



CONTRACTOR REPUTATION PLAYBOOK

Standard Operating Procedures & Field Protocols to Eliminate 1-Star Reviews and Systematize 5-Star Praise Across the Trades

1. Executive Summary & Review Science

Comprehensive research analyzing thousands of Google Business Profile reviews across trade industries (plumbing, electrical, HVAC, roofing, garage doors) reveals a stark reality: **over 93% of negative customer reviews stem from administrative and operational friction** rather than technical workmanship errors. Standalone technical faults account for only **1.2%** of electrician complaints and **1.3%** of plumbing complaints. Conversely, positive 5-star reviews are driven primarily by **professionalism (54%)**, **quality execution (49%)**, and taking the time to **explain the work (31%)**—a factor that research proves outranks both speed and price.

Category	1-Star Complaint Triggers (% of Reviews)	5-Star Praise Drivers (% of Reviews)
Communication & Transparency	56.5% (Ghosting, unreturned calls, no updates)	31.0% (Explaining root cause & work)
Pricing & Fees	51.0% (Unexpected trip fees, bait-and-switch)	21.0% (Upfront quotes & fair value)
Scheduling & Punctuality	27.0% (No-shows, unannounced delays)	38.0% (Prompt arrival & reliable windows)
Conduct & Sales Tactics	24.6% (Unprofessional staff, scare tactics)	54.0% (Professionalism, respect & cleanliness)
Technical Workmanship	1.2% - 1.3% (Standalone technical error)	49.0% (Job done right the first time)

2. Part 1: Eliminating 1-Star Triggers (Mandatory SOPs)

SOP 1.0: Upfront Flat-Rate Menu Pricing

- **Mandatory Diagnostic Disclosure:** Disclose any dispatch or trip fee before confirming the appointment. Provide written confirmation via SMS/Email.
- **Menu Pricing Before Wrench Time:** Technicians must present a signed, upfront menu price before commencing any repair work.
- **No-Surprise Scope Changes:** If hidden conditions require additional labor/parts, work halts until a revised quote is approved by the homeowner.

SOP 2.0: The 2-Hour Communication SLA & Arrival Tracking

- **Zero-Ghosting Inbound SLA:** All missed phone calls, web forms, and portal inquiries must receive a response within 2 hours.
- **2-Hour Arrival Windows & Automated SMS:** Replace 4-hour blocks with 2-hour slots. Send automated SMS with technician bio/photo and ETA map upon dispatch.
- **Post-Service Escalation:** Any customer expressing billing or work dissatisfaction triggers an immediate CSR management call within 60 minutes.

3. Part 2: Systematizing 5-Star Praise & Customer Education

Key Research Insight: Educating the Customer Drives Praise

The "Explain the Work" Protocol: In a study of 17,241 HVAC reviews, educating the homeowner on the problem outranked speed and price in generating 5-star reviews. Technicians who show failed components and walk homeowners through the diagnostic root cause achieve a **3.4x higher review request conversion rate**.

The 5-Step Customer Education Framework

- 1. Visual Diagnostic Walkthrough:** Invite the customer to inspect the unit or review high-resolution diagnostic photos.
- 2. Show the Failed Part:** Physically present the failed capacitor, burnt contactor, or cracked pipe and explain its function.
- 3. Explain "Why It Failed":** Clarify the root cause (age, electrical surge, wear) in accessible, non-technical language.
- 4. Outline Repair Options:** Present clear repair vs. replacement options with transparent flat-rate pricing.
- 5. Clean-Site Demonstration:** Show the cleaned job site, shoe covers removed, and test the system together before sign-off.

4. Part 3: Field Workflow & Automated Review Ask Protocol

Stage	Technician / Office Action Item	Key Standard
1. Pre-Arrival	Review customer history; send "On the Way" SMS with photo.	Arrive in 2-hr window
2. On-Site Arrival	Park on street; wear shoe covers prior to entering home.	First impressions & respect
3. Diagnosis & Quote	Perform inspection; present flat-rate menu price prior to work.	100% Price transparency
4. Work Execution	Execute repair; photograph completed work & old parts.	Craftsmanship quality
5. Educational Wrap-Up	Walk customer through completed job; show old components.	Educate & build trust
6. Review Ask (15 Min)	Send personalized SMS review link within 15 minutes of completion.	Automated review request

Review Request Script

Automated Review Script (SMS sent 15 min after job closeout):

"Hi [Customer Name], thank you for trusting [Company Name] with your home today! Our team takes great pride in clear communication and quality work. Would you mind leaving us a quick 5-star review? It helps our local business tremendously: [Insert Direct Google Review Link]"