



# Powerhouse Marketing with Welton

By Welton Hong

## How to Collect Better Employee Reviews on Glassdoor — and Why It Matters More Than Ever

In an era where transparency drives trust and digital reputation can make or break recruitment efforts, Glassdoor has become more than just a review site — it's a critical piece of your funeral home's employer brand. For owners and managers of funeral homes, investing time in building a strong presence on Glassdoor can significantly reduce staff turnover and help attract qualified, mission-aligned applicants who truly want to make a difference.

Here's how to do it right — and why you can't afford to ignore it.

### Why Glassdoor Reviews Matter in Funeral Service

The funeral profession is unlike any other. It demands compassion, resilience, professionalism and unwavering attention to detail. Those qualities aren't easy to come by — and when you find people who embody them, you want to keep them.

But here's the reality: Job seekers are doing more homework than ever before. According to Glassdoor's own research, 86% of employees and job seekers research company reviews before deciding to apply.

That means a lack of reviews — or worse, a few outdated or negative ones — can drive ideal candidates away before you even get a chance to talk to them.

And for those already on your team? Seeing ongoing feedback from peers can help create a sense of belonging, appreciation, and pride in the workplace — all factors that reduce turnover.

In short: Your reputation on Glassdoor is a recruitment and retention tool. Use it.

### 5 Practical Tips to Get More (and Better) Glassdoor Reviews

#### 1. Make It Part of the Offboarding Process for Departing Employees (When Appropriate)

If you're parting ways on good terms, kindly ask outgoing employees to leave a review. Be transparent — let them know you value honest feedback and are committed to im-

proving your workplace culture.

**Tip:** Avoid pressuring anyone. Just ask once, preferably in an exit interview or follow-up email, and provide the link directly.

#### 2. Encourage Current Team Members to Share Their Experiences

You might assume happy employees will automatically leave reviews. Not true. Most won't think to do it unless asked.

Make it easy and safe. Let staff know you're building a presence on Glassdoor and would appreciate their input. Reassure them that reviews can be anonymous and you're open to hearing what's working — and what can be better.

Here is how to say it: "If you're open to it, we'd love your honest feedback on Glassdoor. It helps others learn what it's like to work here."

#### 3. Time Your Request Strategically

The best time to ask for a review is right after a meaningful or positive moment, such as:

- A successful service handled by the team.
- After an employee receives recognition or a bonus.
- Following a team-building event or retreat.

These are the moments when team members are most emotionally connected to your culture and are more likely to share authentic, appreciative feedback.

#### 4. Set a Goal — But Don't Overdo It

Glassdoor's algorithm can detect suspicious patterns. If 10 reviews flood in overnight after months of silence, it may flag your profile and reduce visibility.

**Aim for consistency:** A few reviews per quarter is a great target. Think of it like Google reviews for your business — it's a slow and steady process, not a one-time blitz.

#### 5. Lead by Example

Employees are more likely to engage with platforms like Glassdoor if leadership shows it values transparency and feedback. Respond thoughtfully to reviews — especially the negative ones. Don't get defensive. Use it as a chance to show future applicants how you handle challenges and care about your team.

### The Benefits: Stronger Teams and a Healthier Bottom Line

Here's what happens when your funeral home builds a strong employer brand on platforms like Glassdoor:

- **You attract applicants who are aligned with your values** — reducing the time and cost of hiring the wrong fit.
- **You reduce turnover** — because employees feel heard, seen, and part of a workplace that listens.
- **You build trust with families** — because culture and care go hand-in-hand, and your online presence reflects your professionalism.

In a profession where word of mouth has always mattered, think of Glassdoor as the digital version of that reputation — for the people who make your mission possible every day: your staff.

If your goal is to serve families with compassion, dignity, and excellence, it starts with building a workplace where your team can thrive. A strong Glassdoor presence won't fix every issue — but it's one of the simplest, most effective tools you can use to show the world that your funeral home is not only a great place for families, but a great place to work, too.

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