



# Review Response Templates



**REPUTATION MARKETING BLUEPRINT**  
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Negative reviews may bring you feelings of dread and the thought of lost business, but if you handle negative reviews correctly they may garner you respect from prospective customers, differentiate you from your competition and drive revenue.

To insure you get the right response every time here are “5 Things You Should Know Before Responding to Negative Reviews:”

- 1) **Be Empathetic and Don't Get Defensive:** No matter how wrong the customer might be or how badly you feel the urge to clarify how the customer is the one at fault – don't do it. Avoid an online battle royal at all cost. An online back and forth with a customer will cost you countless leads. So, when you respond, always be empathetic and use language to convey that you “understand” how the customer feels.
- 2) **Engage the Customer** – If you are not entirely sure what the complaint is about then engage the customer for more feedback about why they were dissatisfied. Ask them to call or visit with your business so you can get specifics on how you can make their experience more enjoyable and how you can make amends with the customer.
- 3) **Create A Personal Dialogue** – When you respond to customer reviews you want to sound like a real person. Too many companies make the mistake of responding to extremely personal reviews with a 1994 sterile press release-esque response. Be professional BUT be personal. Everyone has a bad day, even businesses, and people understand that. So be real, honest, and yourself. Authentic and personal responses to negative reviews will do wonders for building your brand online.
- 4) **Know When to Say When** - There are just some customers and some situations that you aren't going to be able to help, such as a customer who demands that you let an employee go. Be honest in your response and open that there are just some request you can't accept. While your dissatisfied customer may not be able to accept this, potential customers reading your response will.
- 5) **Refund, Discount, Or Free Offer** – The goal for any business owner when dealing with a dissatisfied customer should be to get them back into the business so that the customer can see the error of their ways and change their negative review or at least post a new, positive one. To get them back into the store offer a refund, discount, or free offer when you respond to them. The small amount of money you spend on a special offer for a dissatisfied customer may save you thousands.



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1. Please accept our sincerest apologies for (Problem). We would love the chance to make this right and would like to invite you back to (business) for (#) % off your next visit.
2. When a customer takes the time to leave a review online, we listen! We want to apologize for (problem) and let you know that we have taken the necessary steps to ensure that this doesn't happen again. Please know that your experience was an isolated occurrence and that the management and staff would love another chance at impressing you.
3. It is our goal to treat every person that walks through our doors as a VIP customer. When our team falls short of that standard and a customer walks away dissatisfied, then we have a real problem. We want to apologize for your less-than-outstanding experience and would like to invite you back in to show you just how amazing our team can be.
4. We hear you loud and clear! Your feedback is more than understandable. We appreciate that you took the time to let us know and we will be implementing your suggestions in the near future. Visit us again to see what a difference your review made.
5. We greatly value the opinions of our customers. At (business) we work hard every day to ensure that our customer's needs are being met. Thank you very much for your review.
6. Everyone has an off day - even amazing businesses. I'd like to apologize for this unfortunate (incident/confusion/inconvenience). Please give us a second chance and see the stuff we are really made of. Visit us again and receive a (%) off your next visit.
7. We apologize for the unfortunate experience and regret that it happened at all. Our #1 goal is customer satisfaction. While we can apologize for this unfortunate situation, sometimes that's just not enough to say we are sorry. We invite you to contact our store manager at (555) 555-5555 and let us know how we can make it

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up to you.

8. It's understandable that you would be upset after (experience). We do not want to lose you, or anyone, as a customer as a result of this bad experience. Please contact our store manager at (555) 555-5555 and let us know how we can better serve you.
9. Your opinion is very valuable to us at (business). We take each and every customer suggestion into consideration. Thank you very much for your review.
10. A dissatisfied customer is rare, and we take your feedback very seriously. Please accept our deepest apology for your unfortunate experience.

