

ONLINE REVIEW RESPONSE TEMPLATES

Save time and hassle by incorporating these scripts the next time you respond to an online review

Responding to Positive Reviews

"Thanks for leaving a review, and mentioning our [team member's role] [team member's name]. You're right, she/he always tries to go above and beyond!"

"The team here at [Business Name] is thrilled to hear such great feedback, and we're proud to be one of the best [business type] in [suburb name]."

*Hi [Name],
Thanks for leaving us such a wonderful review. We are glad that you enjoyed our services, our dedicated staff will be pleased to learn of your positive feedback. Next time you or your friends would like to visit us, please give us a call in advance and we will provide you with the best possible deals and options that you will not find online. Thank you, once again, for your kind words.*

"Hi [Name], Thank you for leaving a review. Next time you're here, you should try the [insert product here]!"

TIP: For positive reviews try and use your business name in the response - this will help with SEO

Responding to Negative Reviews

Dear [Name],
We want to extend our sincerest apologies concerning the issues that you have faced. We pride ourselves in maintaining the highest quality standards for our customers. We hope you'll give us an opportunity to discuss this further with you. You can reach out to us on either [phone number] or at [email]. [team member's name], our [team member's position] will be taking care of you personally.
Yours sincerely,
[Name]
[Position]

Hi [Name],
We are devastated to hear you had such a bad experience with us. We are usually known for our great customer service and attention to detail in everything we do. So, if you'd like, you could call us on [phone number] or reach out to us via Facebook Messenger or even email us directly at [email]. We'd like to discuss the matter further with you and see how we can make things better.
Kind regards,
[Name]
[Position]

Hi [Name],
We are extremely sorry to hear about this. We'd like to make sure that such mistakes don't happen again. Please reach out by contacting [phone number] or by email [email address]. We want hear all about your concerns and address them in the most suitable way. We look forward to hearing from you. Your feedback helps us improve our business.
Yours sincerely,
[Name]

Hello [Name]
My name is [Name] and I am the [manager/owner] here at [Business Name]
I'm sorry to hear about your disappointment with us, and I would like to personally assist you with making things right.
I will reach out today to discuss, or you can contact me directly at [phone/email] if more convenient.
Let's get on a call and address this asap, we value your business.
Yours sincerely,
[Name]

TIP: Make sure you empathise with the customer and acknowledge what they saying or apologise for the issue.



Negative reviews are
important.
Don't ignore them.