⏱️ 20 MIN SETUP

ServiceM8 Job Complete to Google Review Request

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Happy customers rarely leave reviews unless they're asked at the right moment. Triggering the request when the job is completed in ServiceM8 means it's never forgotten.

What you need

- ServiceM8
- Zapier
- Your Google review link (from your Business Profile)

Setup with Zapier

1. Copy your Google review link from your Business Profile.
2. Create a Zap with the ServiceM8 trigger for a job changing to *Completed*. [Screenshot]
3. Add **Delay by Zapier** of a few hours.
4. Add **Twilio, Send SMS** or **Gmail, Send Email** to the job contact with the review link.
5. Test it on a test job, then turn it on.

Setup with Make

1. Use ServiceM8's webhook or watch module for completed jobs.
2. Add a Sleep step, then an SMS or email step.
3. Turn it on.

Message template

> Hi [Name], thanks for having [Business] out today! A quick, honest Google review helps us heaps: [link]. Reply STOP to opt out.

Sending it by email instead? Swap "Reply STOP to opt out" for an unsubscribe link.

Consent and local rules

Ask every customer, not only the happy ones, because Google doesn't allow review gating or incentives. One request plus at most one reminder. This isn't legal advice.

FAQ

Can ServiceM8 do this without Zapier?

Check ServiceM8's own automation options and add-ons first, because they change over time. Zapier gives you full control over the delay, the wording and the channel.

Should I use email or SMS?

SMS usually gets seen faster, which suits trade customers. Email is fine if you only have an email address on the job. Whichever you pick, include your business name in the message.

Can I skip customers who complained?

No. Send the request to every customer, because Google doesn't allow review gating. Deal with complaints directly, and reply to any negative review calmly.

How long should the delay be after the job?

A few hours works well, so the request lands while the job is fresh but not while you're still packing up. Avoid late-night sends by keeping the delay within business hours.

Related

- Automation for tradies: all the easy wins
- Automatic Google review requests after every job
- Automatic review request text (SMS)
- Missed-call text-back for trades
- Get it ready-made

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One-page checklist: ServiceM8 job-complete to review request

- ☐ Copy your Google review link from your Business Profile.
- ☐ Create a Zap with the ServiceM8 trigger for a job changing to *Completed*.
- ☐ Add Delay by Zapier of a few hours.
- ☐ Add Twilio, Send SMS or Gmail, Send Email to the job contact with the review link.
- ☐ Test it on a test job, then turn it on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/job-complete-review-request-servicem8