



How to Respond to Negative Reviews

Learn how to change a negative experience into lifetime loyalty! The most loyal customers are those who have had their concerns personally addressed.

HOW TO RESPOND TO NEGATIVE REVIEWS:

- **Act quickly.** There is no time to waste when it comes to reviews! The longer you wait 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.
- **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. These are factors that could affect a customer's experience that they may not have been previously cognizant of.
- **It's business, not personal.** Remember, negative reviews are most 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.
- **Take ownership.** You're representing the company! Acknowledge the reviewer's concern. Unhappy 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!
- **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 a reasonable action to be taken, do it! Show initiative and take charge in making a bad experience a good one! Since this is in the public domain, others will be keeping a watchful eye on what your next step is.

For more information or to sign-up for a demo go to learn.surecritic.com.

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- **Further compensation does not need to be your first move.** Sometimes a simple apology and explanation could resolve a negative 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!
- **Learn from it.** Feedback is what helps you learn more about your company. 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.

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