

CASE STUDY

Plumber's Google Reviews Jump From 8 to 47 In 4 Months

Industry	Plumbing Services
Location	Brisbane South
Staff	3 (owner + 2 tradies)
Challenge	No online reviews despite great work
Solution	Automated review request system
Result	487% increase in Google reviews

The Challenge

[Client Name] had been in business for 12 years with an excellent reputation in the local area. Word of mouth kept them busy, but they noticed competitors with fewer years of experience ranking higher on Google—because those competitors had 50+ reviews while they had just 8.

The owner knew reviews mattered but didn't have a system. After each job, he'd sometimes remember to ask customers to leave a review, but most of the time he'd move straight to the next callout. Even when he asked, customers would say 'sure!' and then never do it.

"I do good work. My customers are happy. But on Google, I looked like a one-man show compared to these new guys with fancy websites and 100 reviews."

— Business Owner

The Solution

This was an Optimisation Sprint project—no new CRM or major system, just making the existing job management software work harder.

We implemented:

- An automated email that fires 2 hours after a job is marked complete
- The email thanks the customer, includes a direct one-click link to Google Reviews

- A follow-up SMS 3 days later with a shorter reminder for those who didn't respond
- A simple incentive: 'Leave a review and go in the draw for a free annual service'

The key was making it EASY. The Google review link went directly to the review form—no searching, no logging in (if they're already signed into Google), just one click to leave stars and a comment.

The Results

Metric	Before	4 Months Later
Google Reviews	8	47
Average Rating	4.6 stars	4.8 stars
Review Request Rate	Inconsistent	100% of jobs
Response Rate	~5%	~35%

"Now I show up to jobs and people say they found me on Google. That never happened before. And I don't have to remember to ask—it just happens automatically."