

# Kardia Social

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Create more time...

## ESSENTIAL GUIDE TO CUSTOMER REVIEW RESPONSES

“It takes 20 years to build a reputation and 5 minutes to ruin it - if you think about that, you’ll do things differently”  
Warren Buffett

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# THE POWER OF RESPONDING TO REVIEWS...

There have been an increasing number of studies recently that show the power of responding to your customer reviews. It's your online customer service, so you need to pay close attention to what's being said...

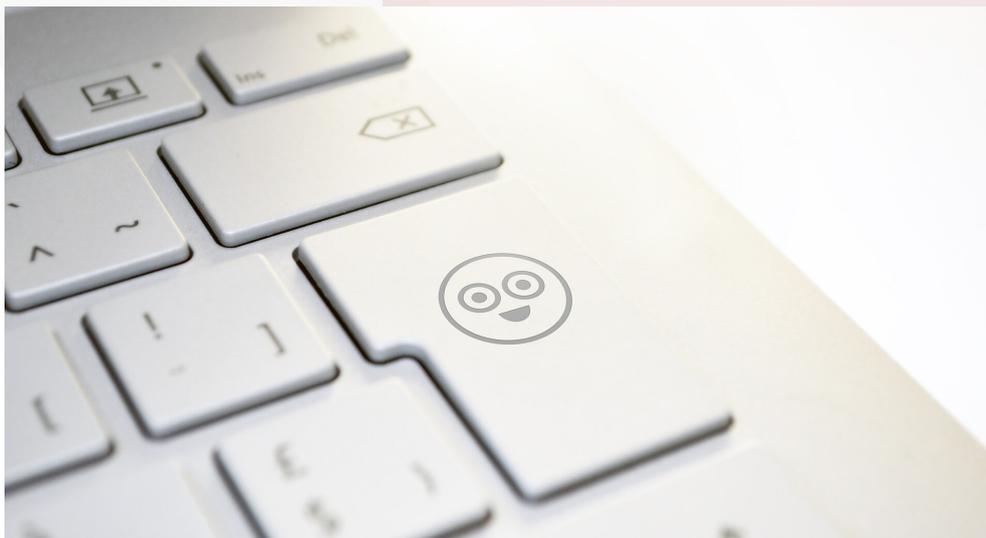
Customers can review your business on so many platforms now - Google, Facebook, TripAdvisor to name but a few - and it can be tough to keep on top of them all - but it's really important that you do

Latest figures show that businesses that respond to their customer reviews (particularly negative ones) see improved sales and get higher ratings as a result - so why wouldn't you?!

People want to be listened to and acknowledged and 78% of consumers say that seeing businesses **responding** to online reviews makes them feel like the company actually cares about what they have to say

94% of consumers say that bad reviews have convinced them to avoid a business and 45% say they're more likely to visit a business that responds to negative reviews.

These figures highlight just how important it is to respond to **all** of your customers, and promptly, or there's a chance you could lose them to a competitor!



**Remember: the clock begins ticking the minute a review is posted...**

# ONLINE REVIEW BEST PRACTICE...



## 3 TOP TIPS

Identify the person(s) in your business that will manage your online reviews

*Often, reviews can refer to different areas of your business, so someone in your customer service team would be ideal for this. They can then liaise with other departments and gather any necessary information needed to respond appropriately to your customers*

Clarifying who's in charge of responding to reviews is important, not only because it simplifies the process, but it will also increase your response time, which is key to customer satisfaction

*Those nominated should understand the guidelines of each review site, convert the feedback into insights for your business, address complaints and represent your brand in a strong light*

Set time aside each day to respond to all your customer comments and queries on all platforms

*It's incredibly important to respond to your customers as quickly as possible. More than half of the customers who write reviews expect a response in 7 days or less, and 1 in 4 expect to hear back within 3 days*

**SUPER TIP!! If you receive a brilliant positive review - respond publicly!**

Your response to a positive review may be read by thousands of people on websites like Google, Facebook and TripAdvisor. Sharing the review and your response as widely as possible, will show just how much you care about your customers. If you have 5-star ratings and glowing reviews from online review sites, show them off - choose the best and share them on your social media, your website and your emails!

# NEGATIVE REVIEW BEST PRACTICE

Responding to negative reviews can be difficult and it's only natural to get annoyed when it feels like someone is criticising your hard work. Take a step back, breathe, and read the following tips...

**Always say thank you, apologise and sympathise**

Show your customers that you appreciate and value their feedback and always say thank you in your responses (even the bad ones!) For example ...

*"Thank you for letting us know about this, your feedback helps us to improve. We apologise that our service didn't live up to your expectations on this occasion, and we are looking into the issue and will endeavour to resolve it promptly"*

**Take the issue offline**

When there's a particularly bad review, it's always best for you to take the issue offline. You should supply direct contact details for your customer in your review response:

*"We'd like the opportunity to investigate your feedback further. Please contact me at [email address] or call our team at [phone number] and we'll work with you to resolve any issues as quickly as possible"*

## 3 TOP TIPS...

**Take responsibility and make things right**

Don't make excuses. Even if what happened was a one-off or just an off day — acknowledge the customer's experience and be as specific as you can about their concerns. Let them know about any changes or improvements you have made or will make as a result of their feedback.

*"I apologise on behalf of everyone here at [company name]. Please know that your situation was an exception and as you can see from our other reviews, we are well known for taking ownership and care deeply about our customers. Unfortunately, we can't fix the past, but you have my personal commitment to improve [whatever the issue raised was]. Until then, please accept my sincerest apologies"*



## SUPER TIP!! Ask for a second chance

Don't close the door to negative reviewers – instead, invite them to come back and welcome them! This creates an opportunity for you to change the conversation so they'll have an experience worth raving (instead of ranting) about!

*"Thank you for bringing this matter to our attention. I'm so sorry we failed to meet your expectations. I would appreciate another chance to earn your business. Please call me on [phone number] or ask for me next time you're at [company name]"*

# POSITIVE REVIEW BEST PRACTICE

Responding to positive reviews is just as important as replying to negative ones, as it lets your customers know you care about what they think!

## 3 TOP TIPS...

### Say thank you

Always show appreciation for customers that take time to share their positive experiences.

Great reviews and high ratings are perfect for attracting new customers and influencing their choice. You can say...

*"Thank you so much for taking the time to leave us this amazing review"*



### Reinforce the positive

Often, positive reviews focus on specific things that your customer liked best about your business. Be sure to mention these things in your response. This is a subtle way of marketing a specific product, service or feature.

For example, in your response, explain that...  
*"The delicious cakes they loved so much are actually your grandmother's family recipe"*

### Pass on the compliment

If your customer mentions someone by name, always pass on the compliment.

For example, if a reviewer wrote, "Our photocopier engineer John is always really helpful" - reply by saying something like:

*"We're so glad you like John's work, we'll pass on your kind words - thank you!"*

Responding to good reviews is a great way for you to share positive feedback and helps let your teams know that they're doing a great job!

## SUPER TIP!! Mention other products or services

You don't want to come over as too pushy but do try to mention another of your products or services that they might like. Clearly, your responses should be specific for your business but here's an example...

*"We're happy to hear you loved our Paella! If you come again on a Friday, we're sure you'll love our special tapas evening menu"*

# NEUTRAL REVIEW BEST PRACTICE

Neutral reviews often combine positive comments with negative feedback

You just need to follow the tips you've already had - Say thank you, repeat the positives and acknowledge the negatives! It could be something like...

*Dear [customer name], thanks so much for your review. We're really pleased to hear that you loved our breakfast bagel, it is one of our customers favourites! However, we are sorry to hear that our service fell short on your visit. Please contact us on [company email] so we can look into the issue further, and get back to you directly with an update. Your feedback is invaluable to us and will help us to deliver an even better experience on your next visit. Again, thank you for taking the time to review our business!*



## **SUPER TIP!! Always reinforce the positive first...**

If the 3-star review contains positive feedback, be sure to call attention to it by mentioning it in your response first - Research shows that readers are more likely to take in information in the first 100 words of text

# A FINAL WORD...

Online reviews influence the way customers think about your business.

Keep in mind that your reputation is shaped not only by what you say about your business but also (if not more so!) by what customers are saying about you on online review websites. This information is invaluable, as you'll learn a lot from what they have to say. Use their opinions to shape your business, you'll earn their trust, their customer experience improves – and they'll keep coming back!

Sometimes you may feel like you have little control over how potential customers perceive your business, but you really can actively improve your online reputation and one of the best ways to do so is by responding to all your reviews.

By responding to positive, negative and neutral reviews and applying best practices in your responses, you can definitely make a positive impact on your brand reputation, your search engine presence and even boost your finances!

A little extra time spent on your responses will strengthen your reputation as being a brand that cares...



**USE CUSTOMER FEEDBACK TO ACT TODAY AND  
PREDICT TOMORROW...**

Get in touch and let's see how we can help you - Kardia Social:

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