



## Episode 7

# How To Handle Negative Reviews Action Guide





## About Reviews

- Reviews are important for your business because they help form your reputation.
- Reputation management is critical! It is more than branding. Monitor your online reviews closely.
- Bad review = PR crisis!
- Bad review is not as bad as no review at all.

### 1. Stats about online reviews (review tracker)

- 94% of consumers say that a bad review has convinced them to avoid a business.
- 53% of customers expect businesses to respond to negative reviews within a week. But 63% say that a business has never responded to their review.
- 45% of consumers say they're more likely to visit a business that responds to negative reviews.
- Reviews account for more than 15% of Google ranking factors (good and bad)
- 86% of reviews are 4 or 5 stars - it's a numbers game

### 2. How to deal with bad reviews?

- Don't take it personally, and take your emotions out of it! It's a reflection on your customer more than a reflection on you.
- Be appreciative of all feedback.
- Don't panic! Remember that negative reviews are not that bad and they can actually help your business.
- Resist the urge to remove negative reviews. It's natural to have some unhappy customers, and posting your negative reviews shows you have nothing to hide. Plus deleting them can cause more backlash.



## 2. How to deal with bad reviews? (Continued)

- React quickly!
- Don't be defensive. Acknowledge the position of the complainer. Be empathetic.
- Be polite and respectful. They may be having a bad day.
- Don't provide a canned answer - make it custom.
- Apologize even if it's not your fault, but admit if it was. Be honest.
- Go the extra mile. Offer a gift, flowers, credit... compensation in extreme cases.
- Always respond to negative reviews publicly, initially. It's an opportunity to demonstrate your customer service approach!
- Emphasize your commitment to give all your clients the best experience.
- Generally and especially if someone is very antagonistic and unreasonable, try to move the conversation offline, but be sure to resolve it publicly.
- Request fake or misleading reviews be removed.

## 3. Fake Review Alert

- It is a very tedious process to take down bad reviews on Google, Yelp or Yahoo.
- Competitors may try to defame you.
- Just respond to it in a compassionate way and tweak details out of the fake reviewers about the project they are referring to.

## 4. Video Review Response

- If you don't get reviews on your Google My Business or any such platforms, ask your clients to get you a video review which you can post on different platforms.



## 5. What you can learn from negative reviews?

- Examine the reviews closely to determine if there is an opportunity for you and your business to improve. Criticism is always an opportunity.
- Negative reviews are good for your brand because they're proof that your reviews are real and they may help attract more of your ideal customers.
- Encourage your happy customer to leave honest reviews.

## Examples on how to respond to negative reviews

"Hi, [NAME]! Thank you for taking the time to review [business name]. We apologize for the service you received. We would like to speak to you further about your experience. Our customer service number is 1-123-456-7890. We look forward to speaking with you and thank you again for leaving us your feedback."

"[NAME], thank you for bringing this issue to our attention and for taking the time to leave us a review. We assure you this is not the level of service we strive to provide our clients. We apologize for the issue and hope to earn back your business. Please reach out to us directly at 1-123-456-7890, so we can get to the bottom of this issue so it never happens again."

"Hi, [NAME]! I'm so sorry your experience at our company didn't meet your needs. We thank you for the honest review and will work with our staff to ensure we provide better service to you and all of our clients. We hope you will give us another chance to make it right in the future. If you don't mind give us a call at 1-123-456-7890 so we can better understand what caused this problem so we can ensure it does not happen again."



## Examples on how to respond to fake reviews

Hi, [name].

We take these matters very seriously. Unfortunately, we have no record or recollection of your experience with us, nor can we verify anything about your identity from your name in our records. If you have done business with us, we would like to investigate this issue further. Please contact [name] immediately at [email] so that we can resolve this issue."

"[NAME], thank you for bringing this issue to our attention and for taking the time to leave us a review. Unfortunately we can not find the project you reference in our database or any records of your identity in our client files. Can you please contact us immediately at 1-123-456-7890 so we can get to the bottom of this matter and get it resolved."



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