



REPUTABLE IMAGE

Because Appearance Does Matter

REVIEW RESPONSE COACH



Responding to positive reviews is a great way to show happy customers you appreciate their business. Responding to negative reviews is an opportunity for you to address their concerns, make things right and earn back their trust. But knowing exactly what to say can be difficult. Use this guide to learn how to respond to both positive and negative online reviews.



GENERAL TIPS & ADVICE



Respond Quickly

Do your best to respond to both positive and negative reviews as quickly as possible. Ignoring them won't make them go away.



Learn from Them

Reviews can help you identify new opportunities as well as areas of your business that may need improvement.



Always be Nice!

Remember, your response is public so the whole world can see it. Take the high road, be polite and never attack a customer.

HOW TO RESPOND TO POSITIVE REVIEWS

1. **Say thank you.** Show customers you appreciate them taking the time to leave a review.
2. **Reinforce the positive.** If someone mentions a particular product, service or even employee, be sure to acknowledge it in your response.
3. **Include your business name in the reply.** This can help positive reviews show up in search results.
4. **Mention other products or services.** Just avoid being too pushy or sounding like a salesperson.
5. **Encourage them to come back again** Or, recommend your business to friends and family.

HOW TO RESPOND TO NEGATIVE REVIEWS

1. **Apologize.** Show sympathy to the fact that they had a bad experience at your business.
2. **Offer to make it right.** Show them and the rest of the world that your company is committed to customer satisfaction.
3. **Avoid using your business name.** You don't want negative reviews showing up in search results.
4. **Move the conversation offline.** Ask them to contact you directly via phone or email.
5. **Keep it short and sweet.** Avoid asking too many questions or trying to plead your case.

POSITIVE RESPONSE TEMPLATES

Dear **[name of reviewer]**, as the owner/manager of **[your company name]**, I want to personally thank you for being a loyal customer and for your positive review. We appreciate your business and we hope to see you again. *Optional: Promote a new product or service.*

We are incredibly grateful that you took the time to leave us this review. It's customers like you that make our job so rewarding. On behalf of everyone here at **[your company name]**, we want to thank you for your business and we look forward to serving you again soon. *Optional: Promote a new product or service.*

Hi **[name of reviewer]**, thanks for taking the time to share your review. At **[your company name]**, we take pride in providing outstanding service to all of our customers and we're overjoyed to receive your compliments and appreciation. We hope to see you here again and please bring all your friends and family. We will ensure they will all enjoy the same quality of service as you have. *Optional: Promote a new product or service.*

Dear **[name of reviewer]**, I just want to thank you for taking the time to leave us such a nice review. We are so happy that you and your family had such a positive experience at **[your company name]** and our staff will be pleased to learn of your high praise. I hope you get the chance to visit us again real soon and I encourage you to **[promote a new product or service]** the next time you visit. I think you will really enjoy it.

Thank you for taking the time to leave us such a beautiful review. At **[your company name]**, we work hard to provide the best products and services to our customers. Hearing from happy customers like you is one of the most rewarding aspects of our business. I'm glad you enjoyed **[mention a particular product or service]** and I encourage you to try **[promote a new product or service]**. Please come back again and be sure to tell your friends!

Hi **[name of reviewer]**, On behalf of everyone here at **[your company name]**, I want to say thank you for the wonderful review. We are happy to hear you enjoyed **[mention a particular product or service]** and encourage you to try some of our other products/services like **[promote a new product or service]** as well. Thank you again and we look forward to seeing you soon!

Thank you for the kind words and for being a loyal **[your company name]** customer. Knowing you are happy with our product/service truly brings a smile to my face. I hope you get the opportunity to come back soon and I encourage you to try some of our other great products/services like **[promote a new product or service]**.

NEGATIVE RESPONSE TEMPLATES

Dear **[name of reviewer]**, we would like to sincerely apologize for your recent experience. We'd like to learn more about the situation so we can make things right. Please give us a call or email us to discuss. We look forward to hearing from you and earning back your business.

Dear **[name of reviewer]**, we would like to extend our sincerest apologies regarding your recent experience. We pride ourselves in maintaining the highest quality standards for our customers. We hope you give us the opportunity to find an acceptable solution. Please give us a call or email us at your convenience so we can get this resolved.

Hello **[name of reviewer]**, we are extremely disappointed to hear you had such a bad experience with us. We take customer satisfaction very seriously and I can assure you this situation will be dealt with internally. I'd like to see if there is anything we can do to make it up to you and earn back your trust. Please give us a call or email us to discuss further.

Hi **[name of reviewer]**, We try our best to maintain the highest standards of service, but clearly we fell short. I'm very sorry this has happened and would like to see what I can do to earn back your trust and win back your business. Please give me a call or email me and I'll do my best to make things right. I'm looking forward to hearing from you.

We are extremely sorry to hear about this and I can assure you that this is certainly not acceptable. Customer satisfaction is our top priority and we'd like to make sure that such mistakes don't happen again. Please give us a call or email us directly. I'd like to address this situation and any other concerns you may have in the most suitable way.

Dear **[name of reviewer]**, I want to thank you for your comments and bringing this to our attention. We're extremely sorry to hear about your experience. Please trust us, this is not a usual occurrence in our business and your satisfaction is important to us. Please give us a call or email us so we can get this resolved. I hope you will give us a chance to make things right and win back your business.

I'm very sorry to hear that you were not happy with your recent experience. We take customer feedback very seriously and value your comments. Please contact us directly so I can learn more about the situation. I'd like to see if there is anything we can do to make it up to you and prove to you that we sincerely appreciate your business.