

Customer feedback form and review request messages

A one-page feedback form, then the text, email and follow-up messages that turn a happy customer into a public review. Ask everyone the same way, every time.

Customer _____ Who did the work _____
Job and date _____ Sent / returned on _____

How did we do?

Tick one box per line. Honest answers help us more than kind ones.

	POOR	FAIR	GOOD	EXCELLENT
Arriving when we said we would				
Explaining the work and the price before starting				
Quality of the finished work				
Leaving the site tidy				
Keeping you informed during the job				
The invoice matching what was agreed				

WHAT COULD WE HAVE DONE BETTER?

ANYTHING THAT STOOD OUT, GOOD OR BAD?

☐ Yes, you may use my comments publicly (first name and suburb only)

Name (optional) _____

☐ I would recommend you to a friend

Email or phone, if you want a reply _____

Feedback is read by the owner. We never pay for reviews, edit them, or publish only the good ones: that would be misleading under the Fair Trading Act 1986, and the Commerce Commission has fined businesses for it. Checked 9 October 2026.

Asking for the review

Send after the follow-up call, not on the day. One ask, one reminder, then stop.

Rules that keep it legal and effective: ask every customer, not only the happy ones. Never offer a discount, prize or gift for a review. Never write or edit a review for a customer, and never post reviews as staff. Do not hide negative reviews on your own site. Reply to every review, including the bad ones, within a few days. (Fair Trading Act 1986, misleading and deceptive conduct; Commerce Commission guidance on online reviews.)

TEXT MESSAGE · ONE TO TWO WEEKS AFTER THE JOB, AFTER THE FOLLOW-UP CALL

Subject: Text

Hi [first name], [your name] from [business]. Glad the [job] is working well. If you have two minutes, a short review here helps other [suburb] homeowners find us: [review link]. Thanks either way. [Your name]

EMAIL · SAME TIMING, IF YOU HAVE THEIR EMAIL

Subject: Two minutes to help the next customer find us?

Hi [first name],

Thanks for having us in to [one line on the job]. It was good to hear on the phone that everything is working as it should.

If you have two minutes, a review helps people in [area] decide who to call. You can leave one here: [review link]. Say whatever you genuinely think; honest reviews are the useful ones.

Thanks again,

[Your name]

[Business name] · [phone]

REMINDER · ONE WEEK LATER, ONCE ONLY

Subject: Quick nudge: a review for [business]?

Hi [first name],

No worries if you have not had a chance. If you would like to leave a review, the link is here: [review link]. After this I will leave it with you.

[Your name]

REPLY TO A NEGATIVE REVIEW · WITHIN TWO WORKING DAYS, PUBLIC

Subject: Public reply

Thank you for taking the time to tell us. We are sorry the [issue] was not sorted on the day. I have called you to arrange a visit to put it right, and I would like to make this good. [Your name], owner, [phone].

Where to send them

- ☐ Your Google Business Profile short link, plus at most one other platform your trade is found on
- ☐ A simple log of who was asked and when, so nobody is asked twice

Across 20,286 publicly posted reviews of NZ electricians, plumbers and painters, 53 to 64% of positive reviews already use referral language ("would recommend", "will use again"). Those customers are telling you they would review you. Most are never asked.