

Cheatsheet: How to respond to negative reviews online

Dealing with negative reviews

You response needs to be *quick, positive and personal*. Before you post a response decide on how you want to respond, taking your time over what you write.

Below are some guidelines as to how you could structure your response:

- 1.** Thank the reviewer and let them know you appreciate them taking the time to give you the feedback.
- 2.** Apologise for the issue that caused them to write the negative review –Let them know that if your customers have a problem – you hear them. This is important for prospective customers who may be reading the review.
- 3.** Address the issue(s) raised and if possible try to resolve the issue there and then. Is there anything that you can do to rectify the problem? If so, outline what you can do to help them. If you can't help them, try to explain why and do you best to direct them to somewhere they can get help.
- 4.** If appropriate take the conversation offline and get in touch with the customer via email / private message.
- 5.** Remember your prospective customers and highlight that you are constantly working to improve processes / customer service / products etc. This helps to re-assure customers that they won't have to experience these issues.
- 6.** If appropriate, close the message with your contact details and an invitation to get in touch with you should further follow up be required.