



Responding to Reviews

*A Comprehensive Guide To Managing
Customer Feedback*



How to Respond to Positive Reviews:



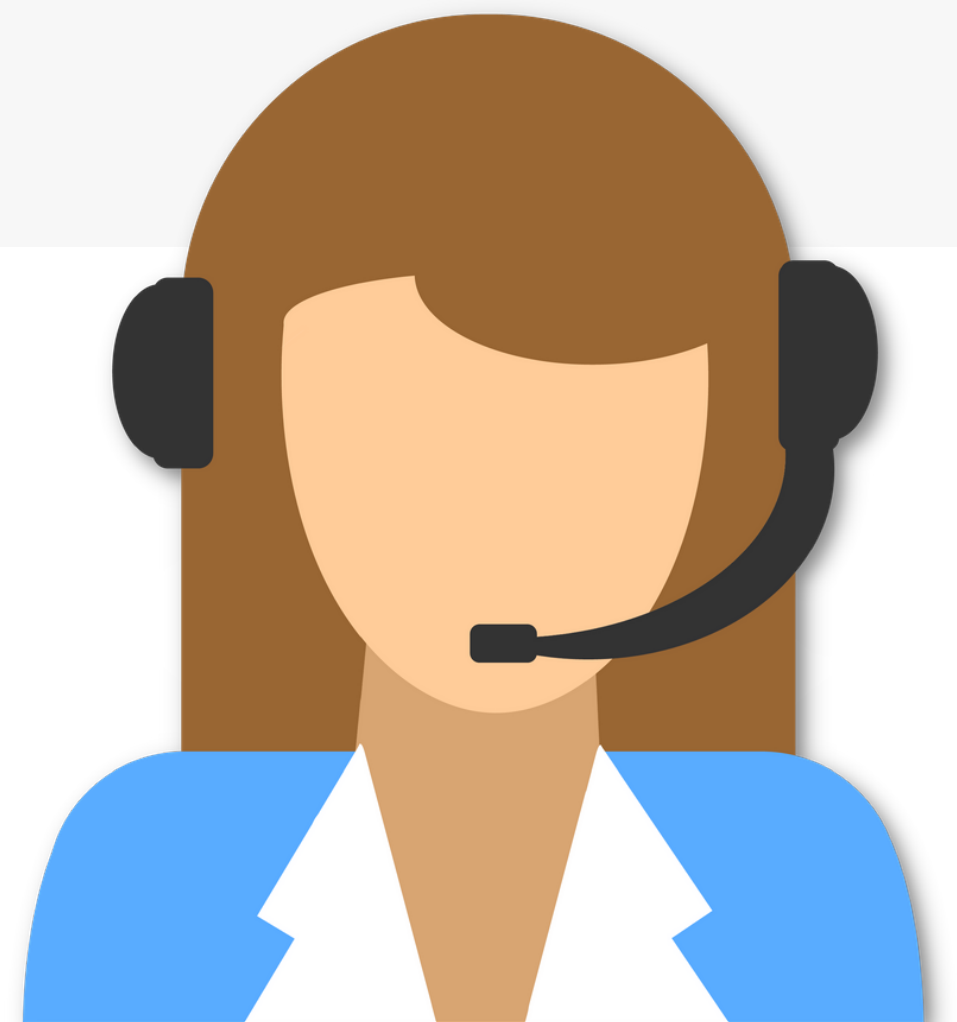
Thank the customer



Get specific



Entice them to come back



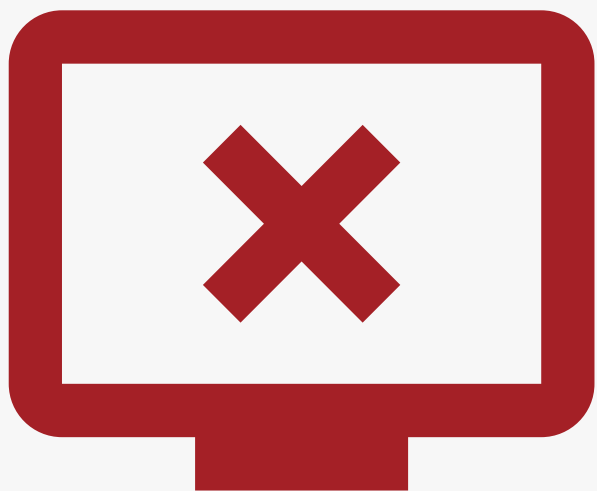
How to Respond to Negative Reviews:



Apologize and thank them for their feedback



Respond appropriately



Invite the conversation offline

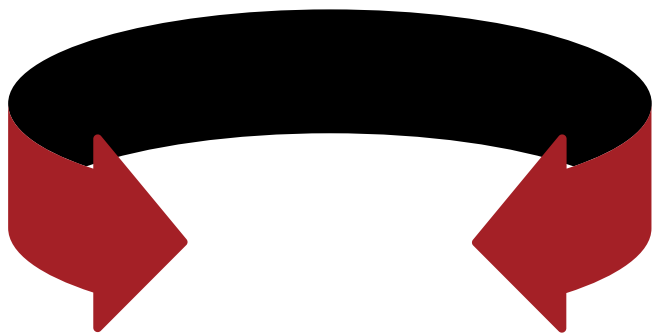


Keep it short and sweet

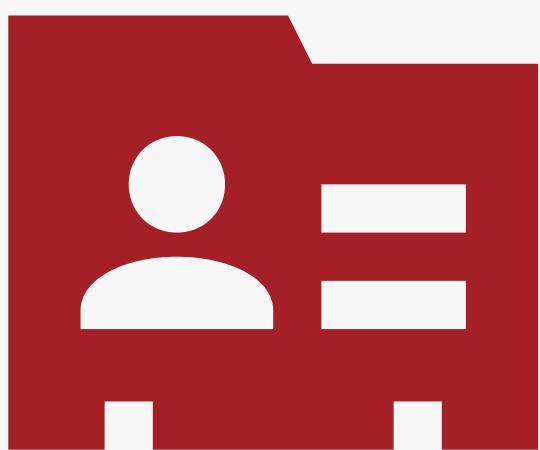
Review Response Best Practices:



Keep your brand voice consistent.



Rotate your templates.



Include contact information.



Templates don't work for every review – when in doubt, write it out.

Response Examples



**No Text Reviews
(Star Ratings
Only) - 4 Stars or
More**

Hi {NAME},

Thank you for the 5-stars! Hope to see you again soon.



**No Text Reviews
(Star Ratings
Only) - 3 Stars or
Less**

Hi {NAME},

Sorry to hear your experience was less than 5-stars. If you're open to discussing your experience further, please email us at {enter our contacts email at the business, we recommend an info@ email to not put individuals out there when possible}.

How to Respond to Reviews without Much Info



**Positive Review
Response - Stars
and a word or
two.**

Hi [NAME],

We are happy to hear you had a positive experience with [COMPANY]! We value your input and encourage you to let us know more details about your experience with us.



**Negative Review
Response - Stars
and a word or
two.**

Hi [NAME],

We're so sorry that your experience did not match your expectations. Please help us to improve by providing more information on your experience. We can be reached at [email].

How to Respond to Reviews from Angry Customers



Hello [NAME],

I'm sorry to hear about your disappointment with us, and I would like to personally assist you with making things right.

Let's get on a call and address this ASAP, we value your business. Please contact us at [phone/email] when convenient.

How to Respond to Reviews from Raving Fans



>>This is where keyword use should come into play! Using keywords such as services provided and service areas will help in Google searches.<<

Hi [NAME],

We are thrilled to have you as part of the [COMPANY] family! Thank you for sharing your kind words with us. It means the world to us and to our entire team! It was great to help you out with your [roof repair needs in Folsom]. We look forward to working with you or your referrals again soon!

How to Respond to Reviews that Need a Solution



Hello [NAME],

We understand your disappointment. It's important to us that our customers are more than satisfied and we would like the opportunity to resolve this issue immediately. If you give us a chance, we are intent on making this right and hope you will allow us to speak with you to discuss the situation.

Please reach out to us directly at [email] at your earliest convenience.

How to Respond to Reviews About Customer Service



Positive Response:

Hello [NAME],

Thank you for the wonderful review and for taking the time to share your feedback with [COMPANY] about your recent [roofing repair]. Our priority is excellent customer service and we are ecstatic that we met that mark! Kind folks like you make our job a pleasure.

>>If they specified the names of team members, include the following:

We'll be sure to share your kind words with [Jim, Lance] and the rest of the team.

How to Respond to Reviews About Customer Service



Negative Response

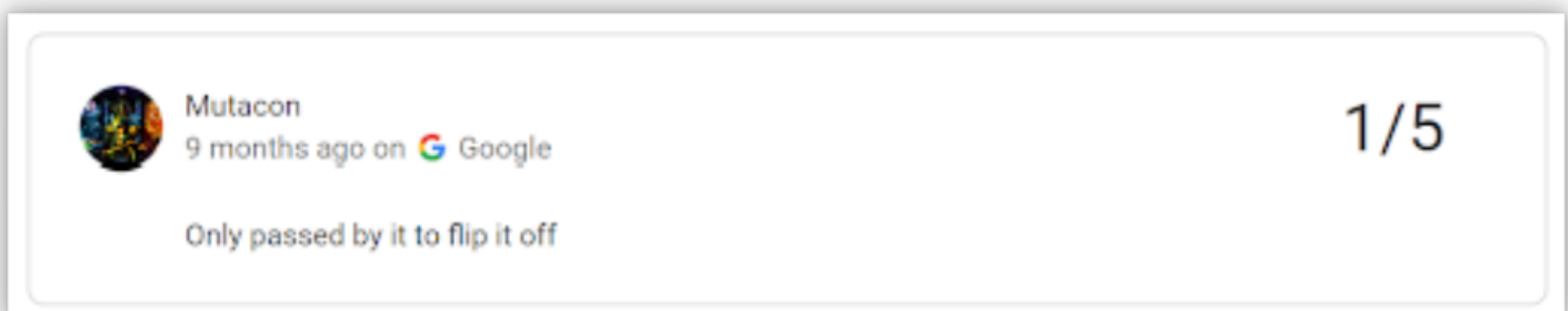
Hello [NAME],

We're sorry to hear of your less than satisfactory experience and hope you will accept our sincerest apologies. We are committed to providing great customer service and we would like to make things right.

Please give us a [call/email] to determine how we can provide you with a solution. We value our customers' opinions and would like to thank you for bringing this to our attention.

How to Respond to Spam Reviews

Example:



Hi [NAME]

We can't find any record of you in our system and your review violates [Review Site] policies so we have flagged your review for removal. If you have any questions or concerns feel free to contact us at [email].

Congratulations!

Congrats on taking your first steps to getting the most out of this amazing and FREE referral source. Stay tuned for what's next!

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We specialize in business and marketing strategy, branding, graphic design, video production and animation, user experience (UX), user interface (UI), web design, web development, mobile app design, mobile app development, mobile-first platforms, SEO, email marketing, and photography.

For nearly two decades we have specialized in working with home improvement companies in the HVAC, Solar, Roofing, Septic, Window, Tile and Painting industry. Find out what we can do to help your business with a 10-Minute Complimentary strategy session.

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