Responding to Reviews: Best Practices

Provided by Digital Air Strike

Responding to Reviews

- o Respond promptly - Set up company alerts so you are emailed when new reviews are posted
- o Welcome all feedback – positive and negative
- o Acknowledge all comments – positive and negative
- o Be professional and thank reviewers for sharing their experiences
- o Don't be defensive or argumentative
- o Never apologize or say sorry. Use phrases like "it's unfortunate to hear about your situation", "we always strive to provide everyone with a positive experience" or "we are disappointed to hear about your experience"
- o Offer solutions if the review is negative. Invite them to contact you directly to try and take the conversation offline
- o Personalize the response with the customer's name
- o Address specific comments
- o Being thorough in your responses shows that your company takes feedback seriously
- o Be courteous and professional
- o Do not threaten the writer of the review with legal or other punitive damage
- o Know each site's terms and conditions and dispute any reviews that violate them

Amplify the positive

- o Add positive reviews to your website or highlight them on your social media pages

Ask for feedback and request more reviews:

- o If you feel a customer had a positive experience at your store, don't be afraid to ask for their review