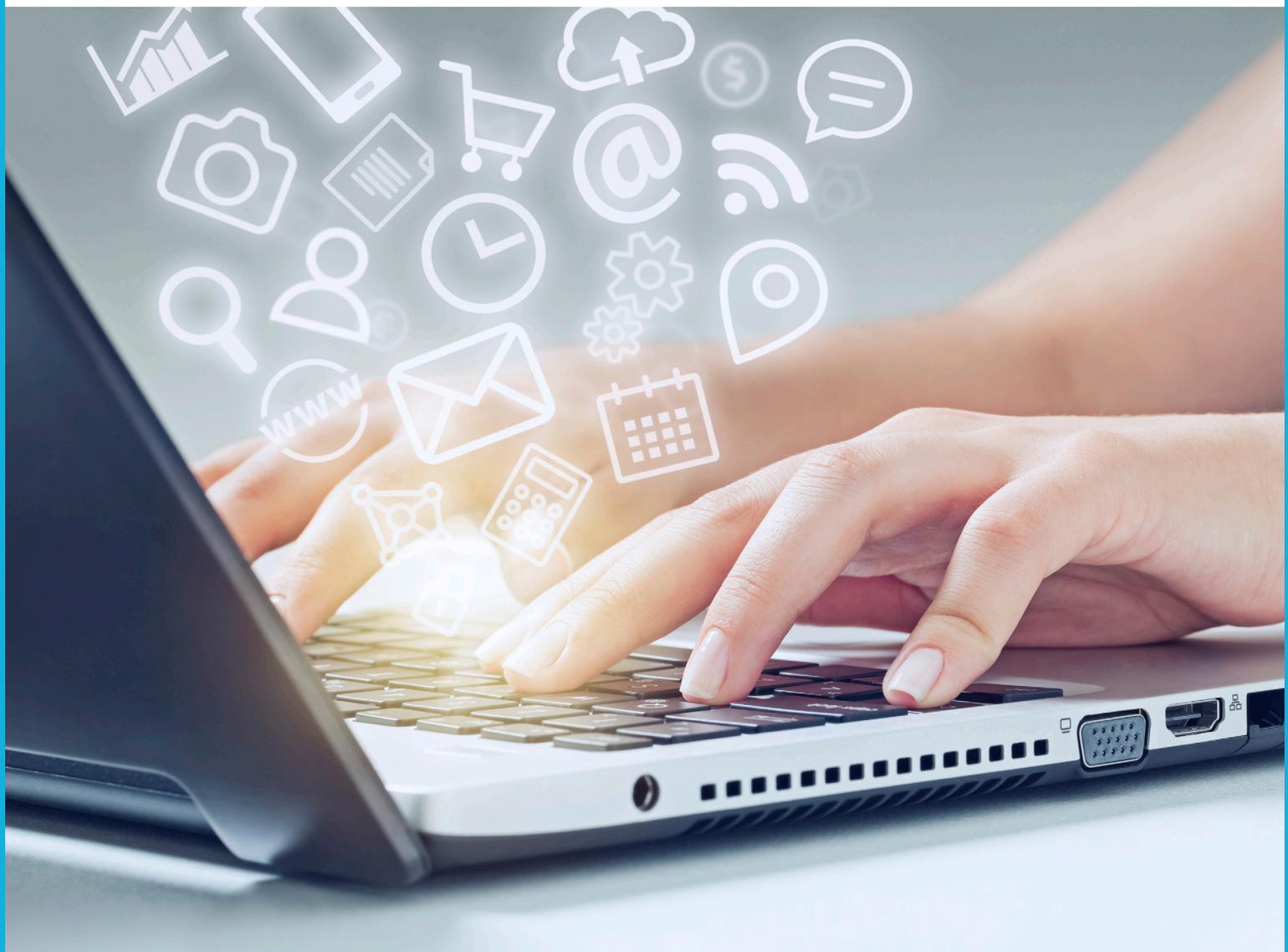


# The Ultimate Guide to Online Reviews



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# Introduction

Review websites and social media have changed the way people make decisions. Most people trust peer recommendations more than advertisements, that is why it has become very important to take care of a company's online reputation and reviews which are left by the customers.

You would not ignore a live-feedback (positive or negative) from your customer right after she/he bought your service, would you? So, if your customer leaves such a feedback online, you should respond to it too. Like that you show that you respect your customer's opinion, take the feedback seriously and are ready to take action in order to make her/his experience even better.

In this Ultimate Guide, we will talk about how to answer negative and positive reviews effectively and give you templates of responses to guest reviews so that you can use them in your daily work.



# Why are Online Reviews Important?

	<b>84%</b> of people	<b>trust online reviews as much as a personal recommendation</b>
	<b>54%</b> of people	<b>will visit the website after reading positive reviews</b>
	<b>85%</b> of people	<b>use internet research before making a purchase</b>

Sources [brightlocal.com](http://brightlocal.com) | [vendasta.com](http://vendasta.com)

The majority of people inform themselves online. In order to make it easier for the new customers to find you, you should be present on the relevant review platforms. You can be sure that people are already talking about you online, so respond to them! This is the content you can generate and influence yourself and it can be a powerful marketing tool!



# How to respond to negative reviews

It may be frustrating to receive a negative review, but dealing with the situation smartly will increase the chance that your online reputation is not damaged. Here are four easy steps on how to respond to a negative review:

## Be polite and forthcoming

Thank customer for writing a review and apologize for not meeting the customer's expectations. Be friendly and polite.

1

2

## Explain the situation

Don't be emotional, present the situation objectively. No product or service can please everyone, that's natural.

## Engage in dialog

Ask the customer to give a more detailed feedback. Take the communication offline, if necessary, by providing a contact email or phone number.

3

4

## Deal with false reviews

If the review does not comply with the review platform's policy (e.g., not based on personal experience, contains hate speech), you can ask the platform to remove it.

## Use the templates below to respond to negative customer reviews. Don't forget to add your personal touch and be specific when answering a complaint.



Dear (Customer's name),

Thank you for writing a review. Our customers are our most valuable asset and we take your feedback seriously. We are very sorry, we didn't meet your expectations. We have taken your opinion on board and measures will be taken to ensure that our standards are consistently met for all our customers. At your leisure, please contact us at (email/phone number), we would be glad to investigate the matter further. It would be our pleasure.

Best regards, Hotel/Restaurant management.

Hi (Customer's name),



Thank you for sharing your feedback with us. Our goal is to provide the best experience for our customers. Most of our clients are very happy with (food, service). I apologize our (food, service) didn't quite match your taste. Nevertheless, we appreciate that you took the time to let us know about the problem. It helps us understand areas of improvement. Could you please contact us directly at (email/phone number)? We'll find a way to make it up to you.

Best regards, Hotel/Restaurant management.



Hey (Customer's name),

Thank you for your review, customer's feedback is very important for us. We are very sorry, you were disappointed by our (dish, service, etc.). Usually, we pride ourselves in (serving the freshest produce or ensuring first-class quality). The situation seems to have got out of control that day (explain the situation). We sincerely apologize and would like to assure you that such mistakes won't happen again. We hope to be able to earn your trust back and welcome you back soon!

Best regards, Hotel/Restaurant management.



Hello (Customer's name),

Thank you for taking time to write a review. In our Hotel/Restaurant we have a very high standard of (food, service, etc.), we train our staff to provide the best customer service. It is disappointing to hear that you have had a bad experience. We have put in a lot of effort to create the menu and provide professional service. Please let us know how we can contact you, we would like to hear the specifics of what made your stay with us unpleasant. We will do our best to solve the issue and we hope to host you again soon!

Best regards, Hotel/Restaurant management.

# How to respond to positive reviews

It's great, you got a positive review. Many would ask, why answer it? Well, it is a great chance to thank your customers and promote your business. Use it as a marketing tool and turn the search engine results to your favor. Here is our recommendation on how to respond to a positive review:

# 1

## **Thank your customer**

Show appreciation for taking the time and writing a review.

# 2

## **Invite to come again**

Tell about your new offer, recommend a meal or just invite to come again and bring a friend.

# 3

## **Throw in a little marketing**

You have a chance to promote yourself and address future customers who are reading a review. Besides, it is for free! So, don't miss the opportunity.

# 4

## **Mention your company's name**

The review will appear in search engine results. Let the positive review be associated with your business. Use other keywords important for your business too!

**Here are some ideas on how to respond to positive customer reviews. Don't forget to mention a few details (history) about the subject of the review and invite your customers to come again!**



*Dear (Customer's name),*

*Thank you for your outstanding review. We are very glad to hear that you liked our new dish, it was inspired by (add more details). I would like to let you know that we have a great lunch offer every week day from 12:00 to 14:00. We are happy to welcome you back again, bring your friends with you.*

*Best regards, Name, title, your  
Businessname.*



*Hi (Customer's name),*

*It is very nice to receive such a positive review from you. Our team works really hard to maintain high standards of food and service. We'll surely pass your compliments to the chef. Please note that we have a special offer for upcoming (Valentine's Day, Christmas, etc.). Don't forget to book a table! Looking forward to welcoming you back soon.*

*Best regards, Name, title, your  
Business name.*



*Hey (Customer's name),*

*Thank you for your review. Receiving a positive feedback from our customers serves as great motivation for our team to constantly improve. By the way, we are opening a new sister restaurant/hotel at (address/website). We are sure you will like it as well.*

*Best regards, Name, title, your  
Business name.*



*Hello (Customer's name),*

*Thanks a lot for choosing (Business name) and taking the time to leave a positive review. We are glad that you enjoyed our world-class/best in the city (dish or service). Did you know that we have a promo offer next week? Be quick to reserve a table/room.*

*Best regards, Name, title, your  
Business name.*

# Need some help with your reviews?

Feel free to use the templates and tips in this guide in your daily work. However, if you find tracking and responding to reviews overwhelming and do not have the resources to take care of them, re:spondelligent can help you out. We offer a solution for online review management.

With us you can focus on your core tasks and scale your business, benefitting from the following services:

- ◇ All online reviews and ratings collected at one place;
- ◇ One dashboard to manage online reviews;
- ◇ Pre-written professional individual responses;
- ◇ All responses are marketing and SEO optimized;
- ◇ Advanced analytics, tracking performance of multiple locations and sources;
- ◇ E-mail notifications to inform you about new reviews and responses.

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