

betterbunch

36 ways to respond to reviews



Everything you need to respond to positive reviews, charm the socks off your critics, and turn a bit of “meh” into whole lotta “yeeeh!”



Contents

Introduction	3
3 reasons why a response is essential	4
The basics of responding	5
Responding to positive reviews	6
8 golden rules for responding to positive reviews	7
9 templates for positive review responses	11
Responding to neutral reviews	15
7 golden rules for responding to "meh-views"	17
9 ways to word your responses to neutral reviews	21
Responding to negative reviews	25
9 golden rules for thoughtful responses to negative reviews	27
9 templates for tactful negative review responses	31
Responding to false reviews	36
7 golden rules for responding to false reviews	38
9 response templates to call-out false reviews	41
How asking for reviews helps protect your reputation	45



Oh, hi there!

Like most business builders on their A-game, you're likely to already why online reviews are important, and are making a conscious effort to get more of them.

But, if you're reading this, chances are that you're missing a vital step when it comes to doing one thing that your customers - past, present and future - *and* Google truly appreciate.

Overlooking the opportunity to respond to reviews means you're missing out on a gigantic opportunity to build brand trust, increase customer loyalty, and improve your Google search ranking. But we're about to change all of that, right?!

If you're a first time review responder, this guide is designed to ensure that you're equipped with high quality responses, right off the bat.

We're here to help you understand why your review responses are so important, and show you how to respond most appropriately. If you're already a seasoned responder, sweet! We've got you covered with golden rules and template wording for positive, neutral, negative and false reviews.

Then, we'll introduce you to a strategy that will help you get more positive reviews than you ever thought possible. We'll show you how to double, triple, even quadruple the traffic to your business without spending a single cent on advertising.

Before we get there, let's dive into why responding to your reviews - the good, the bad and the ugly - is vital for any business operating online, and why this often forgotten response strategy is so worthy of your attention.



3 reasons why your response is essential



It shows customers you care

If a customer goes out of their way to leave your business a review, whether it's positive or negative, it's important that you get on the good foot and respond.

Why, you may ask? The main reasons are that it shows you're switched-on and engaged, that you value their feedback and ultimately that you appreciate your customers, especially for the time they've taken to actually review your business.

It shows the public you care

In the same way consumers read online reviews as part of their decision-making process, they're also interested in how brands and businesses respond. For them, it's a way of double-checking what sort of people are behind the business.

In this way, responding to online reviews not only shows your customers you care, it also shows your potential customers (the people reading your reviews) that you have a strong commitment to your customers and their satisfaction - a great perception for any brand or business.

It shows Google you care

As you likely know by now, it's Google's job to lead people to quality, trustworthy businesses. Their algorithms decide what order businesses will rank in the Google search results. Surprise surprise, reviews play a big part in where you show up, and Google wants to show businesses that people can truly rely on.

Now that you know *why* responding to reviews is so important, let's dive in and show you *how* to respond in a way that not only makes you look good but makes your customers feel good too!



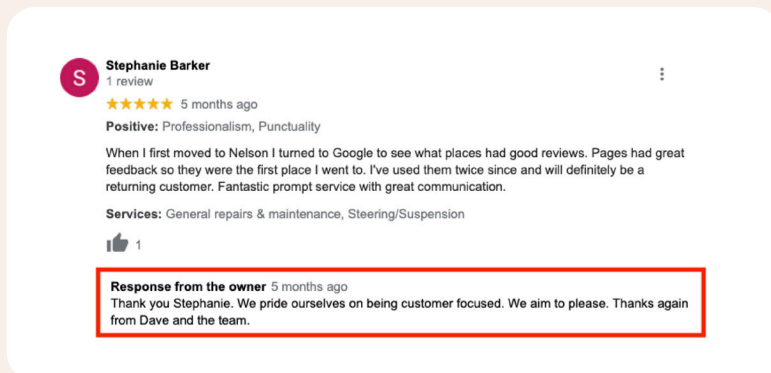
The basics of responding

Before we show you how to structure the perfect response, let's make sure you're schooled up on how to respond to reviews on popular platforms like Google and Facebook.

 [Download the *Master Google Business Profile* guide](#)

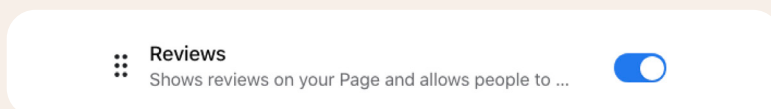
How to respond to Google reviews

Responding to reviews on Google is easy. Once you've verified that you own the business, you need to head over to your Google Business Profile page, open your reviews and click the 'reply' button next to the review. Your response will then show up below your customer review with the label 'Response from the owner'.



How to respond to Facebook reviews

If you want to respond to reviews on Facebook, the first thing you need to do is allow the public to leave reviews for your business. Do this by turning on reviews within your Facebook account. Once you've turned reviews on, people can start recommending your business, and you can start responding - easy peasy.



Now that you know how to respond to reviews on the sites that matter the most - the next section will get into the heart of how to craft the perfect response for all review types.



Part one

Responding to positive reviews

Ah, the crème de la crème! Positive reviews are what we're all chasing, and they're worth their weight in gold. Let's look at how to make the most of these precious little nuggets!





8 golden rules for responding to positive reviews

We all know people rely on positive reviews when searching for local products and services, judging entire businesses based on the experience of their most recent customers.

The problem is, most businesses don't have many positive reviews. And that's not because they don't deserve them, but for the simple fact they haven't been proactively identifying who their happy customers are and inviting them to leave reviews in a way that makes it simple and convenient for them (but, more on that later).

For now, we want to show you how to leverage the power of your positive reviews by responding with a well-considered response that shows the customer, the public, and Google that you care about them.





— 1 —

A great response starts with a warm greeting

Begin with a greeting that matches the formality or informality of your business and audience. Then, address the customer by name to make it a personal response straight off the bat.

“Kia ora/Hello/Hi/Hey [Customer Name]”

— 2 —

Always thank them for sharing

Thank them for taking the time to relay their experiences by leaving feedback. This behaviour is less common than you might think, so make sure you encourage it with some positive reinforcement of your own.

“Thanks a bunch for taking time to leave feedback!”

— 3 —

Invite them back for more!

Invite the reviewer to return to your business in the future. This can be as short and subtle as saying, “Hope to keep you just as happy next time!” This, when armed with your personalisation in prompt #1, will make each reviewer feel personally appreciated.



— 4 —

Encourage them to share their experience with others

The fact that the reviewer has taken the time to leave a positive review means they'd be more receptive to further investment. Compared to going out of their way to leave a review, sharing that same recommendation to their peers is a small ask!

"I hope you'll let your friends know next time they need a [service you provide]."

— 5 —

Offer them a special deal/coupon for next time

If you're particularly impressed with the quality and depth of the review, offer them a sort of deal or coupon to reward them for their time. Note – this is used best on positive reviews that stand out far more than average. Think reviews that are lengthy, include pictures or tell a compelling story.

"Wow, thanks a lot for the kind words. We'd love to set you up with a coupon for 10% off your next purchase for taking the time to share this!"

— 6 —

Mention any other products/services they might like

If you have any future offers you can talk about, now's a great time. Upsell your customer on future services or products that might be relevant to them (or, might be relevant to whoever happens to be reading the review).

"Glad you liked our "X" package; starting next month, we'll be offering "Y" as well!"



— 6 —

Mention any other products/services they might like

If you have any future offers you can talk about, now's a great time. Upsell your customer on future services or products that might be relevant to them (or, might be relevant to whoever happens to be reading the review).

“Glad you liked our “X” package; starting next month, we’ll be offering “Y” as well!”

— 7 —

Use a natural tone of voice

Differentiate your responses. Vary their length and tone while being as natural as possible. While a stock response is likely better than none, the more sincerely you respond to reviews, the better.

— 8 —

Celebrate any highlights they mentioned

You can also take this time to talk about that the highlights the reviewer mentioned are what you pride yourself on and is why your business is better than the average [business type] – which is a way of proving that you're doing something better than your competitors and can be a nice little SEO boost to boot.

“This is one of the things that sets us apart in [our niche], we like to make sure that all of our customers have “X”.



9 templates for positive review responses

Up next, we've prepared nine templates you can use to respond to positive reviews in a way that genuinely reflects well on your brand. When using the templates, we highly recommend editing them slightly to reflect your company, tone and style. And use both your reviewers *and* your name too, obviously!

— 1 —

Hey Billy,

Thanks so much for your feedback! We're thrilled you enjoyed our [product/service], we've found it's a definite customer favourite! We appreciate you as a customer and the glowing review. Have a great day.

Tam

— 2 —

Hi Stacey,

We can't thank you enough for the kind words about [product/service]. Your review means the world to us! Looking forward to seeing you again soon - and thanks again!

Michael



— 3 —

Kia ora Trish,

We'd just like to thank you for taking the time to write this review of [product/service]. We're a small, family-run, local business here at [business name], and every bit of feedback is valued. We're very grateful for customers like you!

Penny

— 4 —

Hello Spike,

We are blown away by your positive words! We noticed you mentioned you'd like to get even more out of your [product/service]? So we've put together some handy guides that you might be interested in, you can find them at this link here [hyperlink guide] or feel free to contact our customer service department if you have any questions at all on [phone number/email address]!

Thanks again; we really appreciate the time you took to write such a detailed review!

Darryl

— 5 —

Hi Dan, thanks for the great review! We're so pleased you loved your experience and can't wait to have you back for your next [product/service/ appointment].

Shelby



— 6 —

Thanks for the amazing review, Connor!

We're so thrilled that we have met your expectations with our high quality [product/service]. We work hard, and we're happy to hear we hit the mark for you. So come back and see us soon. Cheers!

Stuart

— 7 —

Dear Ahmed,

Thank you for taking the time to leave us such a fantastic review! We're happy to hear that you loved doing business with us. Customer satisfaction is our highest priority. We pride ourselves on our exceptional service. Thank you again for your feedback, and we look forward to seeing you again soon!

Peter

— 8 —

Hey Steve, thanks a bunch for taking the time to leave feedback! We hope you'll let your friends know next time they're in need of a [product/service]. Of course, we will aim to ensure they are as happy with our [product/service] as you were! Until then, we'd love to set you up with a coupon for 10% off your next [product/service/purchase] for taking the time to share this!

Dee



— 9 —

Hi Farley,

We appreciate you and the time you took to write such a wonderful review. We're glad you liked our [X] package, and starting next month, we'll be offering [X] as well! This is one of the things that sets us apart in [our niche]. We like to make sure that all of our customers have [X]. Have a lovely day!

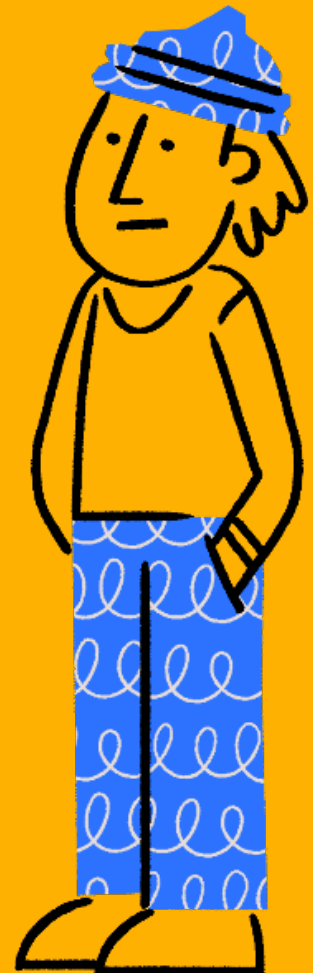
Syd



Part two

Responding to neutral reviews

Also known as a “meh-view”, a neutral review can often be accompanied by a middle-of-the-road star rating. Not ideal! Let’s look at how to turn this into a golden opportunity for your business.





The key ingredients to a vanilla experience

Neutral reviews are often the hardest to respond to! They usually come from customers who thought your product was vanilla – standard, not amazing, but certainly not awful. Just... nothing special.

They often arrive in your review section in the form of a three-star rating and a slightly deflated tone to their message, if there's any actual comments provided in the reviews at all!

Neutral reviews *can* be a tough nut to crack, causing many business owners to ignore them altogether. But, thinking an average review can't have an undesired impact on your business is misguided - they matter!

But these businesses are leaving money on the table and revealing that they'll pick and choose when they respond to reviews.

Luckily, after reading this section, you'll be well equipped to handle them. Your best bet with neutral reviews is to transform it into an opportunity to improve your business. How could you have improved that customer's experience in a way that would have compelled them to leave a glowing, positive review?

Let's take a closer look at how to do this.





7 golden rules for responding to “meh-views”

Responding to a neutral review requires a little bit of caution, as we want to ensure that we don't "poke the bear" and upset the customer, while also being certain that our online reputation stays in the best shape possible.

Here, you'll find some key steps to think about when you start to compose your response. It's all about making the reviewer feel heard, but giving yourself the opportunity to respond and improve on any suggestions the reviewer makes that would ultimately lead them to giving you that positive review you're looking for!

— 1 —

Start with an appropriate greeting

Start with a greeting that matches the tone of your business. How formal or informal is your company brand? Make sure to address the customer by their name, if available, to immediately personalise the response.

“Kia ora/Hello/Hi/Hey [Customer Name]”



— 2 —

Address any issues and apologise

If they mention any problems or specifics that they were disappointed with, make sure you address them and apologise ASAP in your response to show you care.

“I’m very sorry that you had that issue; let me know if I can do anything to help, such as X.”

— 3 —

Acknowledge things should have been better

Read their review and ask yourself if you could have done anything to improve this customer’s feedback. If so, make sure you make this known in your response.

“I actually agree. In the future, I plan to make sure that “X” is more like “Y”

— 4 —

Ask (politely) for another chance

Ask them to give you another chance if the negatives they’ve mentioned are something you would be able to remedy.

“I would love to have a chance to make it up to you on your next purchase!”



— 5 —

Express genuine intention to make things right

Make it clear that you're doing this because you genuinely want them to have a more positive experience, not because you're after a better review. That better review (if it comes) will be a happy byproduct of improved service.

"I would love to make sure this doesn't happen again."

— 6 —

Highlight the good stuff - all of it!

Highlight any of the positives that were mentioned in the review. While you're making promises in the realm of what that customer viewed wrong, you may as well draw attention to what they admit you got right.

"We're thrilled you enjoyed your first few hours with our product..."

— 7 —

Ask (but try not to plead) for another chance

Close with a follow-up, offering them a chance to come by your business once more for you to make it up to them.

"Your experience is important to us, so we'd love to see you again soon so that we have the chance to show our improvements."



Note: For customers you successfully convince to return to your business, you can consider prompting them to leave another, more positive review.

That said, this is not a step you should take unless you're sure you have addressed all their concerns – otherwise, you could make all your efforts look like manipulation and sour them (plus other prospective customers watching the exchange).

Make the most of neutral reviews (plus the social proof and SEO benefits they offer) by approaching your general response from the attitude of “how can I turn this into a positive”. Whether that means turning their review into a positive after their next visit or, taking the opportunity to improve your service and turning their experience into a positive one when they return.





9 ways to word your responses to neutral reviews

Below are some example templates to use when responding to neutral reviews. Keep in mind that these templates shouldn't be copied word for word, but rather used as a guide to structuring your own personalised responses.

— 1 —

Hey Manu,

Thanks so much for your feedback! Yes, our prices may be slightly higher than our competitors, but we pride ourselves on quality over quantity! Feel free to contact our customer service department if you have any questions at all on [phone number/email address]! We hope to see you again soon.

Stefan



— 2 —

Hello Peggy,

Thank you for taking the time to let us know. I'm very sorry that you had that issue; let me know if I can do anything to help, such as [X]. We appreciate every type of feedback and will use this as a chance to improve. We would love to have a chance to make it up to you on your next [product/service]! I look forward to hearing from you!

Adam

— 3 —

Hi Eddie,

Thanks for sharing your feedback. We're sorry your experience didn't match your expectations. It was an uncommon instance, and we'll do better in the future. Please feel free to reach out to [phone number/email address] with any further comments, concerns, or suggestions you have. We would love to make things up to you if you give us another chance.

Sarah

— 4 —

Hello Clementine, We're glad to hear that you appreciated [X], but 3 out of 5 stars is not what we strive for as a company. Your experience is important to us, and we'll do our best to get this resolved for you ASAP!

Michael



— 5 —

Hey Sanjay, As a local company, we're always striving to be the best. So we're sorry to hear that you only had an average experience! Please get in touch with us at [phone number/email address] so we can find out how we can improve; we really value your feedback and are so glad you did enjoy [X]. Have a lovely day!

— 6 —

Hello Chris,

We're grateful you have shared [positive experience]. I also want to express my thanks to you for mentioning [negative experience]. It's these comments that help us improve as a business. Please reach out to us at [phone number/email address] so we can work this out, we value your experience with us, and we want to resolve this as soon as possible for you.

Thanks,
Miguel

— 7 —

Dear [Customer Name],

Thank you so much for sharing your experience with [product/service]. Your feedback helps us improve our product/service for everyone. If you would like to discuss how we could have made your experience better, please call or email us at [phone number/email address].

We look forward to hearing from you! Thanks again.



— 8 —

Hi Tiffany,

Thank you so much for your review. Every customer's opinion matters to us as we are continually striving to improve our service. We would be even more grateful if you could contact us to let us know what we could do to make your experience better. Have a great day!

Saj

— 9 —

Hello Abby,

Thank you so much for taking the time to share your opinions. They mean so much to us. We are so happy to hear that you [positive experience]. However, we are sorry to learn about [negative experience], as this is not our usual standard. To fix this, it would be great if you could drop us an email or call us on [phone number/email address]. Thank you again for your feedback, and we look forward to seeing you again.

Kath



Part three

Responding to negative reviews

Let's face it, getting a negative review can feel like a bit of a slap in the face. You'll probably want to go into damage control, but the key is to craft a calm, thoughtful response that doesn't shy away from admitting any mistakes that were made.





The not-so-secret weapon used by unhappy customers

They're like the chickenpox. You don't want them, but chances are, they'll strike at some point. And, if you don't use an appropriate remedy to clear things up immediately, they have the potential to leave lifelong scars on your business.

These days, unhappy customers wield negative reviews like weapons, and it can take even the smallest mis-step to trigger one. The best thing you can do? Be prepared. Even if you're delivering an unquestionably high quality service – at some point, you're going to catch someone on an off-day.

In many cases, a negative review can simply be the result of a miscommunication. At other times, they also provide valuable feedback you can take on board to continually improve.

That said, they don't have to be the reputation-killing monsters that many companies make them out to be. With the right knowledge and skills, they're easily managed.

In fact, with a winning response, you can convert even the most skeptical customers. There are, after all, those customers who prefer to use a business with a few negative reviews in order to see how they deal with issues.

Let's take a look at what you need to bear in mind in case you receive a negative review.





9 golden rules for thoughtful responses to negative reviews

Included below are nine prompts to get you thinking about what to write when responding to negative reviews. Keep in mind that they are some of the trickiest reviews to tackle without making your business look worse.

Note: These tips outline how you should tackle negative reviews that are truthful (e.g. the name matches a customer record, or you recall them personally). For reviews that are inaccurate or false, skip to the next section.

— 1 —

Make sure your tone is professional and reflects the seriousness of their complaint

Start with a greeting that matches the tone of your business and the tone of their review as you address them by their name (if given). If their review is super negative, you don't want to come off as condescending or impersonal, so while starting with "Dear" might be good in other circumstances, we wouldn't recommend it here!

Stick with "Hello/Hi/Hey [Customer name]", or even "I'm sorry to hear that, [Customer Name]"



— 2 —

Acknowledge and empathise with their frustrations

If they mention specifics about what caused their review to skew negative, try to address them quickly in your response, and empathise with why that would be upsetting.

*“Sorry to hear that you experienced X!
I completely understand why that would annoy you.”*

— 3 —

Apologise!

Make it clear that you’re accepting responsibility for their troubles, even if your initial reaction is to try to distance yourself (a totally normal response to negative feedback). It’s important to take responsibility, even if it’s not necessarily your fault – this will go a long way with the customer and prospective customers reading your responses.

“We apologise that we did not meet your expectations on X.”

— 4 —

Provide an explanation, but not an excuse

If you can provide an explanation that doesn’t feel like you’re making excuses, it’s best to do so (ONLY after you’ve accepted responsibility for the customer’s experience FIRST). If you try to provide an explanation before you take responsibility and apologize, they’re going to be much less receptive to your reasoning.

“Our truck was in an accident and couldn’t deliver your order on time. We’re sorry we didn’t have a contingency plan in place



— 5 —

Ask for a chance to make things right

Ask them if they'd be open to giving you another chance. This is a critical step that demonstrates your commitment to THEIR satisfaction.

“Is there any chance you'd be willing to give us another shot at delivering the quality we're usually known for?”

— 6 —

Thank them for identifying the issue

If the negative review wasn't caused by a temporary snag in your service, take a different angle and tell them you're glad they reached out to leave a negative review because it allowed you to identify and resolve a pain point. Make them feel validated for having left that negative review while enticing them to change it to a more positive one anyway.

“Thanks for your feedback. Bringing the problem to our attention has helped us fix it, which we're really grateful for.”

— 7 —

Offer compensation for their experience

Offer some sort of compensation. A discount, refund, a free offer - anything that doesn't break the bank. This will show that you're committed to making up for the experience. Not only apologising but also offering money or time out of your own pocket to make it up to your customer is going to make a *huge* difference to anyone reading your response.

“Thanks for your feedback. Bringing the problem to our attention has helped us fix it, which we're really grateful for.”



— 8 —

Add variety to the length of your responses

Differentiate between your response lengths – when it comes to negative reviews especially, you’re going to get some really short and blunt feedback. You won’t always be able to respond comprehensively, but the more of these guidelines you can incorporate, the better.

— 9 —

Make it personal - reach out privately

Reach out to the reviewer privately and see if there’s anything else you could do for them. Reacting professionally, both publicly and privately, goes a long way towards convincing a customer to 1) give you another chance and 2) leave another, much more positive review (or perhaps even edit their existing one).

“Hey [Customer Name], just following up on the review you left – is there anything else we could do for you?”



9 templates for tactful negative review responses

Below are some example templates to use when responding to neutral reviews. Keep in mind that these templates shouldn't be copied word for word, but rather used as a guide to structuring your own personalised responses.

— 1 —

Hey Pete,

Thanks for taking the time to write a review. It means a lot that you've taken the time to get in touch, even though your experience has been less than desirable.

I'm so sorry about [negative issue/experience]. I want you to know that I will be passing your comments on to [appropriate person/team/department], who will be in touch to investigate further.

We want to make sure your voice is heard as we continue to improve and hope you won't hesitate to reach out if there's anything we can do to make this better.

David



— 2 —

Hi Tony,

Firstly, thank you for sharing your feedback. I'm really sorry that [negative issue/experience] didn't meet your expectations. This is not our normal standard. We fell short and sincerely apologize. In the future, I'll make sure that [steps you'll take to ensure the situation doesn't happen again].

The last thing we want to do is let our customers down. So, moving forward, we're going to do everything in our power to hold ourselves to the high standard you deserve.

Again, we're sorry we dropped the ball this time; we hope you consider giving us another chance. Please reach out to me personally on [phone number/email address] to get this sorted ASAP for you.

Alex

— 3 —

Hi Angela,

I appreciate your honest feedback, and I'm sorry we let you down on this occasion. I want you to know that I have reached out to the staff member involved to get a little more insight into what happened here.

Clearly, we could have done better, and I'm sorry that you experienced [the negative issue]; it is very out of character for us. I want to make sure you get exactly what you expected and make this right. You can reach out to me at either [phone number/email address] with any questions that you may have.

Thanks again for your feedback – I'm looking forward to the chance to make this right.

Jo



— 4 —

Hi Toby,

Yikes! I'm so sorry to hear that this has happened. When [negative issue/experience] occurred, [situation that caused the incident to happen]. This was completely our fault, and I'm sorry that we let this happen.

At [company name], we always want to put our customers first, and I apologize that we failed to do that on this occasion. I'm sharing your feedback with [team/person responsible for error] so that they know what happened, how it affected you and what can be done to ensure this doesn't happen again.

I hope you'll allow us to make it up to you as we pride ourselves on our Customer Service and putting customers first.

If you'd like to talk more, please feel free to reach out to me personally at [phone number/email address]. My name's [name], and I'd love the opportunity to talk this through with you and rectify the situation.

Thanks again for the feedback, take care.

John

— 5 —

Hi Matt,

We're so sorry to hear your experience was less than 5-stars. Would you please help us improve by providing us with more information so that we can investigate? If you're open to discussing your experience further, I can be reached at [phone number/email address].

We would love to make this up to you!

Regards,

Kerry



— 6 —

Hi Emma,

Firstly, thank you for taking the time to leave this review, as this feedback is really helpful. I truly appreciate the detailed information, and I completely agree with you that our service to clients and customer care should be at the highest possible standard.

Do you have any time available to have a chat about your experience? It would be greatly appreciated if we could work this out together to ensure that this doesn't happen again.

Please get in touch with me at [phone number/email address] at a time that suits you.

I look forward to hearing from you.

Grace

— 7 —

Hi Josh,

Thank you for reaching out with your concerns. Your concerns are valid, we could have [taken particular actions] to prevent this from happening, but we didn't. We dropped the ball here and take complete ownership.

Here's what we will do to improve going forward [list of solutions/action steps]. As a courtesy, I'd also like to offer a complimentary [bonus actions/reward/incentive]. Please get in touch with me directly at [phone number/email address] to discuss further.

Thanks

Sam



— 8 —

Hi Bill,

Thank you for your feedback and for bringing this to our attention. I'm so sorry to hear of your less than satisfactory experience with [product/service] and hope you will accept our sincerest apologies.

Could you please let me know what specific issues you've encountered? I'd love to help where I can and pass along your suggestions to our team.

I understand how disappointing it can be [to sign up for a service/purchase a product] and not have it meet your expectations. But, hopefully, we can get this sorted out for you.

Please contact us at [phone number/email address] with more information so that we can make things right for you.

Thank you for your business,

Ted

— 9 —

Hi Helen,

Sorry to hear that you experienced [X]! I completely understand why that would annoy you. We're sorry we didn't have a contingency plan in place to get you what you needed when [product/service] was unavailable. We didn't meet your expectations, and I apologise once again.

We appreciate your feedback; moving forward, we have resolved this issue to ensure that it doesn't happen again. Is there any chance you'd be willing to give us another shot at delivering the quality we're usually known for? Please reach out to me directly at [phone number/email address].

Warm regards,

Bill



Part four

Responding to false reviews

A phoney, a fake, a fugazi! False reviews are showing up more frequently these days, and are an unfortunate blip on the radar for many businesses. Let's look at ways you can limit their effects.





There's something fishy going on here...

... But, this is a different kettle of fish altogether!

And, there's a major catch.

See, it's one thing to deal with real reviews, but when you're dealing with a review that isn't based on fact, someone has the ability to make up whatever details they like! As always, the best thing you can do is be prepared, and where possible, use them as an opportunity to shine.

False reviews can position your business as rude, incompetent, or inferior to your competitors. In some unfortunate cases, it's sometimes a competitor themselves behind a sudden wave of fake reviews.

Although these are somewhat uncharted waters, there are a few ways we know of to help handle fake or inaccurate reviews in a way that drastically minimise the damage they can do to your business.

Let's take a closer a look.





7 golden rules for responding to false reviews

Here are a couple of prompts you can use to craft a pitch-perfect response to any false/fake reviews that hit your business. Note, you can flag the review with Google or Facebook to have it removed, but you need to make sure to report the review *after* you've confirmed it's fake and *before* you respond.

[🔗 How to deal with a fake Google review](#)

[🔗 How to deal with a fake Facebook review](#)

— 1 —

Make sure your tone is professional and reflects the seriousness of their complaint

As always – start with a greeting that matches the tone of your business, and make sure to address them by any given name.

*“Hello/Hi/Hey [Customer name]”,
or even “I’m sorry to hear that, [Customer Name]”.*



— 2 —

Politely question the review's validity

Lightly question the review's validity and explain WHY you're wondering if it's real or not.

"Are you sure this was our company? We usually make sure to do X and Y, so it's quite odd to get a review about Z."

— 3 —

Call attention to a potential review-bomb

Another step you can take if you're specifically getting review bombed (when there's a sudden high volume of reviews, mostly negative, likely due to a smear campaign) is to call attention to it directly for the benefit of anyone else reading the reviews.

"It's a little weird that we're suddenly getting such an influx of such negative reviews, but we'd love to resolve this incident if it really did occur."

— 4 —

Call attention to a potential review-bomb

If it's a one-star review with little or no details provided, comment asking them for more information so that you can accurately resolve (the imaginary) problem. You'll look good for making an effort, and they will be highly unlikely to respond, making it clear to spectators that the reviewer failed to provide details to enable you to do what any reasonable business owner would

"We'd love to make sure we clear this up, could you please leave more details so we can address your concerns?"



— 5 —

Offer compensation for the experience

Offer them compensation to make up for their negative experience. Once again, this is another prompt that makes your business look great and is extremely unlikely actually to be taken up by the fraudulent reviewer.

We'd like to offer you a 10% off coupon to make up for your experience, to do X and Y, so it's quite odd to get a review about Z."

— 6 —

Ask your customers for help

Let your customers know. An influx of fake reviews can be a fantastic reason for followers who like your business to leave more positive reviews, and if you let them know you're being hit by fake reviews, it makes it easy for them to want to leave a positive one.

"I don't know what [fake reviewer] is talking about; when I've gone to [Company] I've only experienced excellent service."

— 7 —

A high risk move - lean in and have some fun!

This is a risky step, but for businesses built around a fun brand, it can pay off big and lead to support from your audience with the potential even to go viral. Draw attention to the warning signs of the reviews being fake – their volume or exaggerated, negative details, and impracticality.

"You know, we consider ourselves to be a reasonably tech-savvy business. But we can't seem to figure out how to remove the 50 fake reviews you've posted this week. Not to worry, being a local family-owned business, I'm sure we'll find someone to help."



9 response templates to call-out false reviews

Please see below some example templates to guide you when responding to fake or inaccurate reviews. Keep in mind you should not copy word for word, but rather use it as a guide to structuring your own personalised responses.

— 1 —

Hey [Customer Name],

We take these matters very seriously. But, unfortunately, we have no record or recollection of your experience with us. We also can't verify anything about your visit from your name in our records? If you have done business with us, we would like to investigate this issue further.

Please get in touch with us at [phone number/email address] ASAP so we can resolve this issue.



— 2 —

Hey [Customer Name],

Here at [Company] we don't normally send out incomplete products, but as you can tell from the other 99 reviewers who all commented at the exact same time, we wanted to experiment that day! Were you all not impressed?

[Responder name]

— 3 —

Hey [Customer Name],

We appreciate you sharing your thoughts here. However, I do want to use this opportunity to clarify a few things.

You said in your review that [negative issue/experience]. This is absolutely correct, and as previously discussed over the phone, we're so sorry and have [corrective action taken]. This was not up to our standards of service, and we will use this situation as an example of where our team can improve.

However, you also mentioned in your review that [inaccurate negative issue/experience]. The truth is [polite clarification as to why the reviewer's comments are incorrect]. I hope this helps, and please reach out at any time to discuss!

[Responder name]



— 4 —

Sorry to hear this [Customer Name], Are you sure this was our company? We have procedures in place that ensure [X and Y] is done, so it's quite odd to get a review about [X and Y]. We'd love to make sure we clear this up, so could you please leave more details so we can address your concerns and investigate this further as this is very strange to us?

I look forward to hearing back from you.

Please contact us at [phone number/email address].

— 5 —

[Reviewer Name] is not actually a customer of ours and has left similar, disparaging reviews before despite never having visited [business name].

We have reached out to [Google/Facebook] to have this review removed. At [Company], we use [Google/Facebook] as a way to hear from our customers, share positive feedback with the team and use constructive criticism as a way to improve our business (on the rare occasions that this may occur).

— 6 —

Thank you for taking the time to write a review; we appreciate it. Would you mind following up with me at [phone number/email address] to advise what name your account is under?

I have checked with [team/staff member in question], and no one recalls this [negative issue/experience] occurring. It's a little weird that we're suddenly getting such an influx of poor reviews, but we'd love to resolve this incident if it really occurred. Would you mind getting in touch at [phone number/email address]?



— 7 —

Dear [Customer Name],

Based on your review, I think you may have the wrong business! We don't do any flower deliveries; we are an air conditioning company. With that said, would you remind removing your review from our page?

Thank you

— 8 —

Hey [Customer Name],

We can't find any record of you in our system, and your review violates [Google/Facebook] policies, so we have flagged your review for removal. If you have any questions or concerns, feel free to contact us at [phone number/email address] we would love to hear from you!

— 9 —

Hey [Customer Name],

We appreciate it when our clients take the time to write a review, but it seems we have no record of your account. If we are mistaken, we sincerely apologise for your experience and would love to make this right! Would you mind reaching out to [phone number/email address] as soon as you can so we can sort this out?

I look forward to hearing from you.



How AI can help make responding to reviews an absolute breeze

As we've seen, crafting thoughtful responses to customer reviews is essential for building trust, resolving issues, and fostering positive brand sentiment. But, it definitely takes time - and that's not a luxury all of us have!

Leveraging AI tools like ChatGPT can streamline this process, ensuring your responses are both accurate and empathetic. What follows is a step-by-step guide for how to get started with ChatGPT, and instructions for how to craft responses that don't sound like they were generated by machine.

Step 1. Setting up a free ChatGPT account

1. Head to the ChatGPT website (chatgpt.com) to sign up for a free account. Sign up requires minimal information and can be completed in less than a minute.
2. Once registered, log in to your ChatGPT account to access your dashboard. Here, you can manage your settings, view usage statistics, and access the AI model.

Step 2. Writing an accurate response to a review

1. Begin by identifying the review you wish to respond to. This could be a positive review thanking you for excellent service or a negative review expressing dissatisfaction.
2. Read the review carefully to grasp the customer's sentiment and the specifics of their feedback. Note any key points or issues mentioned.



3. Open ChatGPT and input the review text along with any relevant context or additional information. For example, if the review mentions a specific problem, provide details on how you plan to address it (check out the ChatGPT command template on the next page).
4. Once ChatGPT generates a response, review it for accuracy, tone, and empathy. Make any necessary edits to ensure the message aligns with your brand voice and effectively addresses the customer's concerns.
5. Tailor the response to the individual customer whenever possible. Use their name if available and reference any specific details mentioned in the review to demonstrate attentiveness.
6. Regardless of whether the review is positive or negative, express gratitude for the customer's feedback. Acknowledge their time and effort in sharing their thoughts, reinforcing a positive relationship.
7. If the review highlights an issue or concern, outline the steps you're taking to resolve it. This demonstrates your commitment to customer satisfaction and can help rebuild trust.
8. Encourage the customer to reach out directly if they have further questions or require additional assistance. Include relevant contact details or links to support channels for convenience.

The best ChatGPT response command

Copy and paste the following into ChatGPT:

Respond to the following customer review from *[Reviewer's name]*

[Copy your customer's review here]

Respond in a casual and friendly yet professional manner, without using too much flowery language. Sign off using my name: *[Your name]*



Example: Responding to a review from an unhappy customer

I want you to respond to the following customer review:

Made an appointment for the same day no one turned up, Received a Text message 5 hours after appointment was scheduled saying " we are trying to contact you about your appointment"Received a phone call 2 days later from the company their excuse was "we tried contacting you" (mind you with a text message 5 hours later Imfao) When explained to receptionists that's all I have received, i was told I should have answered my phone.

Respond in a casual and friendly yet professional manner, without using too much flowery language.

ChatGPT's response - good to go!

Hey there [Name], thanks for reaching out and sharing your experience. Firstly, I want to extend my sincerest apologies for the inconvenience you faced with your appointment. That's definitely not the level of service we aim for. I completely understand your frustration, especially with the delay in communication.

Rest assured, I've passed on your feedback to our team so we can address this issue internally and ensure it doesn't happen again in the future. Your time is valuable, and we're committed to improving our communication process to better serve you and our other customers.

If there's anything else we can do to make it up to you or assist you further, please don't hesitate to let us know. We're here to help. Thanks again for bringing this to our attention. We appreciate your understanding and patience.

Cheers,

[Your name]



How asking for reviews helps protect your reputation

Let's be honest...

By now, you've cottoned on to the fact that customer reviews aren't just some fluffy, nice-to-have window-dressing for your Google Business Profile. They have a powerful effect on the minds of potential consumers, building an aura of trust and dependability around you and your business.

If getting seen online, attracting more customers and high customer return rates are high on your list of business priorities, a solid review strategy is pivotal to your ongoing success.

While the majority of businesses sit around, twiddle their thumbs and wait for the odd review to dribble in, you can bet their better-rated, more-reviewed competitors are out there swimming - drowning! - in a sea of happy customers, with new bookings flooding in left, right and centre.

Now, for the thumb-twiddlers, it's not that they're not delivering value, or that they don't have boatloads of happy customers... it's just that no one can see it online.

See, a threadbare review section indicates a key step in the sales process which has missed: identifying happy customers and inviting them to leave a review in a way that's both simple and convenient.

If you're really playing to win, then going out and (maybe) getting a handful of reviews each month simply won't achieve the results you're looking for.



Online competition is high and savvy online consumers want to trust where they're putting their hard-earned cash. The only way to truly harness the power of reviews is through an automated process.

With an automated customer follow-up process, you'll build up hundreds (even thousands) of authentic Google reviews, with your stellar reputation spreading like wildfire. And the best part is, you'll do it all without breaking a sweat... or the bank.

What we're going to show you has helped hundreds of businesses get 30, 40 or 50 five star reviews within mere *hours* of putting it into action, and all with just a few clicks of a button.

Betterbunch is a simple, user-friendly software platform that automates your review generation process. We help local businesses "win at Google" by identifying who your promoters are, then auto-requesting a review while the experience is fresh in their mind.

How it works

1

Send text follow ups to all customers using an easy thumbs up or down score.

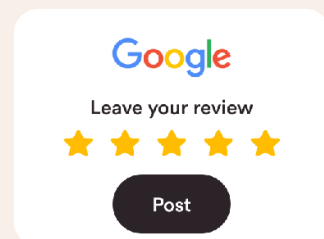


It was great!

Could've been better

2

Auto-request a review from your happy customers and publish it to key review sites.



3

Identify unhappy customers to resolve any issues and give them the VIP treatment.

Please take a moment to explain what we can do to improve.

Name

Message

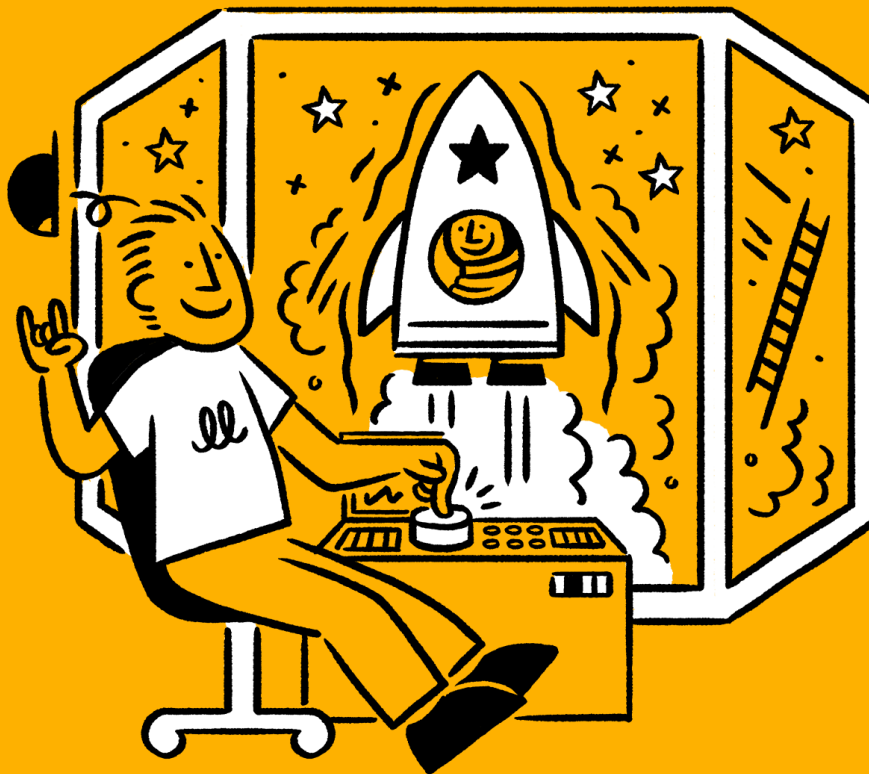


Just picture it! A system that helps you to identify any customers who need a bit of extra care and attention before they have a chance to escalate into problems. And more importantly, one that helps to generate a consistent flow of glowing online reviews.

So, which camp are you in: thumb-twiddler, or go-getter?

More reviews, happier customers, better business.

Book a one-on-one product demo to find out how Betterbunch can sky-rocket your reviews beyond recognition and get your business seen by more people in Google search than you even *dared* to think possible!



“

We have increased reviews from 33 to 240 reviews in 12 months. The business is gaining new customers and staff morale is high on the back of the positive customer reviews. It is also helping us attract new talent. 100% value for money.”

Roshan
Otago Family Health Centre

betterbunch

betterbunch