantly looking for **ways to improve** your service



YOUR ACCOUNT MANAGER


- Log into your Control Panel to find your Account Manager
- Click on their image to find telephone number, email address and a 'Request a Call Back' button
- Your Account Manager is happy to provide a full walkthrough of how to use the Control Panel and can offer guidance on your profile.

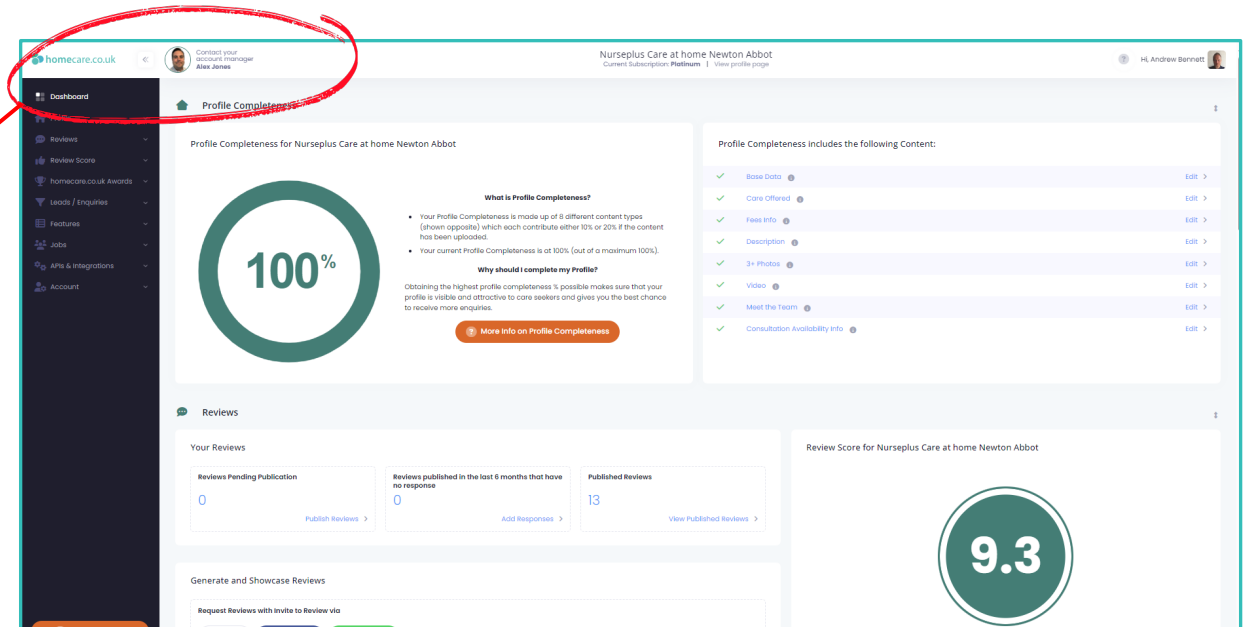
Your Account Manager

Alex Jones

Any questions, please contact your Account Manager, **Alex Jones**

alex.jones@tomorrows.co.uk
01488 644566 | [Request a Call Back](#)





The screenshot shows the 'Profile Completeness' page for 'Nurseplus Care at home Newton Abbot'. A red circle highlights the 'Contact your account manager Alex Jones' link in the top navigation bar. The main content area displays a '100%' profile completeness score. Below this, there are sections for 'What is Profile Completeness?', 'Why should I complete my Profile?', and a list of content items to be reviewed. The bottom right corner shows a 'Review Score' of 9.3.

Content Item	Status
Basic Data	Complete
Care Offered	Complete
Fees Info	Complete
Description	Complete
3+ Photos	Complete
Video	Complete
Meet the Team	Complete
Consultation Availability Info	Complete

Category	Count	Action
Reviews Pending Publication	0	Publish Reviews
Reviews published in the last 6 months that have no response	0	Add Responses
Published Reviews	13	View Published Reviews