

Salon Review System Templates

Google Reviews · modernsalonowner.com

Window 1 — In-Chair (highest conversion)

Ask before the client reaches the payment desk.

"At 45-degree chair position, payment done, before the next client enters eyesight: "[Name], I'm really happy with how this turned out — I think it's one of my best [balayage/cuts] this month. If you have 30 seconds later today, a Google review genuinely helps us. I'll send you the link now."

Window 2 — Checkout (within 2 minutes)

Quick ask at the desk as they pay.

""[Name], I hope you love it. If you'd like to leave us a review, I can text you the direct link right now — it takes about 30 seconds on your phone. Would that be okay?""

Window 3 — Follow-up Text (within 2 hours)

Text while the experience is fresh.

""Hi [Name]! Hope you're getting loads of compliments on your [hair]. Here's our Google review link if you'd like to share your experience: [LINK]. Means the world to us — takes 30 seconds! [Stylist] x""

5-STAR REVIEW

""Thank you so much, [Name]! It was wonderful having you in — [Stylist] will be so happy to hear this. We can't wait to see you next time. [Salon name]""

4-STAR REVIEW

""Thank you, [Name]! We're so glad you had a great experience. If there's anything we can do even better next time, please let us know — we'd love to hear from you. See you soon! [Salon name]""

1–3 STAR REVIEW

""Thank you for sharing this, [Name]. We're genuinely sorry your experience wasn't what it should have been. Please call us directly on [Number] — I'd like to understand what happened and make it right. [Owner name], [Salon name]""

- ✗ Don't ask in bulk via WhatsApp broadcast — it signals inauthenticity and gets low response.
- ✗ Don't offer discounts in exchange for reviews — against Google's Terms of Service.
- ✗ Don't ask when the client seems rushed, distracted, or is with someone else.
- ✗ Don't script the ask too heavily — clients can hear the script; genuine enthusiasm converts better.
- ✗ Don't respond to negative reviews defensively — always take the conversation offline.