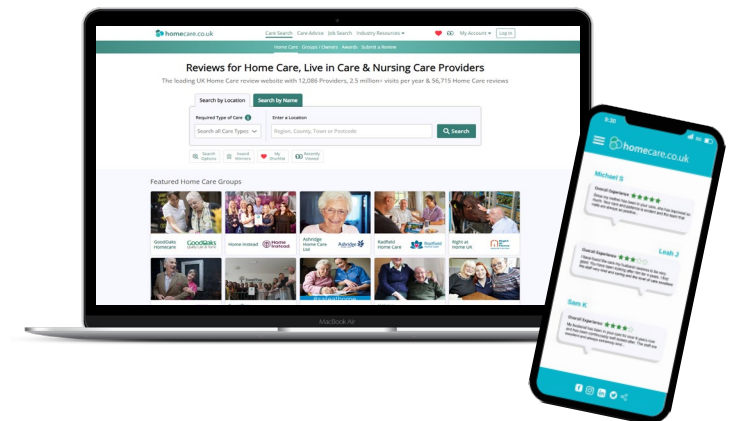




# HOW TO EFFECTIVELY MANAGE REVIEWS

# & BUILD TRUST IN YOUR BUSINESS

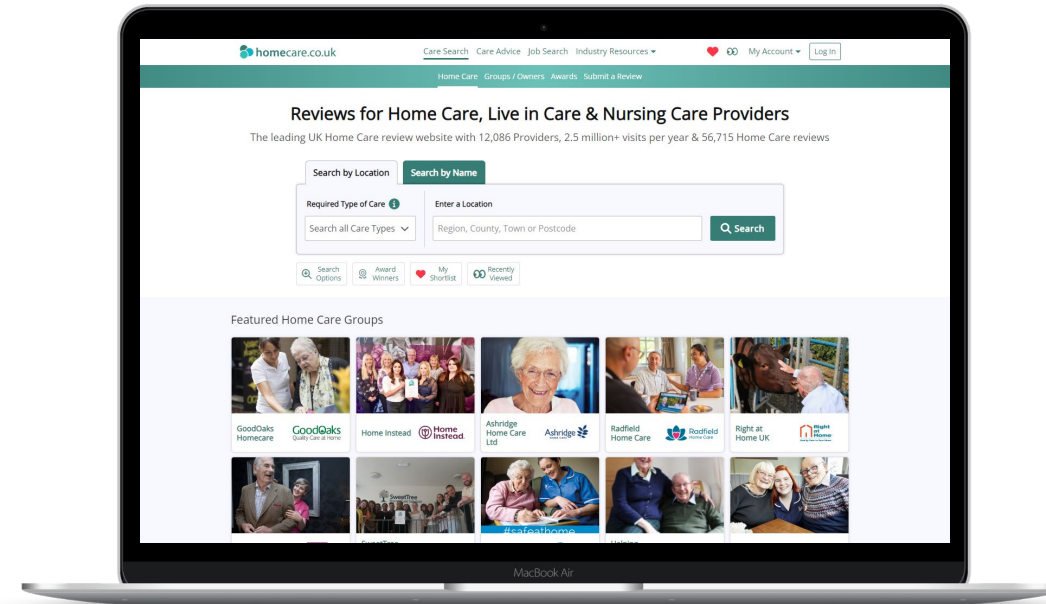
Alex Jones



# 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 3 Million visits a year**

# REVIEWS & ENQUIRIES

Number 1 home care review site with over 70,000 reviews

In the last 12 months...

## Reviews Service

16,734 reviews submitted by service users & friends/family

11,467 responses from home care providers

## Home Care Enquiries

74,000 phone calls

159,000 website referrals

21,000 emails, consultation bookings and brochure requests



**Review us**  
on [homecare.co.uk](https://homecare.co.uk)  
the leading home care review website



Please take a moment to leave a review for us on [homecare.co.uk](https://homecare.co.uk)

- We welcome home care provider clients or their family/friends to submit reviews to [homecare.co.uk](https://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](https://homecare.co.uk) and potentially other selected websites
- Our full Review Policy can be viewed on [homecare.co.uk/reviews](https://homecare.co.uk/reviews)
- For assistance, call 01488 684321 or email [reviews@homecare.co.uk](mailto:reviews@homecare.co.uk)

[homecare.co.uk](https://homecare.co.uk)

# WHY ARE REVIEWS SO IMPORTANT TO CARE SEEKERS?

Care seekers research...



**Friends & family**



**Internet**



**Independent reviews**

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 [homecare.co.uk](https://homecare.co.uk)

# REVIEWS

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

**Review us**  
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 [homecare.co.uk](https://homecare.co.uk)

# 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](https://homecare.co.uk)  
the leading home care review website



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[homecare.co.uk](https://homecare.co.uk)

Review from Jenny M (Daughter of Client) published on 2 October 2024

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

Being the first time we have needed care for my dad, we have been very happy with everything provided. The communication has been great, dealt with professionally between me and my brother. When medication was added, it was no problem.

All the teams have arrived on time and nothing too much trouble.

It really helps my dad with a good start to the day.

↳ Reply from Emily Jones, Registered Manager at Bluebird Care Stafford

Thank you so much for the positive review! We will continue to do our best to earn it. Please don't hesitate to reach out to us if there's anything additional we can do for you. All the best from Bluebird Care Stafford.

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

# WHY ARE REVIEWS SO IMPORTANT TO CARE PROVIDERS?

Reviews are the driving force of [homecare.co.uk](https://www.homecare.co.uk) and the best way for you to increase your visibility and chances of receiving care enquiries.

Reviews contribute to:

1. Review score & impacts visibility in local searches
2. Profiles with more reviews receive more care enquiries
3. Your review score contributes towards the [homecare.co.uk](https://www.homecare.co.uk) Awards



<p><b>Home Instead (Bristol North)</b> 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) &gt;</p> <p>Care Provided Elderly Care • Dementia Home Care</p> <p>4 reviews 10</p>	<p><b>Home Instead</b></p> <p><b>TOP 20 AWARD 2025</b> homecare.co.uk</p> <p>103 reviews <b>10</b></p> <p>"Home Instead (Bristol North) provide my mother with excellent care throughout the care period. The care persons were very kind..."</p> <p>Save View Full Details</p>
<p><b>Anglo Support and Housing Ltd</b> 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 &gt;</p> <p>Care Provided Live in Care • Elderly Care • Dementia Home Care</p> <p>10 reviews 9.6</p>	<p><b>ANGLO SUPPORT &amp; HOUSING LTD</b></p> <p>10 reviews <b>9.6</b></p> <p>"A wonderfully caring, respectful and professional team looked after my mother and she said herself that she couldn't have wished for better..."</p> <p>Save View Full Details</p>
<p><b>Bluebird Care Bristol</b> 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 &gt;</p> <p>Care Provided Live in Care • Elderly Care • Dementia Home Care</p> <p>12 reviews 3 9.1</p>	<p><b>Bluebird Care</b></p> <p>4 reviews <b>9.1</b></p> <p>"Bluebird Care Bristol has transformed our mother's life and, consequently, ours. Their carers are a high standard - they are obviously..."</p> <p>Save View Full Details</p>
<p><b>Nurseplus Care at home Bristol</b> 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 &gt;</p> <p>Care Provided Live in Care • Nursing Care • Elderly Care • Dementia Home Care</p> <p>3 reviews 1 8.4</p>	<p><b>Nurseplus Care at home</b></p> <p>2 reviews <b>8.4</b></p> <p>"Highly recommended. The team from Nurseplus Care at home (Bristol) went above and beyond to enable my 86-year-old mother to return home..."</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



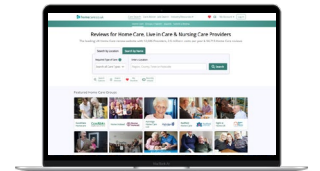
## NON COMPLIANT

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

# ACCEPTED REVIEWS



Clients / Service Users



Family or Friends of Clients / Service Users

# ACCEPTED REVIEWS



Reviews must be based on an experience of care within the last 12 months

# DECLINED REVIEWS



Members of staff and ex-members of staff (includes staff working within the wider organisation)



Reviewer received an incentive



Anyone with a professional connection to the care provider (e.g. doctor/nurse/therapist etc.)

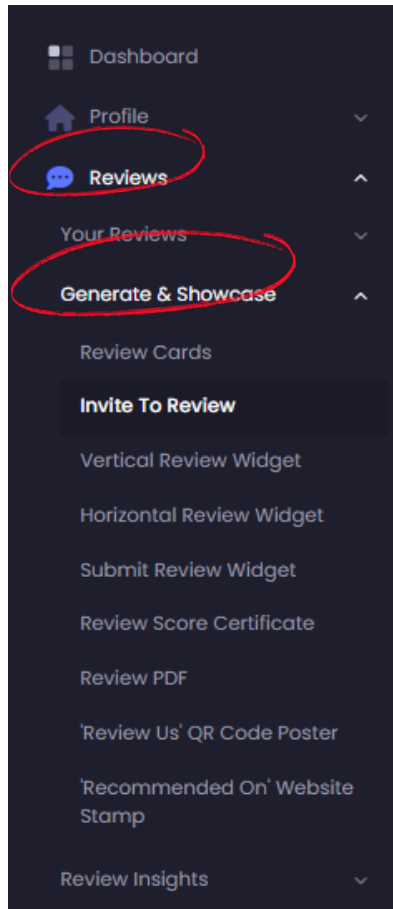


Potential service users and their family or friends



Reviews written on behalf of someone else

# REVIEWS GENERATION



- 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

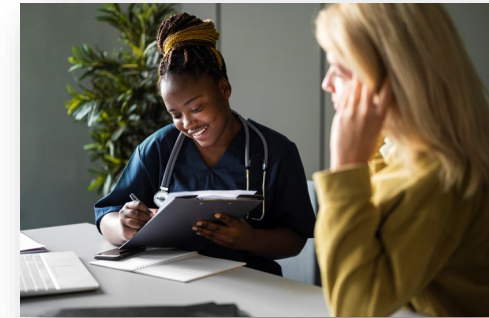
# TOP 3 WAYS TO GENERATE REVIEWS



**eCOMMS**



**DAY TO DAY VISITS**

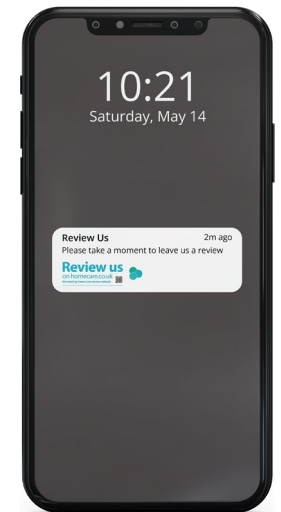
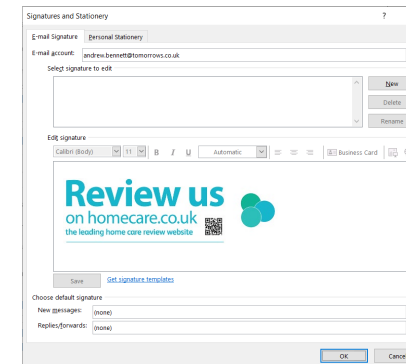


**CARE REVIEWS**

# TOP 3 WAYS TO GENERATE REVIEWS

eCOMMS

Email Newsletter  
Email Footer | Email Invitation





# TOP 3 WAYS TO GENERATE REVIEWS

## DAY TO DAY VISITS 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

**Home Instead**

103 reviews **10**

**TOP 20 AWARD 2025**

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

Save View Full Details

Care Provided: Elderly Care • Dementia Home Care

### Anglo Support and Housing Ltd

Castlemead, Lower Castle Street, Bristol BS1 3AG

**ANGLO SUPPORT & HOUSING LTD**

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

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

### Bluebird Care Bristol

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

**Bluebird 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

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

### Nurseplus Care at home Bristol

Link House, Britton Gardens, Kingswood, Bristol BS15 1TF

**Nurseplus Care at home**

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

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

### 9.8 homecare.co.uk Review Score for Bluebird Care Market Harborough & Oadby

26 reviews

★★★★★ 26 Nov 2024

All Bluebird Care carers are very caring, friendly and professional. They arrive on time and are...

W R (Wife of Client)

★★★★★ 26 Nov 2024

Bluebird Care has allowed our mother to remain in her own home and be supported with independent...

J M (Daughter of Client)

★★★★★ 26 Nov 2024

Professional, helpful, punctual and above all, the carer is kind. My husband, who has Parkinson's,...

Linda N (Wife of Client)

### Review of Right at Home (Hillingdon & Uxbridge) from Susan M (Daughter of Client) published on 28 November 2024

Submitted via Website • Report

**Overall Experience** ★★★★★

My mum received a wonderful service from RAH and I would recommend their service. The manager took a lot of time to understand and assess Mum's needs. She matched Mum with Carers which Mum really liked. The Carers demonstrated an understanding of dementia needs and showed kindness towards Mum. They took time to listen to her stories and ensured she took her medication and meals. I would recommend this service to families who have elderly relatives who need extra care.

**Reply from Mahi Shettiar, Managing Director at Right at Home (Hillingdon & Uxbridge)**

Thank you for your lovely feedback. We're thrilled to hear your mum received such thoughtful care from our team. It's great to know our Carers' understanding, kindness, and attention to her needs made a positive impact. Your recommendation means a lot to us - thank you for sharing your experience!

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

# DISPLAYING REVIEWS

## OFFLINE



ID	Location	Date Published
1449309	Caremark Harrow (Harrow, HA3 9QX)	15 Oct 2024
<p>She is very good and maintains a good time. She is caring for my wife very nicely.</p> <p><b>Overall Experience:</b> Good    <b>Staff:</b> Excellent    <b>Care / Support:</b> Good  <b>Management:</b> Excellent    <b>Treated with Dignity:</b> Good    <b>Value for Money:</b> Excellent</p> <p>Submitted by: I N (Husband of Client/Service User) Review relates to September 2024.                      Submission Method: Postal Card</p>		
1448843	Caremark Harrow (Harrow, HA3 9QX)	14 Oct 2024
<p>Very pleased with my carer and the care I receive. Would highly recommend Caremark Harrow for care services and friendly carers.</p> <p><b>Overall Experience:</b> Excellent    <b>Staff:</b> Excellent    <b>Care / Support:</b> Excellent  <b>Management:</b> Excellent    <b>Treated with Dignity:</b> Excellent    <b>Value for Money:</b> Excellent</p> <p>Submitted by: S A (Client / Service User) Review relates to September 2024.                      Submission Method: Postal Card</p>		
1448844	Caremark Harrow (Harrow, HA3 9QX)	14 Oct 2024
<p>My carer is the best. She listens to me. She helps us in everything.</p> <p><b>Overall Experience:</b> Excellent    <b>Staff:</b> Excellent    <b>Care / Support:</b> Excellent  <b>Management:</b> Excellent    <b>Treated with Dignity:</b> Excellent    <b>Value for Money:</b> Excellent</p> <p>Submitted by: J P (Client / Service User) Review relates to September 2024.                      Submission Method: Postal Card</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 Jenny M (Daughter of Client) published on 2 October 2024  
Submitted via Postal Card • Report

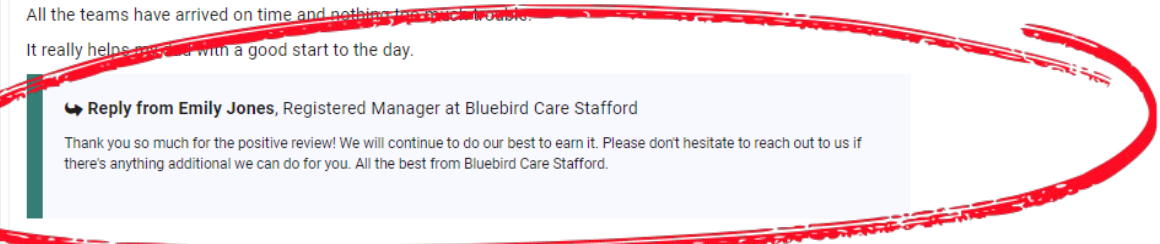
Overall Experience ★★★★★

Being the first time we have needed care for my dad, we have been very happy with everything provided. The communication has been great, dealt with professionally between me and my brother. When medication was added, it was no problem.

All the teams have arrived on time and nothing has been a problem.  
It really helps my dad with a good start to the day.

↳ Reply from Emily Jones, Registered Manager at Bluebird Care Stafford  
Thank you so much for the positive review! We will continue to do our best to earn it. Please don't hesitate to reach out to us if there's anything additional we can do for you. All the best from Bluebird Care Stafford.

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



# 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
  - Social Media

# REVIEWS DASHBOARD

- Dashboard
- Profile
- Reviews**
  - Your Reviews
  - Generate & Showcase
  - Review Insights**
    - Review Score Analysis**
    - Review / Reply Analysis
    - Review Rating Analysis
    - Review Source Analysis
    - Review Word Cloud
    - Reviews Analysis CSV Export
  - homecare.co.uk Awards
  - Leads / Enquiries
  - Features
  - Jobs
  - APIs & Integrations
  - Account

Invite to Review via

@ Facebook 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

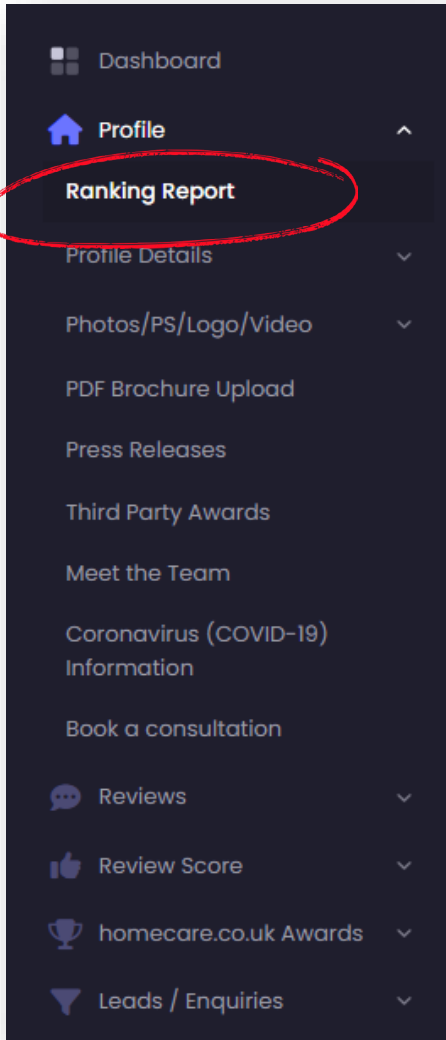
Showcase your latest Review Score


Download Certificate



# RANKING REPORT

- Your visibility/ranking is impacted by two things – Review score & subscription level
- The 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 9.8, MasterStaff Healthcare is 10<sup>th</sup> in Preston. If they stepped up to Platinum, they would be 3<sup>rd</sup>. Additionally if they stepped down to a Basic, they would be 36<sup>th</sup>

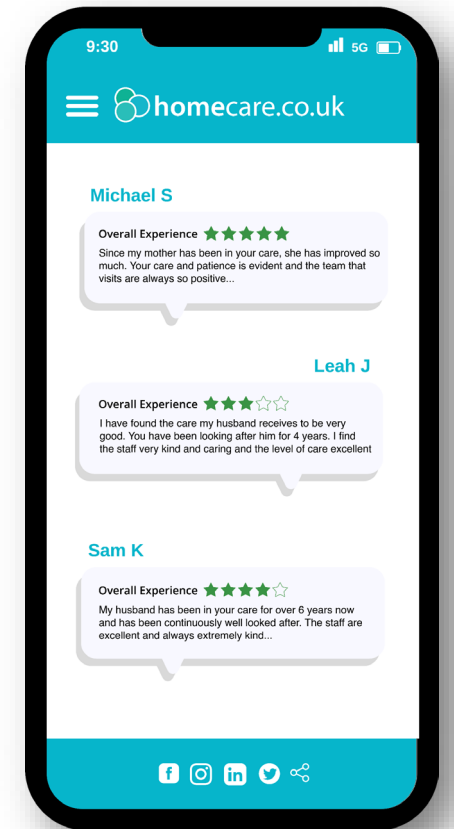


Setting	Current Review Score	Page Type	Page Location	Total No. of Profiles on Page	Current 'Default' Rank	'Default' Rank as Basic	'Default' Rank as Enhanced / Premium	'Default' Rank as Platinum
<b>MasterStaff Healthcare</b> Current Subscription Level: Enhanced <a href="#">Upgrade Info</a>	 9.822	Postal 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



# 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 best next steps.

The screenshot shows the homecare.co.uk account manager interface. A red circle highlights the 'Contact your account manager Alex Jones' button in the top navigation bar. The main dashboard displays a 'Reviews' section with a score of 8.7, 4 published reviews, and a bar chart showing 4 reviews in the last 12 months. A 'Profile Completeness' section shows an 80% score and a list of content items with their completion percentages. A callout box titled 'Your Account Manager' is overlaid on the right, displaying the name 'Alex Jones', a profile picture, contact information (alex.jones@tomorrows.co.uk, 01488 644566), and a 'Request a Call Back' button.

**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