



# Complete Response Guide

You must respond to the happy customers, the unhappy customers, and the customers that just seem to want to complain. Replying to a review sooner rather than later shows your business' dedication to the customer's feedback. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer experience. The lack of response and consideration can start to fester leading the customer to taking their negative experience to larger audiences like Facebook or Twitter. Responding to reviews is arguably one of the most important responsibilities when you have online reviews. It creates a personal relationship with your customers as well as show any potential customers you care and are receptive.

## THIS IS YOUR COMPLETE RESPONSE GUIDE:

- **Act quickly:** The longer you wait, especially with negative reviews, the worse a situation could get. Replying to a review sooner rather than later also shows your business' dedication to the customer's feedback. A company that responds to the reviews infrequently will present a notion of inconsideration toward the customer experience.
- **Show your gratitude:** Always thank the reviewer for taking the time to give any feedback at all. At times, there is a small percentage of customers that will find time to leave a review.
- **Pick out the positives:** Touch on any positives the customer may have mentioned or if you are aware of their experience personally. Your response could easily tip the customer in one direction or another. Any personal touch can strengthen their chances of returning to your business.
- **It's business, not personal, make sure it stays that way:** Remember, negative reviews, are likely written in the height of frustration. Snide comments are directed at the company, not at the person replying. The best option is to respond in a calm, professional tone.

*For more information or to sign-up for a demo go to [learn.surecritic.com](http://learn.surecritic.com).*

- **Take ownership:** You're representing your company! Acknowledge the reviewer's concern because customers want to be heard. It is smart to let the customer know that you hear them and if your company could have done better, say so!
- **Stick to the facts:** Be honest and truthful about the situation and your business. Provide insight a customer may not have been aware of on their own if necessary. These are all factors that could affect a customer's experience that they may not have been previously cognizant of.
- **The whole world is watching:** Consider the prospective customers when replying. A tone of voice can be easily misinterpreted, double check that your response comes across appropriately!
- **Present a real solution:** If there is reasonable action to be taken, do it. Show initiative and take charge in ensuring an experience is a good one! Since this is in the public domain, others will be keeping a watchful eye on what your next step is.
- **Further compensation does not need to be your first move:** Sometimes a simple apology and explanation could resolve any situation. Remember, "It is six to seven times more expensive to acquire a new customer than it is to keep a current one." If you need to offer compensation to entice a customer, there is always a plan b!
- **Invite them back:** A customer may return on their own but the chances of that occurring can increase with a personal invitation.
- **Highlight company values:** Being able to express what your company is about shows confidence as well as reassure the customer they should know to expect what your company values. If there is any doubt in the reviewer's mind, letting them know your company values can ease it.
- **Be in control:** The great part about reviews is that you can take control on what will happen next. Your response could nudge that customer into a repeat customer or keep them in hesitation. As long as your response is helpful and genuine, you should be able to keep them coming back.
- **Use SEO Keywords:** Reviews boost your SEO because they naturally include keywords related to your business. This is also a great opportunity for you to aid your SEO as well. Mentioning your own business in your reply is a great way to do this.
- **Share:** Further nudge your SEO by sharing the review not only on social channels and your website, but also to your employees. Everyone likes hearing about delighted customers knowing they took part in that merriment and are a part of a company that receives positivity.
- **Learn from it:** Above all, feedback is what helps you learn more about your company. How it is represented, how customers respond to your service, etc. Take suggestions into consideration because your brand is no longer what you tell consumers it is; it's what consumers tell each other it is.

As for fake/non-verified reviews..

#### IF YOU KNOW WITHOUT A DOUBT THAT THE REVIEW IS FAKE:

- **Find out how to flag or report it:** Review sites have their own terms of service or FAQs that could give you more information on what your next step should be. Many times you are able to flag the review to have it removed or marked as spam.

*For more information or to sign-up for a demo go to [learn.surecritic.com](https://learn.surecritic.com).*

SureCritic, Inc. | [sales@surecritic.com](mailto:sales@surecritic.com) | [learn.surecritic.com](https://learn.surecritic.com) | 900 1st Ave S, Suite 304, Seattle, WA 98134

- **Don't bother replying to the review:** If you can flag the review for removal, don't waste your time by replying to the fake review.

#### IF YOU AREN'T ENTIRELY SURE THE REVIEW IS FAKE:

- **Check to see if that exact review appears on another site:** A quick copy and paste into a search engine can tell you right off the bat if a bot or a person is posting this on multiple sites. If you find this to be correct, then definitely report the review!
- **Calmly respond to the review:** Stick to the facts that you know. You don't have any record of doing business with this person, but it is important to be honest, truthful and sincere. The person could easily have clicked on the wrong business to review. It is also a great idea to ask the reviewer to reach out to you directly if they have any concerns.

Asking for reviews will help your business shift any focus from fake reviews. Building your online presence and reviews will provide future customers an accurate representation of your business.

*For more information or to sign-up for a demo go to [learn.surecritic.com](https://learn.surecritic.com).*

SureCritic, Inc. | [sales@surecritic.com](mailto:sales@surecritic.com) | [learn.surecritic.com](https://learn.surecritic.com) | 900 1st Ave S, Suite 304, Seattle, WA 98134