THE OFFICIAL OWNER'S PLAYBOOK



Geo Quests

The Review Playbook

How to turn one tap into a steady stream of 5-star Google reviews — and more customers.

NFC GOOGLE REVIEW CARD • OWNER EDITION • VOL. 01

WELCOME

You just gave every happy customer a *one-tap* way to vouch for you.

Most satisfied customers never leave a review — not because they don't want to, but because nobody made it easy. Your Geo Quests card fixes the "easy" part. This playbook fixes the rest: where to put it, what to say, and how to turn every new review into more people walking through your door.

1
tap opens your Google review page

0
apps, searching or typing links

30 days
to build a review habit that lasts

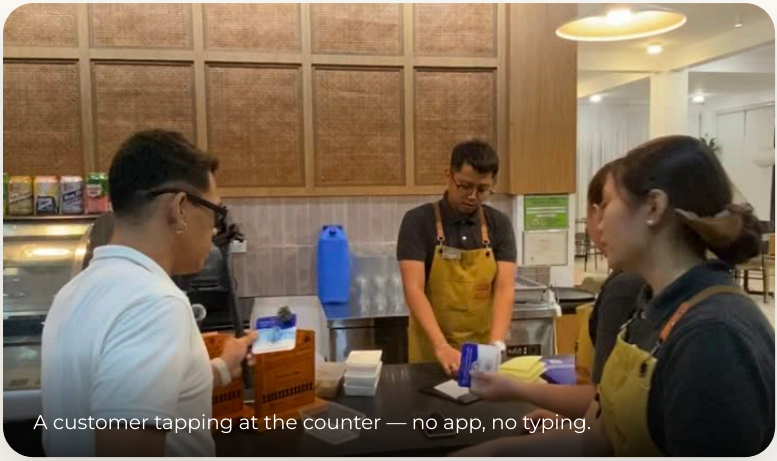
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CHAPTER 01 · QUICK START

Test it in *5 minutes* before your first customer does.

1. **Unlock any phone** and make sure NFC is on (it's on by default on iPhone XR and newer, and most Android phones).
2. **Tap the top of the phone** to the middle of the card and hold for one second.
3. **A notification or browser opens** your Google review page. Tap it if it asks.
4. **Try a second phone** — ideally one iPhone and one Android — so you know both work.
5. **Show your whole team** the tap. They'll be the ones offering it.



A customer tapping at the counter — no app, no typing.

If a phone doesn't react

Move it around. The NFC reader sits near the top on iPhones and the middle on most Androids.

Remove thick cases or metal ring holders — they can block the signal.

Turn on NFC on Android: Settings → Connected devices → NFC.

Still stuck? Message us 24/7 on WhatsApp — we'll sort it out with you.

CHAPTER 02 · PLACEMENT

Put the card where the *happy moment* happens.

Customers review when they feel great and have a free hand. Place the card at those moments — not in a corner nobody looks at.

01
The checkout counter
Where every customer pauses. Stand the card next to the payment terminal.

02
The table
For restaurants and cafés, one card per section. Guests tap while waiting for the bill.

03
The bill folder / receipt tray
Slide it in with the receipt — the most natural moment to ask.

04
The exit
Mount it at eye level by the door: a last reminder on the way out.

05
The service chair
Salons, barbers and clinics: hand it over right after the mirror moment.

06
With your staff
A card in hand beats a card on a shelf. Let your team carry one.

BUSINESS	BEST SPOT	BEST MOMENT
Restaurant / Café	Table + bill folder	When the bill arrives
Salon / Barber	Station mirror	After the final look
Clinic / Dental	Front desk	At check-out
Retail shop	Beside the cashier	While bagging items
Gym / Studio	Front desk + exit	After a class
Hotel / Staycation	Room + reception	At check-out

CHAPTER 03 · THE ASK

The card opens the door. *The ask* gets them through it.

Ask every customer

not just the ones who look happy

Ask at the peak

right after a compliment or a great result

Show, don't tell

hold the card out — don't point at a sign

AFTER A COMPLIMENT

"Thank you so much! Would you mind tapping this? It takes five seconds and it really helps us."

AT PAYMENT

"While that goes through — if you enjoyed today, just tap your phone here and leave us a quick review."

FOR REGULARS

"You've been with us for a while — would you share your experience on Google? Just tap here."

WHEN IT'S BUSY

"Before you go — one tap here helps more people find us. Thank you!"

OWNER TO CUSTOMER

"I'm the owner. Honest reviews help small businesses like ours a lot — would you tap here?"

SHOWING HOW

"Just hold your phone right here... there it is. Pick your stars and you're done."

CHAPTER 04 · YOUR TEAM

Your staff are your *review engine*.

A card on the counter gets a few reviews. A team that offers it every time gets dozens. Run this 10-minute briefing once, then repeat it every Monday.

2 min	**Why it matters.** More reviews push us higher on Google Maps — that means more walk-ins for everyone.
3 min	**Live demo.** Everyone taps the card with their own phone and sees the review page open.
3 min	**Pick your line.** Each person chooses one script from page 05 and says it out loud.
2 min	**Set the goal.** Agree on this week's target — e.g. 15 new reviews.

The weekly review challenge

Celebrate the team member who **offered the card the most** — a merienda treat, a shout-out, first pick of shifts.

Reward the *asking*, never the rating. Staff should never pressure customers or pick only happy ones.

CHAPTER 05 · REPLYING

Reply to *every* review — within 24 hours.

Replies show future customers that a real person cares, and Google treats an active owner as a good sign. Keep it short, personal and calm.

★★★★★ **Thank them by name**

“Thank you, Maria! We’re so happy you loved the [dish/service]. See you again soon!”

★★★★ **Thank + invite back**

“Thanks for the great review, Paolo! We’d love to make your next visit a 5-star one.”

★★★ **Acknowledge + improve**

“Thank you for the honest feedback. We’re working on [issue] and hope to see you again.”

★ – ★★ **Apologise + take it offline**

“We’re sorry your visit fell short. Please message us at [contact] so we can make it right.”

Golden rules for replies

- Use the customer’s first name.
- Mention something specific they said.
- Never argue in public — move problems to private messages.
- Fix the issue, then let them know it’s fixed.

CHAPTER 06 · AMPLIFY

Every review is *free advertising*. Use it.

01 **Review of the week**
Screenshot your best new review and post it on Facebook and Instagram every Friday.

02 **Reels with real words**
Overlay a customer's review on a short clip of the dish, the haircut or the result.

03 **In-store proof**
Print three favourite reviews and display them near the counter or on the menu.

04 **Your rating, everywhere**
Add "4.9★ on Google" to your bio, flyers, receipts and price list.

05 **Thank-you shout-outs**
With permission, tag happy customers when you share their review — they share it too.



CHAPTER 07 · THE SPRINT

The *30-day* review sprint.

Print this page and stick it near the counter. Tick each box as you go — by day 30, asking for reviews is simply how your business works.

WEEK 1 — *Launch*

- [ ] Test the card on 2 phones
- [ ] Place it at your top 2 spots
- [ ] Run the team briefing
- [ ] Reply to every existing review

WEEK 2 — *Habit*

- [ ] Offer the card to every customer
- [ ] Start the weekly challenge
- [ ] Post your first “review of the week”
- [ ] Note your total review count

WEEK 3 — *Expand*

- [ ] Add a card at a third spot
- [ ] Retrain anyone who forgets to ask
- [ ] Display 3 reviews in-store
- [ ] Reply within 24 hours, every time

WEEK 4 — *Scale*

- [ ] Compare: reviews now vs. day 1
- [ ] Celebrate your challenge winner
- [ ] Update your rating on all bios
- [ ] Set next month’s target

My 30-day goal _____ new reviews

CHAPTER 08 · PLAY IT SAFE

Grow fast — but *by the rules*.

Google removes reviews — and can restrict your listing — when reviews are bought, filtered or faked. Your Geo Quests card is built to stay on the right side of those rules: it simply opens your public review page. Here's how to keep it that way.

Do

- ✓ Ask every customer, every time
- ✓ Let customers choose their own rating
- ✓ Reply to good and bad reviews
- ✓ Keep your Google Business Profile up to date

Don't

- ✗ Offer discounts or freebies for reviews
- ✗ Only ask customers who seem happy
- ✗ Write reviews for yourself or ask staff to
- ✗ Delete or argue with negative reviews

> *"The goal isn't more stars at any cost. It's more honest stars — from the customers you already make happy every day."*
>
> — THE GEO QUESTS TEAM

CHAPTER 09 · TRACK

What gets *measured* gets better.

Every Monday, open your Google Business Profile and fill in one row. Watching the numbers climb is the best motivation for your whole team.

STARTING REVIEWS

STARTING RATING

START DATE

WEEK	TOTAL REVIEWS	NEW THIS WEEK	RATING	REPLIED?
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				

Geo Quests

We're with you, *24/7*.

Questions, a new review link, a replacement card or more cards for another branch — just message us. Any time.

WHATSAPP

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EMAIL

heyitsmegeoquests@gmail.com

ORDER MORE

gdiofficial.com/nfc-reviews

FACEBOOK

Geo Quests Here

Free invite to our **Business Owners Community**

Discounted **replacement cards**, set up and ready to tap

Geo Quests is a GDI Official brand.

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