

What is review management?

And how can you use online reviews to drive profits and efficiencies in your restaurant?

Review management is using customer feedback to identify trends and make improvements in your business. It's having business profiles on popular review sites like Yelp, Facebook, Google, and TripAdvisor, that you update, monitor, and respond to. It's an unlikely but extremely powerful tool.

Master review management in 5 steps

Make sure your business is equipped to manage reviews and identify trends by doing the following:

Step 1: Claim your business profiles on review sites

Have you [claimed your pages](#) on the following review sites? Write down your credentials somewhere easily accessible so you can quickly and easily log in to respond to reviews.

- Google Business Profile
- Yelp
- TripAdvisor
- Facebook

Step 2: Connect your profiles to your SpotOn Dashboard

Are all of your profiles connected to your SpotOn account? Make sure you're viewing all of your online feedback in one place to save time and get new review alerts.

If you're already a SpotOn client, simply log into your [SpotOn Dashboard](#), and choose Reviews from the main menu.

If you aren't yet using SpotOn, [click here](#) to talk to our restaurant technology experts and get a personalized demonstration.

Pro tip: be sure to enable notifications so you are notified when a new one comes in.

Step 3: Monitor and respond to reviews

How often do you plan to monitor and respond to reviews? Make sure you have a consistent cadence and dedicated person to respond to your reviews, and make sure they are trained to [respond to negative feedback appropriately](#).

As they come in Daily Once a week Once a month Never

Step 4: Track trends and make changes

Keep track of guest feedback—good and bad—while monitoring your reviews. If a menu item, staff member's name, or anything else about the guest experience shows up more than once, be sure to address it. If it's positive feedback, reward the staff who made it happen. If it's negative feedback, determine how to improve operations to eliminate the problem. Be on the lookout for feedback about:

- Quality of food & beverages
- Staff performance
- Atmosphere/ambiance
- Overall service (e.g. wait time, pricing, checkout)

Step 5: Download our full playbook and make the most of your reviews

See how simple it is to use online reviews to catch wind of operational issues at your restaurant—and fix them before they become a serious problem.

[Get my copy](#)