# CUSTOMLYTICS

eBooks

App Store Review Flow

Boosting your app store rating (stars) with an
optimized customer feedback flow.

01 What are app store ratings?

Today I would like to show you a technique that will help you to drastically improve the average rating (customer feedback) you get for your apps on the app stores.

For starters, the app store rating is the amount of stars you see in both the **Google Play Store** as well as the **Apple App Store**. It shows the average customer rating that your app is getting. There are however some minor differences. For example, as a default the Google Play Store shows the cumulated rating for all app versions, while Apple only shows the average rating of your latest version – to show the cumulated rating for all versions combined you must actively select this as an option.
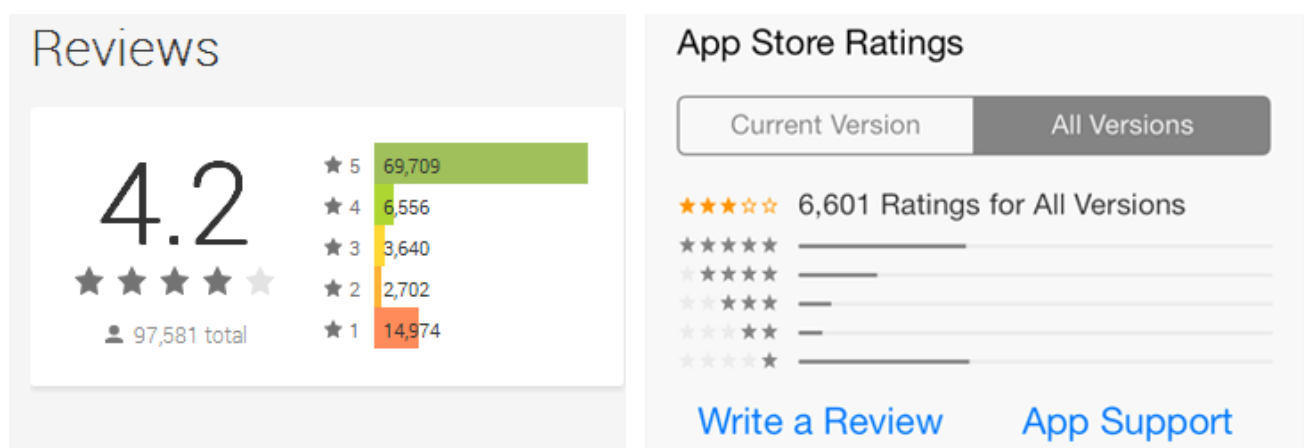
On both app stores, the average rating is a major part of your app store appearance (and optimization). A bad overall rating will always lead to distracting users from installing your app. This will drastically decrease your in-store CVR.
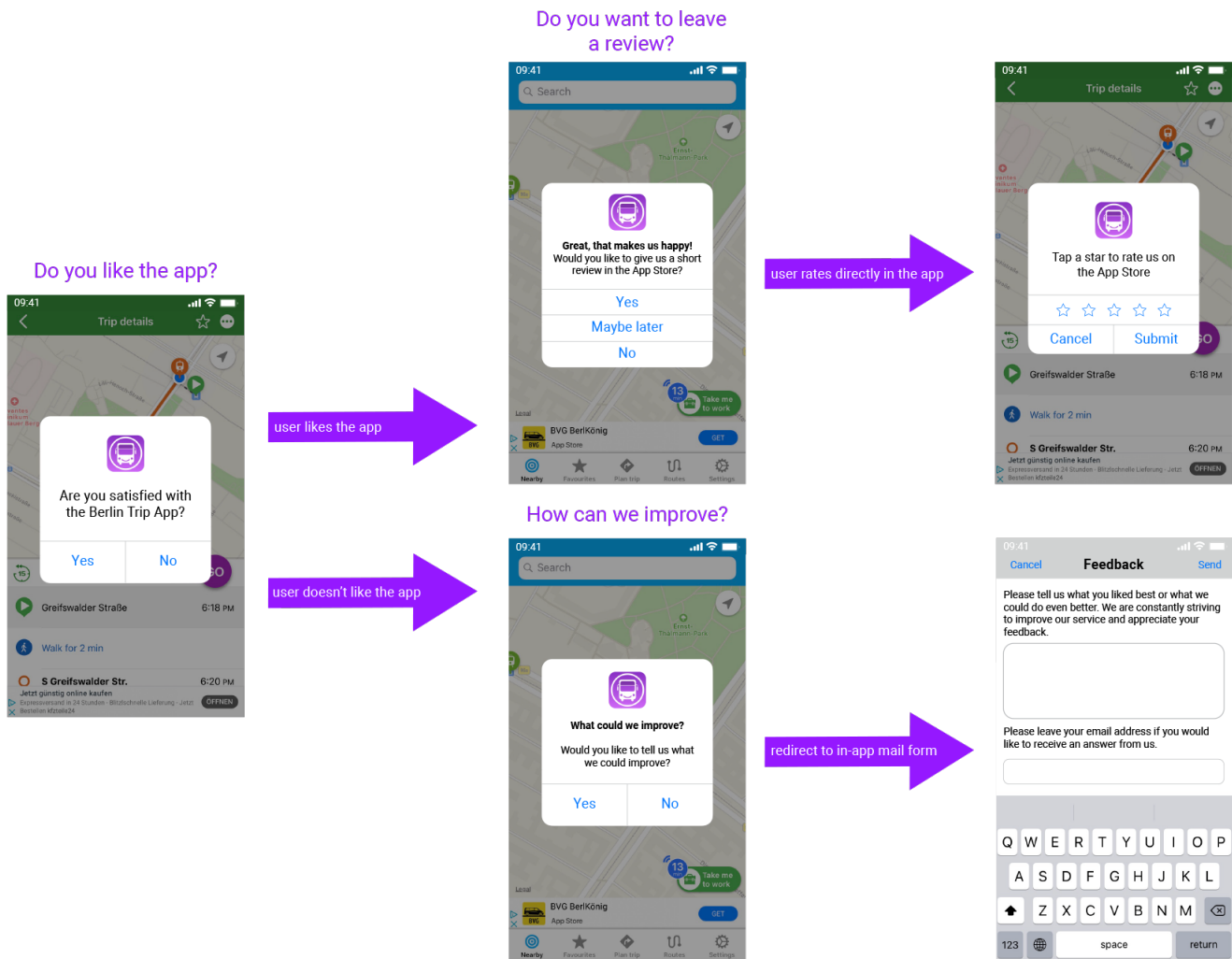
02 Improving your app store rating

Now that you have learned about the importance of your app store rating – **what can you do to improve it?**

The answer to that question is straightforward – ask the right customers for feedback and collect the majority of your app store reviews from happy users.

To do this, you have to implement a so called **"app store review flow"** that actively asks happy customers to leave a review.

Do you like the app?

Do you want to leave a review?

How can we improve?

Are you satisfied with the Berlin Trip App? — Yes / No

user likes the app

Great, that makes us happy! Would you like to give us a short review in the App Store? — Yes / Maybe later / No

user rates directly in the app

Tap a star to rate us on the App Store — Cancel / Submit

user doesn't like the app

What could we improve? Would you like to tell us what we could improve? — Yes / No

redirect to in-app mail form

Feedback — Please tell us what you liked best or what we could do even better. We are constantly striving to improve our service and appreciate your feedback. Please leave your email address if you would like to receive an answer from us.

As the image above shows, we ask customers if they liked the app experience only if they have performed actions in the app that tend to correlate with user satisfaction being high.

If they tell us that they **liked the experience**, we ask them to leave a good app store review and redirect them directly to the stores.

If they **did not like the experience**, they can provide direct feedback via an e-mail form (instead of leaving a bad review on the app store).

This tiny change has a huge impact on your app store rating because it does two things:

1. It generates high app store ratings and reviews from happy customers
2. By actively asking customers for feedback, it generates a lot of ratings.

03 Results

As an example, we implemented an app store review flow for both Mjam (AT) apps, and the results have been impressive.
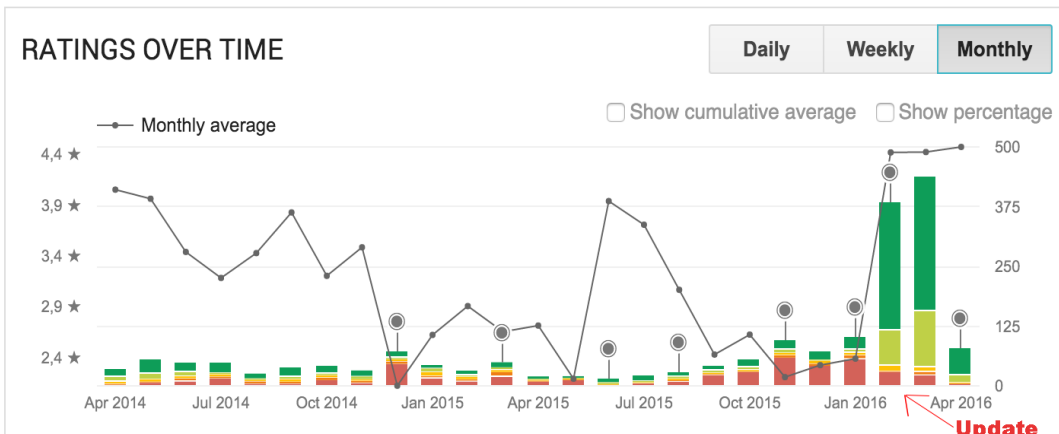
With this, we managed to increase the overall rating score for the shown example app (very important on Android as it takes more time to improve it) **from 3.1 to 3.6** in the course of just 1.5 months.

The most important part of this example is that you don't just decrease the bad reviews with this method. Instead, because you are increasing the amount of positive reviews and ratings, the few negative reviews no longer matter. This becomes very clear if you do a year-over-year comparison between March 2015 (without the flow) and March 2016 (with the flow).
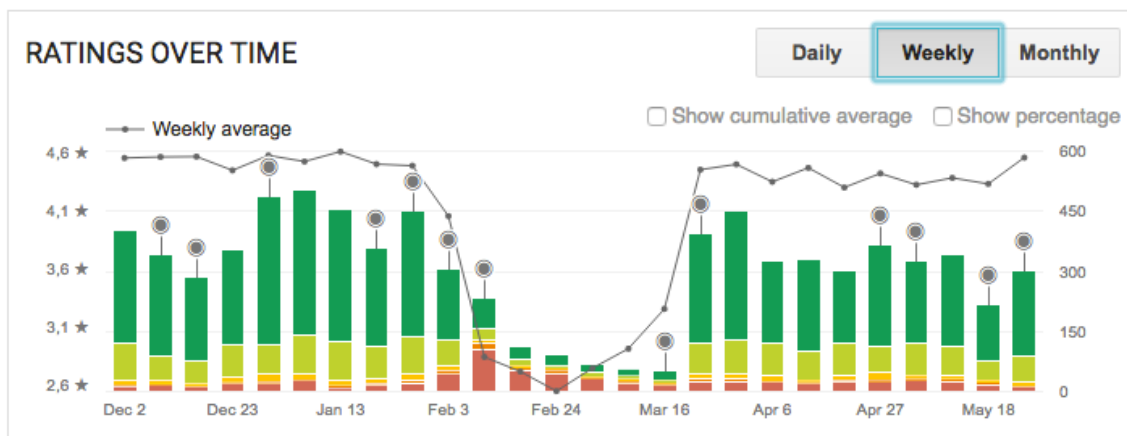
Android:
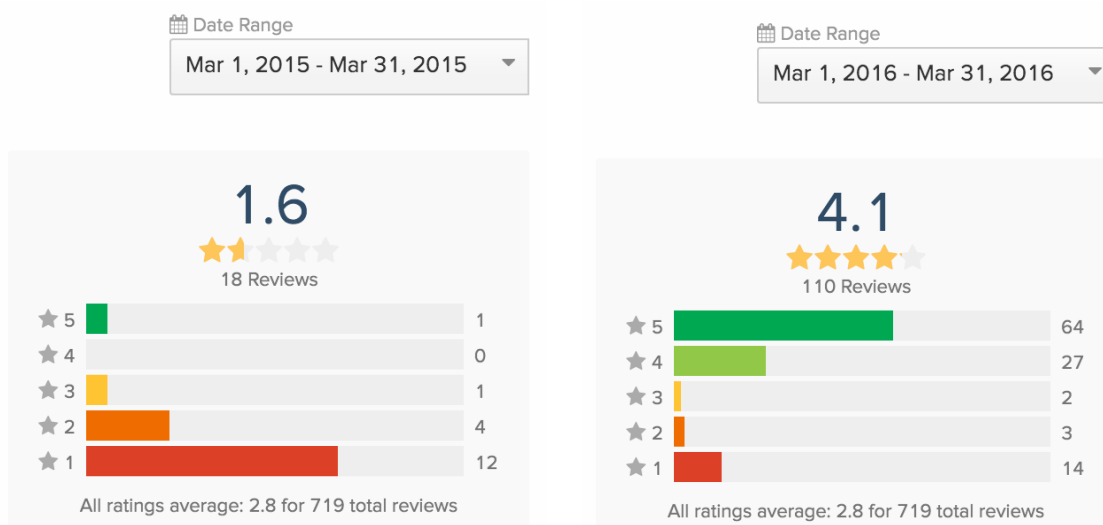
iOS:
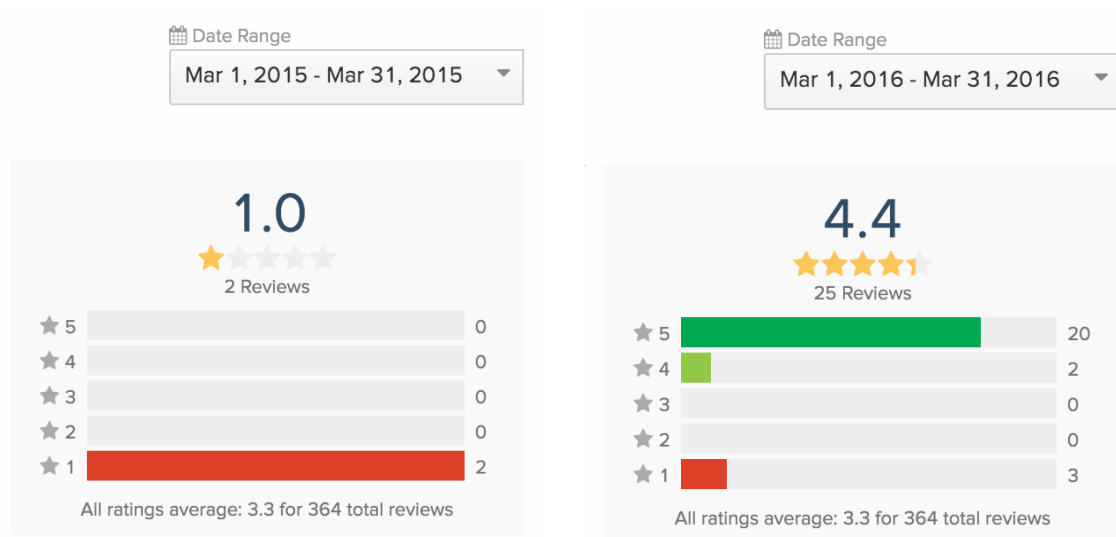
At the same time, the positive effect of the app store rating flow becomes clearly visible if you remove the flow from the app (by accident), just like in this example:

The above example shows the importance of implementing an app store review flow and illustrates the positive effects very well.