



## Member Testimonial Collection & Google Reviews

**Department:** Marketing / Franchise Support / Agency (Kode0 Digital)

**Applies To:** All UAC Clubs, Franchise Owners, and Kode0 Digital

**Purpose:** To provide a structured process for collecting, managing, and publishing member testimonials and Google reviews across all UAC clubs.

The goal is to strengthen UAC's brand reputation, SEO visibility, and member engagement through verified, high-quality feedback managed by the approved UAC Marketing Partner (Kode0 Digital).

### Objectives

1. Collect authentic member stories that reflect the UAC training, recovery, and community experience.
2. Improve local search ranking and trust signals through regular Google Reviews.
3. Standardize testimonial quality and ensure all published content is brand-compliant.
4. Ensure data privacy and consent are respected at all times.

### Scope

This SOP applies to:

- All UAC clubs and franchise locations.
- Members and clients participating in testimonials or reviews.
- Marketing agencies authorized by HQ (currently Kode0 Digital).

### Roles & Responsibilities

- Franchise Owner / Manager: Identify happy members, encourage feedback, and coordinate with Kode0.
- Marketing Agency (Kode0 Digital): Request, collect, edit, and post testimonials on approved platforms. Manage Google Review campaigns.
- HQ Marketing: Approve testimonial templates, oversee compliance, and manage brand tone.
- Coaches / Staff: Encourage reviews post-class or post-transformation milestones.

## Testimonial Collection Process

Step	Action	Responsible	Tool / Platform
1	Identify members with positive experiences (progress, results, milestones).	Coaches / Manager	GymMaster / Member Check-ins
2	Ask permission for a testimonial (verbal or written consent).	Staff	Consent Form / Email
3	Submit names and contact details to Kode0 via shared form.	Manager	UAC Testimonial Tracker
4	Kode0 conducts short digital interview or video shoot.	Kode0 Digital	Zoom / On-site
5	Edited content shared with HQ for approval.	Kode0 Digital	Google Drive / Asana
6	Approved testimonial posted across social channels, website, and Google.	Kode0 Digital	Meta / Website / Google Reviews
7	Franchise reposts and engages (comment, share, pin).	Franchise / Staff	Instagram / Facebook

## Google Reviews Campaign Process

Step	Task	Responsible
1	Monthly reminder email sent by HQ to clubs to boost reviews.	HQ Marketing
2	QR Code posters displayed at front desk ("Leave us a Review!").	Franchise
3	Post-class script: "If you enjoyed your session today, please leave us a review on Google — it helps support our community!"	Coaches
4	Kode0 monitors review frequency and sentiment monthly.	Kode0 Digital
5	Negative reviews escalated to HQ for response guidance.	Franchise / HQ
6	Monthly analytics report shared with Franchise & HQ.	Kode0 Digital

### Guidelines for Testimonial Quality

**Tone:** Positive, inspiring, authentic.

**Content:** Must include key themes — Performance, Recovery, Community.

**Format:**

- Text (short quotes: 2–3 sentences)
- Video (under 60 seconds, landscape preferred)
- Consent: Signed release form or recorded approval before use.
- Editing: Only for clarity and grammar — content must remain genuine.

### Branding & Compliance Rules

- All testimonial graphics/videos must use UAC brand colors (Red #D71920, Dark Gray #2B2B2B, White).
- Use UAC logo watermark on visuals.
- Do not alter member statements beyond readability.
- Maintain member confidentiality if requested.
- No reference to competitor gyms or medical claims.
- Any paid endorsements must be labeled ("Sponsored by UAC").

## Monthly Review & Reporting

Report	Frequency	Provided By	Includes
<b>Testimonial Log Report</b>	Monthly	Kode0 Digital	Number of new testimonials, platforms used
<b>Google Reviews Report</b>	Monthly	Kode0 Digital	New reviews, rating trend, top keywords
<b>Compliance Review</b>	Quarterly	HQ Marketing	Audit of brand and privacy compliance

## Consent Template (Member Form)

### UAC Testimonial & Media Consent

I, \_\_\_\_\_, consent to the use of my name, likeness, and testimonial (written or video) for marketing purposes by Universal Athlete Centre (UAC).

I understand my feedback may appear on UAC websites, social media, and promotional materials.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Display & Promotion

Front Desk Signage Example:  
Love Training at UAC?

Share your experience and inspire others!

- Scan the QR code to leave a Google Review
- Be featured in our next member story – ask the front desk!

## Escalation Protocol

Type	Action
<b>Negative or harmful review</b>	Notify HQ Marketing within 24 hours; HQ provides official response draft.
<b>Defamation or legal concern</b>	Escalate to Franchise Support Officer (FSO) immediately.
<b>Fake review / spam</b>	Report to Google via Kode0 admin account.

## Performance Target

Metric	Goal
Google Review Rating	Minimum 4.7 ★ average
Review Frequency	5+ new reviews per month per club
Testimonial Collection	2 new member stories monthly
Response Time	100% of reviews replied to within 48 hours

## Review & Continuous Improvement

- Monthly report reviewed by HQ and Franchisee.
- Feedback used to refine marketing campaigns and community messaging.
- Updates to testimonial templates and signage distributed quarterly.