



DigitAll Solutions - Best Practices for Responding to Reviews

How to Respond to Good Reviews?:

- Every review online from customers will vary, so there are some key points to include in the response, where possible:
 - Always thank them for leaving a review & Include their name
 - If mentioned by customer - reference the service or products that they received and Who they received them from (which employee)
 - Include your business keywords in your response!

- Ex. Joe Bob's Review for Bulldog Rooter (plumbing company):
 - **Customer Review:** *"Bulldog Rooter is the best Plumber in town! The crew came out to my property and repaired my main water line that was leaking lots of water! The team lead, Tim, was extremely helpful and efficient and he communicated with me every step of the process so I was not surprised by anything! They were in and out in less than 2 hrs. These guys are the best and I highly recommend them to anyone!"*
 - **Businesses Response:** *"Thank you so much Joe, for taking the time to leave us a wonderful review online! Our crew of professional plumbers always strive to provide the best main water line repair services around, and backed by our awesome team lead Tim, who has been with us for over 15 years! We will continue to improve the level of service we provide to all of our customers here at Bulldog Rooter!"*

If an employee or owner interacted with the customer/client directly or on a more personal level, feel free to create a response that is more conversational, friendly and specific to that interaction.



How to Respond to **Bad** Reviews?

- There are times when customers will leave bad or malicious reviews on the business; regardless if the service was good or bad, or they are a competitor just looking to make other businesses look bad. There are rare cases when these negative reviews could potentially be removed but it is very difficult. So it is important, regardless of how or why the review was left, to provide an honest and appropriate response to the review.
- The main reason for this is, no matter what the review says, if the business owner does an honest job to resolve the issue, other potential customers looking at reviews will have less friction on the negative review because you have made an effort to resolve it, rather than argue with the reviewer. Each case is different, so adjust accordingly.
 - **Bad Reviews:** Apologize for not providing satisfactory services. Communicate in an apologetic fashion that validates their frustration and give additional information as to why this happened (if/where needed) Then follow-up with a cta (call-to-action) to have them reach out to you directly to resolve this issue!
 - **Malicious Review (not by customer):** First Apologize (we are sorry to hear that you were not satisfied), but follow-up with a confused statement like: We are sorry but we are having trouble finding you in our system to determine if you are an actual customer/what services we provided. Then a CTA statement to reach out so we can make this right.