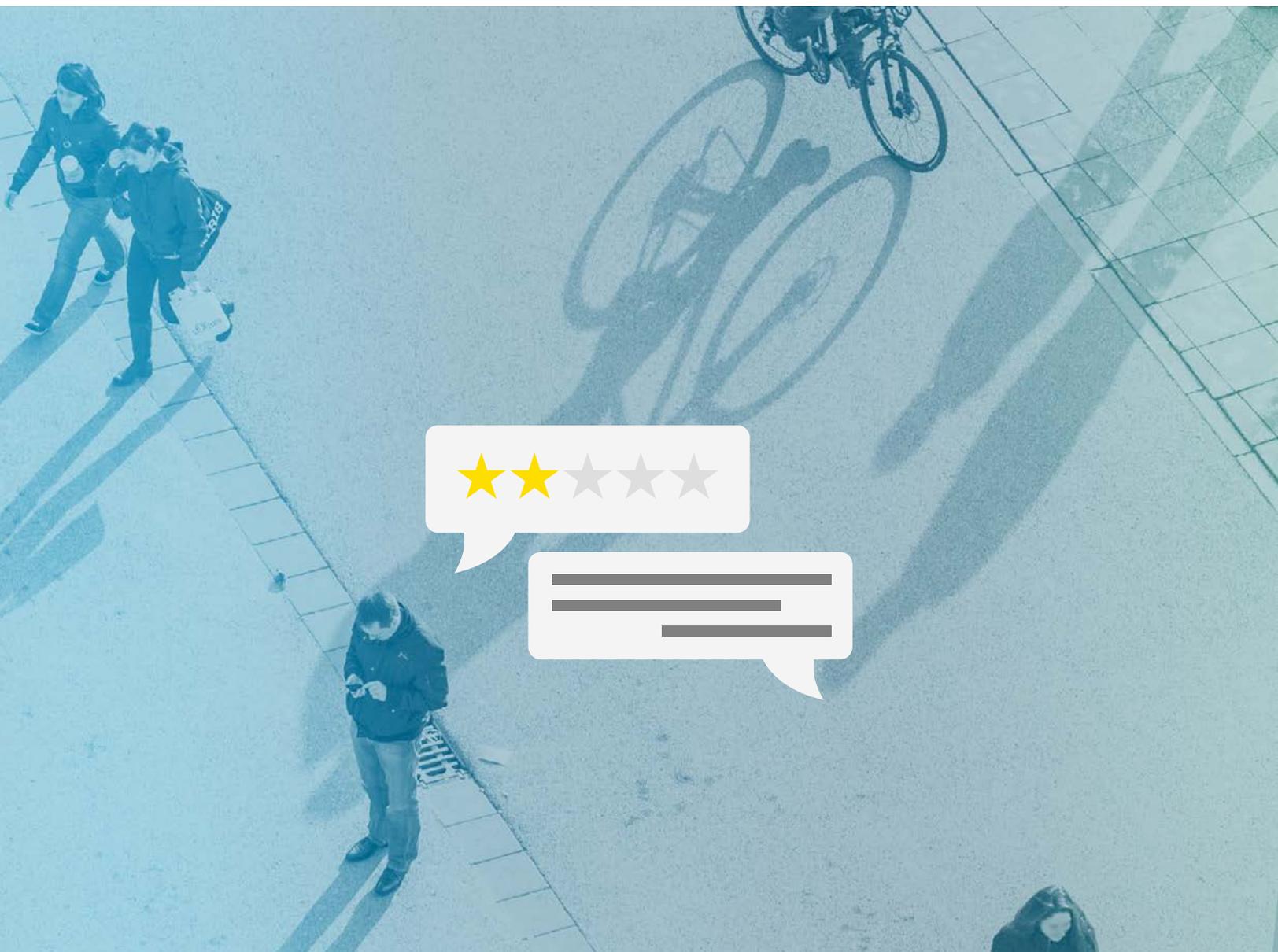


Templates

for
Responding to Reviews



Effective Review Response

Take charge of your online reputation by skillfully responding to both good and bad reviews. It's time consuming, but worth every minute.

To speed up the process, we've created review response templates to get you started!

Watch the video:



<https://www.youtube.com/watch?v=DIHSfDx0GTE>

If you missed it, this four-minute video will show you how to respond to reviews online, both good and bad, and earn more business in the process.



How to respond to good review (4 steps)

1

Thank the customer & be specific

Ensure the reviewer knows a real person is behind the reply by thanking them for something specific they said, even repeating it back. “Thanks for leaving a review and mentioning our barista Jodi. You’re right, she is always smiling!”

2

Use the business name & keywords

Connecting the business name to the review will help it appear in search results. “The team here at [Business Name] is thrilled to hear such good feedback, and we’re proud to be one of the coziest [coffee shops] in [city name].”

3

Add a little marketing

Your reply is public and will be read by others, including future customers. While you have the exposure and the audience, throw in some marketing! Mention a behind-the-scenes reason they had a great experience, or a new feature or promotion. “Did you know we just started a free coffee card?”

4

Invite the customer to do something

Ask the customer to return, use another service or spread the word. “Next time you’re here, you should try the [insert product here]!” “We hope to see you again soon - and bring a friend!”

TEMPLATES:



Respond to Good Reviews

Use these templates as a starting point. Make sure to include something personal and make it your own.



Hey (Customer Name),

Thank you for the review, (Business Name) appreciates when our customers take time to leave a note about us! We are glad you experienced our world-class [insert something the business is best known for], and hope to see you again with your friends!

- (Business Name / Manager Name / Owner Name)



(Customer Name),

We take pride in giving outstanding service to every customer here at (Business Name). We are happy to hear that your visit was no exception, thanks for leaving the wonderful review! Did you know we offer [discount or promo for next visit]? Look forward to seeing you next time!

- (Business Name / Manager Name / Owner Name).



(Customer Name),

We're thrilled you enjoyed [something specific they mentioned], we like making our customers happy at [business name]! Next time you're here, you should try the [insert a feature or special]. Thanks for leaving the positive review, I hope to see you again soon.

Regards, (Business Name / Manager Name / Owner Name).



Hi (Customer Name),

Thanks for taking time to mention [something they mentioned] and leaving this great feedback. Did you know [insert interesting background info on that product or service]? It's for people like you that we do what we do! If you have any friends looking for [insert service], please send them our way - we'll take great care of them.

Cheers, (Business Name / Manager Name / Owner Name).



Hello (Customer Name),

Everyone at (Business Name) loves to hear from customers like you! Thanks for spending your afternoon with us. Next time you're here, ask for [Manager's name] - I'd like to say thanks in person :)

- (Business Name / Manager Name / Owner Name).

How to respond to bad review (4 steps)



1

Apologize and sympathize

Acknowledge the customer's concerns. Even if they are unfounded, show sympathy that they had a bad experience.
"I'm sorry to hear about your bad experience."

2

Insert a little marketing

Explain what your customers usually experience.
"We're normally known for our exceptional attention to detail, and we regret that we missed the mark."

3

Keep it simple, short, kind

Don't go into too much detail or ask any questions. Three sentences is a good rule of thumb.

4

Continue the conversation offline

Provide contact info with someone at business so they can discuss problems in person. *"My name is [name] and I am the [Owner / Manager]. If you'd like to discuss this further, please contact me at [phone number / email]."*

BONUS: Don't include the business name, or relevant search keywords—you don't want this review showing up in search results!

TEMPLATES:



Respond to Bad Reviews

Use these templates as a starting point. Make sure to include something personal and make it your own.



[Customer Name],

Thank you for your comments. I'm sorry to hear about your experience. This is definitely not a usual occurrence at our business, [state what usually happens]. Please contact me, I would like to make things right.

[Name, Job Title, Email Address and/or Phone Number]



[Customer Name],

Thank you for bringing this [issue/incident] to our attention. I sincerely apologize for [name the main issue voiced] and we understand your frustration. We try to maintain the highest standards of service, but it's clear we fell short in your case. Please contact me at your convenience, I'd like to find out how I can earn back your business.

Regards, [Name, Job Title, Email Address and/or Phone Number]



[Customer Name],

My sincerest apologies for the experience you had. I assure you this isn't a typical situation. Most of our customers [explain the usual experience] so I'd like to speak with you further to help remedy the situation. My name is [Name], and I'm the [Job Title] - please give me a call at [Phone Number].



[Customer Name],

Sounds like we didn't provide you with the same customer service that many have come to know us for. I'm sincerely sorry. We pride ourselves on [typical customer experience]. Please contact me, I would like to fix things, if possible? My name is [name], and I'm the [job title]. Please give me an email [email address] or call [phone number] when you have a free moment. Thank you.



[Customer Name],

We're really sorry to hear about what happened. I'd like to make sure mistakes like these don't happen again. If you can contact me directly at [Email, Phone Number] I will personally make sure this situation is made right.

Regards, [Name, Job Title, Email Address and/or Phone Number]