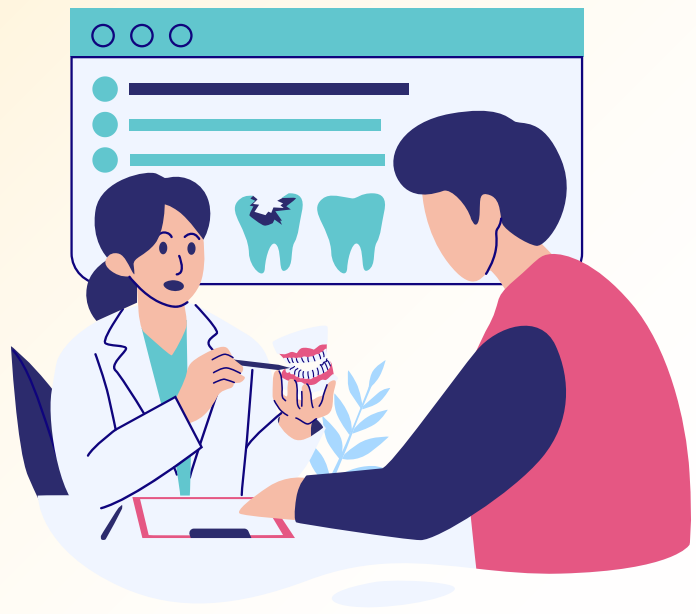


STAFF TRAINING GUIDE

HOW TO GET MORE 5-STAR REVIEWS



Staff Training Guide to **How to Get More 5- Star Reviews**

Your patients love great service—now let's turn that love into glowing reviews! ★ This guide will teach your staff when, how, and why to ask for reviews, making it effortless for patients to leave feedback.

Learn the best strategies, tools, and scripts to increase 5-star ratings, handle negative reviews professionally, and build a trusted online reputation.

Let's make your clinic the top-rated choice in town! 🚀

Read more >>



😊😊😊😊
★ ★ ★ ★ ★
**CUSTOMER
SATISFACTION**






Why Reviews Matter


01 **90%** of patients check Google reviews before choosing a dentist.



02 **More 5-star** reviews = More trust, more patients, and more revenue.

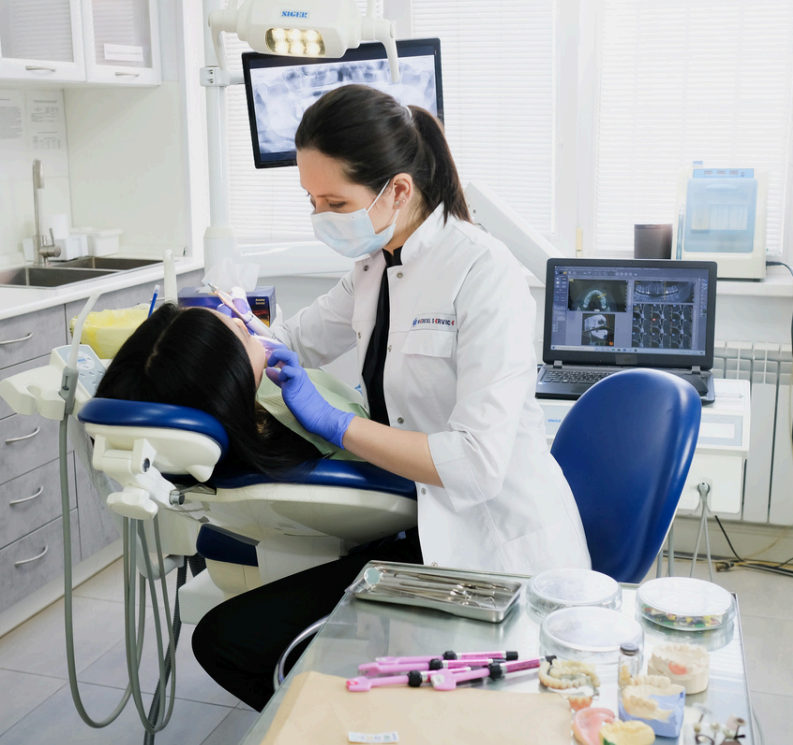


03 **A well-handled** negative review can turn a dissatisfied patient into a loyal one.



A female doctor with long brown hair, wearing a white lab coat over a light-colored top, is holding a clipboard and gesturing with her right hand. A teal vertical line is positioned to the left of the text. The background is a blurred office setting with bookshelves.

When & How to Ask for a **Review**



IDEAL MOMENTS TO ASK:

- ✓ **At Checkout:** When patients finish their visit and are happy.
- ✓ **After a Successful Treatment:** Especially for smile makeovers or pain relief.
- ✓ **During a Friendly Conversation:** If they compliment your service, ask for a review.



FRONT DESK STAFF:

"We're so happy you had a great experience! It would mean a lot if you shared your feedback on Google—it helps other patients find us. Here's a QR code to make it easy!"



DENTIST/DENTAL ASSISTANT:

"We love helping our patients smile! If you're happy with today's visit, would you mind leaving a quick Google review? It really helps us!"

WHATSAPP/SMS FOLLOW-UP (SAME DAY)

*"Hi [Patient's Name], we're glad you visited [Clinic Name] today! If you had a great experience, would you mind leaving us a quick review? It only takes 30 seconds!
[Insert QR Code or Google Review Link]"*

Tools to Make **Review Collection Easy**

✓ **QR CODE POSTERS**

Place in the reception area, treatment rooms & checkout.

✓ **WHATSAPP & SMS TEMPLATES**

Automate messages with a direct review link.

✓ **INCENTIVES (OPTIONAL)**

Offer a free dental tip sheet or small gift for leaving a review.

✓ **TEAM-BASED REWARDS**

If the clinic gets 25+ reviews in a month, all staff receive a shared bonus.



Steps to Create and Place a QR Code

1. Visit the Website – Go to [dentistdost.com](https://www.dentistdost.com).
2. Generate the QR Code – Use a QR code generator to create a code linking to the desired page (e.g., appointment booking, reviews, or homepage).
3. Update the Design in Canva – Open your existing QR code template in Canva, replace the old QR code with the newly generated one, and adjust the design if needed.
4. Download & Print – Save the updated design in high resolution (PDF or PNG) and print it out for clear visibility.
5. Place at the Front Desk – Paste the printed QR code at the reception/front desk where patients can easily scan it.

Handling Negative Reviews Professionally



Stay Calm & Respond Professionally

Example Reply:

*"Thank you for your feedback, **[Patient Name]**. We're sorry to hear about your experience. We would love to make things right. Please contact us at **[Phone/Email]** so we can address your concerns."*

WHAT NOT TO DO:



- ❌ Argue with the patient online
- ❌ Ignore bad reviews
- ❌ Delete negative reviews (this looks untrustworthy)

Here are the **top reasons** why patients give **bad ratings** and how you can **fix** them

PROBLEM:

SOLUTION:

1 Rude or Unfriendly Staff 😡
A single bad interaction can ruin a patient's experience.

- Train staff to greet every patient warmly and use their name.
- Teach them to stay calm and patient even with difficult patients.
- Regular feedback sessions with staff to improve customer service.

2 High Treatment Cost 💰
Patients feel they are being overcharged or not getting enough value.

- Clearly explain the cost breakdown before treatment.
- Offer multiple treatment options with different price ranges.
- Provide EMI or payment plans to make treatments affordable.

3 Poor Communication & Lack of Follow-Up 📞
Patients feel ignored when there's no proper follow-up after treatment.

- Automate reminders for follow-ups using [Dentist Dost](#).
- Send a thank-you message & post-treatment care tips via WhatsApp.
- Ask them how they're feeling after treatment & if they have any concerns.

PROBLEM:

SOLUTION:




Painful or Uncomfortable Treatment 🤨

Patients expect painless treatment & get scared if it hurts.

- Use pain-free techniques & explain the procedure beforehand.
- Offer comforting options like anesthesia, numbing gel, or calming music.
- Always ask about their comfort level during the procedure.



How to Prevent Negative Reviews?

-  **Train staff for better patient communication.**
-  **Ask satisfied patients for Google reviews to balance out any bad ones.**
-  **Respond to negative reviews professionally & offer solutions.**
-  **Use Dentist Dost to streamline appointments, reminders, and follow-ups.**

Weekly Review Check-in

1

Assign one staff member to check reviews every Monday.



2

Track progress:
How many reviews did we get this week?

3

Celebrate
positive feedback
in team meetings!





Action Plan for Staff

01 Mention reviews in every
friendly conversation with
patients



02 Use **QR codes** and **WhatsApp**
messages for easy review
collection



03 Reply to all reviews
(good or bad) within
24-48 hours



04 **Track weekly** reviews
and celebrate team
success



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