HR CONSULTANCY LAUNCH PROGRAMME · BUILD A REVIEWS ENGINE

Review request and reply kit

A review-request template built around asking right after you deliver a project, plus reply snippets that stay clear of confidential client detail.

01 The trigger

The best moment to ask is right after you deliver a project, while the goodwill is fresh. Build the ask into that moment rather than a "someday" pile.

Which delivery moments are your natural triggers (a handbook signed off, an investigation closed, a contract set delivered)?

Who sends the ask, and how soon after the work lands?

02 Request template

Keep it short and warm. Paste your Google review link where it says [link].

Your request wording

e.g. "Hi [name], glad we got your handbook sorted and in place. If you have a minute, a short Google review really helps a young consultancy like ours: [link]. No pressure at all, and thank you either way."

03 Confidentiality-safe replies

A public reply is visible to everyone, including your client's staff. Thank the reviewer without confirming or describing the HR matter you handled.

Your warm-thanks reply, kept general

e.g. "Thank you, [name]. It was a pleasure working with you, and I'm really glad we could help. Here whenever you need us."

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Your reply for a review that hints at a sensitive matter

e.g. “Thank you for the kind words. I won’t go into detail here out of respect for confidentiality, but I’m glad we reached a good outcome together.”

04 Stay honest

Are you only ever asking real clients, with nothing offered in return?

Does every drafted reply avoid naming the matter, the people or any confidential HR detail?

WE CAN DO THIS FOR YOU

Never buy, incentivise or fabricate a review. It breaches Google’s rules, and inventing testimonials for a trust-sensitive service destroys the trust the reviews are meant to build. Only ever ask real clients, with nothing offered in return, and never disclose confidential client HR detail in a public reply. **digitalroyalty.co.uk**

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