

Customer Feedback + Review Request Template

Collect feedback, fix issues early, and earn reviews consistently.

Two-question feedback (text/email)

Hi [Name] — quick check-in after [Job]. 1) On a scale of 0–10, how likely are you to recommend us? 2) What's one thing we could do better next time? Thanks — [Your name].

If score is 9–10 (review ask)

Thanks [Name] — really appreciate it. Would you be happy to leave a quick review? It helps other Kiwi business owners choose with confidence: [review link].

If score is 0–8 (recovery)

Thanks for being honest. I'd like to fix this. What would a '10/10' outcome look like for you? I'll come back to you with a plan by [time/date].