



Using Reviews & Testimonials

We all know that customer testimonials and reviews are powerful. They provide social proof and show trust to those unfamiliar with a brand or location. They help with decision-making on which funeral provider to choose. This is a guide on how we can use testimonials and reviews within InvoCare marketing material.

Where can I use customer testimonials and reviews? On any and all marketing material (eg. websites, social media, printed material) as long as we abide by the guidelines below. These have been developed in conjunction with Compliance to meet Australian Consumer Law obligations.

Authenticity	<p>We need to show authenticity against an identifiable individual. This shows legitimacy of the review without breaching the reviewer's privacy.</p> <p>[First Initial] [full Surname] (month, year) eg. J Smith (Dec 2020)</p>
Reviews from 3rd Party Websites	<p>People can publicly provide a review on a number of 3rd party online websites - eg. Google, Facebook, Trust Pilot. We need to credit them as the source of where the testimonial was received since IVC and our brands didn't receive this directly from the customer.</p> <p>eg. J Smith (Dec 2020, Google)</p>
Standardise Date	<p>Consistency is key and all months are to be shortened 3-letter word. That way it doesn't dominate the by-line of the testimonial published.</p> <p>eg. Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.</p>
Source	<p>We receive testimonials through a variety of sources. These include - social media, the field, Complaints Pro as a compliment, NPS Survey comments, reviews on Google.</p> <ul style="list-style-type: none">• NPS Survey - we are adding question to obtain <i>explicit</i> permission from the survey responder to use their comments in marketing material.

Permission	<p>A review or testimonial can only be used if <i>explicit permission</i> has been obtained from the reviewer.</p> <ul style="list-style-type: none"> • Permission can't be implied - for instance, using someone's feedback as we wish because they provided it to us. While we can use it internally, we are not able to use this externally in marketing communication. • This is why we need to obtain <i>explicit permission</i> to use the feedback in all marketing communication. • This is asked as a question on all NPS Surveys – NZ Operations can access the full data to give you a list of all testimonials that have received permission where requested.
Recency	<p>There is a greater risk that a testimonial will mislead others if it is old and does not relate to current business operations. All testimonials older than 12 months should ideally be removed or replaced with more recent testimonials to reduce risk of misleading consumers.</p>
Context	<p>They reflect the genuine view and opinion and are an accurate reflection of the person providing their views. That it does not misrepresent the view of the customer in having received the services. These should be genuine reviews and are not fake or have been obtained through some form of influence over the customer designed to obtain that view.</p> <ul style="list-style-type: none"> • If a review is too long and needs to be edited, it must continue to show the genuine view and context of the reviewer. • If it contains both positive and negative feedback, the negative can't be omitted as it doesn't show the genuine opinion and context provided by the reviewer. • If it contains selling mistakes, it is OK to correct. • If the testimonial or review is poorly written (eg. broken English), please do not correct this as amended context may not represent the views of the person. <p>If you need assistance in assessing whether context of the testimonial or review has been preserved, please contact NZ Operations Team.</p>
Proof of Source	<p>Any records or documentation (the letters and cards etc from the families, emails) should be kept to ensure what is posted online, accurately reflects the views of the family.</p>

Testimonial Register	<p>We need to keep a record of source as part of our obligation.</p> <ul style="list-style-type: none"> • If someone challenges us on the authenticity of the testimonial, will have a record of proof its legitimate customer feedback received. This will enable us to view all published testimonials received across all channels with how permission was obtained. • We can easily identify which testimonial becomes older than >12 months. Older testimonials are less effective in providing social proof. These can then swap out to a more recent testimonial.
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Want to simply record a testimonial available for use? This is a simple table.

Date	Name	Location/Town	Permission Source (incl URL link to view source)	Channel(s) Testimonial is Used (incl link to view where possible)		
				Website	Social Media	Printed Material