

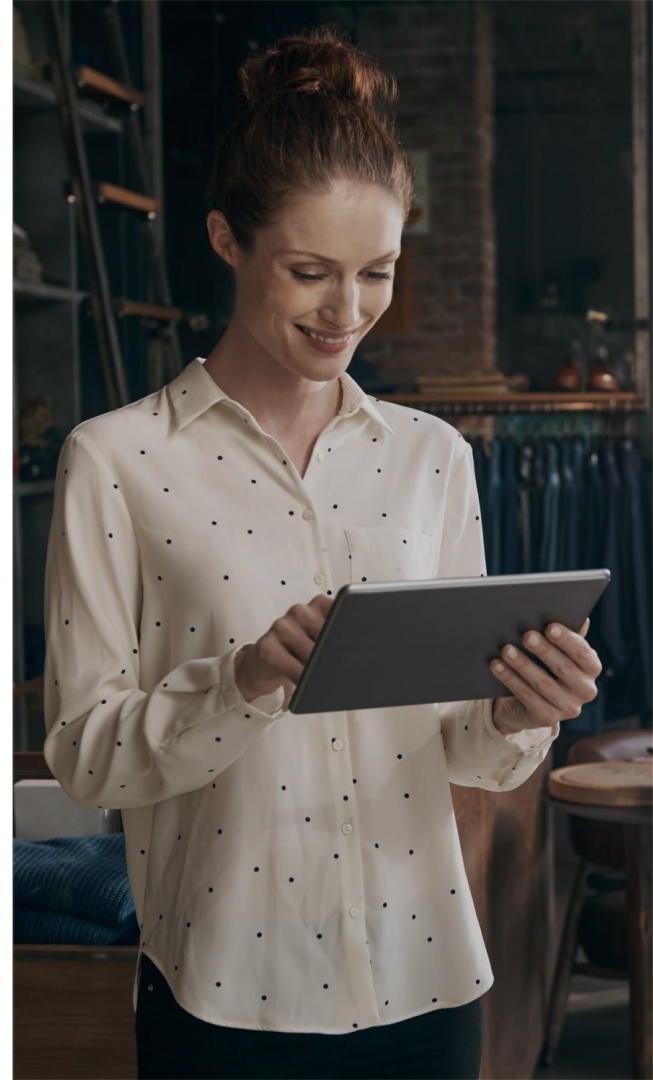
A person is working at a desk in a bright, modern office. They are using a silver laptop. On the desk, there is a glass of beer with a cork, a small potted succulent plant, and a pen holder. The person is wearing a blue denim jacket over a striped shirt. The background shows a window with white blinds.

boast

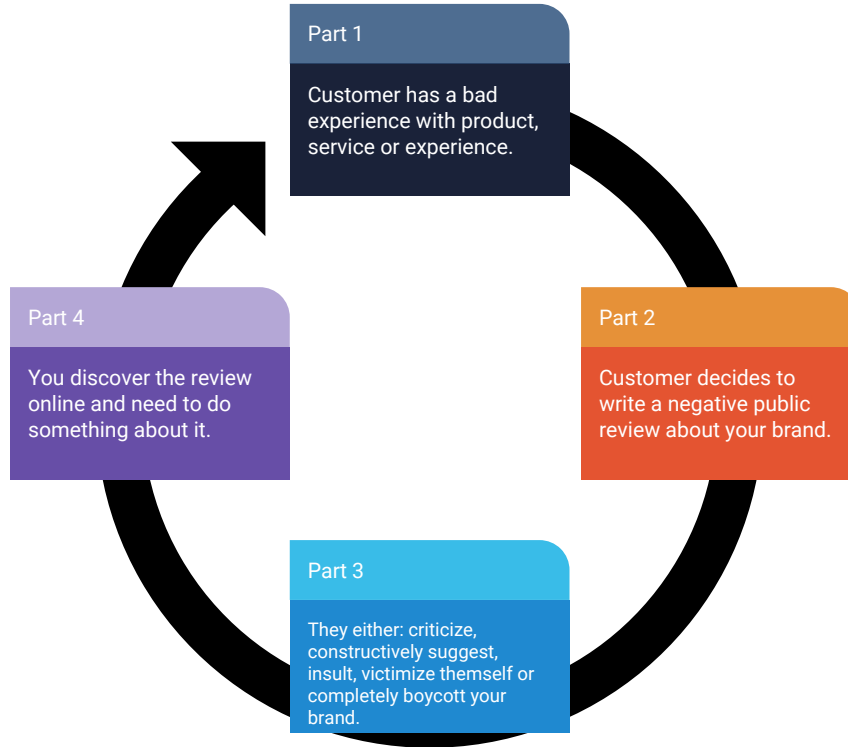
The Ultimate Guide to Managing Negative Reviews

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The Anatomy of a Negative Review





Templates

Discover the types of negative reviews responses and save these free templates so you're always prepared.



Response Type #1: The Classic Apology

When to use it:

- The negative review holds some truth to it
- There are several negative reviews surrounding a certain topic
- The user is *extremely* emotional and upset

Classic Apology Response

Hi [Name],

Thank you for taking the time to leave a review. We apologize for the fact that you did not receive all of the items you purchased from our online store. It appears that something slipped between the cracks in one of our shipping facilities and we wholeheartedly take responsibility for the situation. We intend to expedite the product and provide a full refund. Please contact our customer helpline at (800) 123-4567 and have your shipping number readily available so we can process the refund.

Looking forward, we are looking into further digitizing our shipping facilities to close the gap for error and improve future customer experiences.

-Owners Name



Response Type #1: Playing Defense

When to use it:

- The negative review is completely false
- Specific employees, or your brand, is unfairly insulted
- User continuously taunts your brand online

Playing Defense Response

Hi [Name],

Thank you for your thoughts. Based on your experience with our services, we are reevaluating our shipping terms and conditions. However, upon closer inspection with your order, we recognized it only took one additional day to ship your items, instead of the two extra weeks you claimed to wait. It was delayed due to the snowstorm that hit the Midwest earlier this month. We apologize for the inconvenience. If you would like to discuss this matter further, please contact our help line at (800) 123-4567 and ask for Christine.

-Owners Name



Response Type #1: Owning Up to Mistakes

When to use it:

- The negative review is true
- The review describes specific situations or circumstances
- Several people have pointed out this flaw both online and offline

Owning Up to Mistakes Response

Hi [Name],

Thank you for taking the time to leave a review. We apologize for your poor experience at our Airbnb in Orlando, Florida. We did not meet our cleanliness guarantee and made it difficult to contact us during your stay.

Upon further inspection, we realized there was a gap in our cleaning schedule, and therefore none of our cleaners were scheduled to clean that particular location. As the owner, I take full responsibility for this. While you were staying, I was out of the country on a business trip, making it difficult to receive texts and calls. For future visits, I have appointed someone and a specific phone number for such calls.

I am truly disappointed in myself for providing a less than desirable experience for you. We would like to offer you a 3 day free stay in any of our US locations next month as a token of apology.



Response Type #1: Keeping it Light

When to use it:

- If your brand is recognized for being humorous
- There isn't much you can constructively do with the review, it's mostly just empty insults

Keeping it Light Response

USER: "Are we trying to revive these hideous things [Specific Pair of Shoes]? Can't we just leave the 90s alone?"

ZAPPOS: "They're making a comeback!"

USER: "Noooo. I still love you Zappos, even when you sell ugly shoes."

ZAPPOS: "One girls ugly is another girls fav!"

*this is a real example between a user & Zappos on Facebook



Response Type #1: The Classic Apology

When to use it:

- The user lost money, value or time because of a negative experience

Reimbursement Response

Hi [Name],

Thank you for taking the time to leave a review and notify our company of the issue with your new dress. We apologize that you did not receive your dress in the proper condition.

You stated the zipper of your dress was broken upon receiving. We will be fully reimbursing you for the dress, and a new one is already on the way - on us.

We hope you continue to shop with us in the future. We are constantly working to improve our processes and provide the best possible experience for our amazing customers.

-Owners Name



Response Type #1: Explain How You'll Make it Right

When to use it:

- The user lost money, value or time because of a negative experience

Explain How You'll Make it Right Response

Hi [Name],

Thank you for taking the time to leave a review. We deeply apologize for the service you received at our restaurant.

We have spoken with your server and will be enforcing disciplinary actions. We understand you wish to never have that server again, but we believe in second chances and have decided to retrain the server. This will be his last and only chance to correct poor behavior.

Additionally, we would like to treat you to a meal on us, served to you by the manager who was on duty the night of the incident. Please contact us at the number below to set up the reservation.

-Owners Name



How to Remove Existing Negative Reviews



Ask the Customer to Edit the Review

Is it possible this person could change their mind? If they left this negative review because something went wrong, such as receiving poor service or a product took longer than guaranteed to ship, you may be able to reverse the comment.

- First, respond to the review using the “explaining how you’ll make it right” template.
- Deliver on your offer, whether it be a free meal, free shipping, a discount code, etc.
- Follow up with the customer afterwards and ask them to change their review.



Rebrand

If you have a lot of bad reviews and no way to change them, you may want to consider a rebrand. **This means physically and digitally changing your business.**

You will change:

- Business name
- Business logo
- Business website

Then close your Google Business account and open up a new one under the rebranded business name.

Note: This option is a big undertaking, so make sure that other reputation management techniques won't work before going after a rebrand.



Flag & Respond

Does a reviewer seem unfamiliar, spammy or are they posting blatantly false reviews?

On Google reviews, you can flag such reviews and report them. Respond and tell the reviewer you don't recognize them and calmly correct false statements.

It is difficult to remove reviews on Google. You can continually flag the review, appeal to Google Businesses' twitter customer service representatives or post about it in the Google Community.



Legal Action

Do you know the reviewer making false statements?
(i.e. an angry ex-employee)

- Flag and report the review
- If you are certain you know the person, send them a message and ask them to remove it
- If the statements made are libelous, it might be grounds for a civil suit. If this is so, be sure you can:
 - Prove the statements are false
 - Prove who wrote them

A pair of hands is shown in silhouette, positioned to form a heart shape. The background is a blurred concert scene with blue and purple stage lights and a crowd of people. The overall mood is positive and celebratory.

• #1 Solution to Correcting Negative Customer Reviews

Drown out the negative with
POSITIVE reviews



Customer Feedback Surveys

- Utilize surveys, such as Net Promoter Scores, to gauge customer attitudes towards your brand
- Identify potentially unhappy customers **before** they post a review
- Identify happy customers and ask them for a review



Tools can **upgrade**
your processes.

Automate your processes with feedback
collection software.



The Benefits of Automation

Automating your processes will:

- Save time
- Save money
- Save resources

Let the software do the work for you so that you can spend time on other important tasks.



Using Tools to Automate Processes

Use an app to integrate your website, email and social media with your testimonial collection.

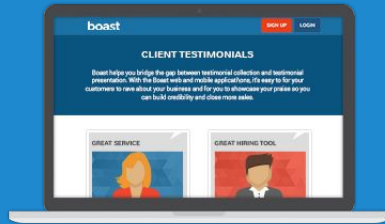
With a tool like [Boast](#),

- Users record testimonials through a landing page
- Make a series of email drips to promote your testimonial requests or set up a tablet in kiosk mode in-store
- Enable approved testimonials to automatically be posted to your website



Get Started With Boast.

Launch a campaign in 30 days



Learn how to collect meaningful testimonials, promote a testimonial campaign effectively and learn when, where and how to present testimonials in front of your customers.

**Begin Your 30
Days Now »**

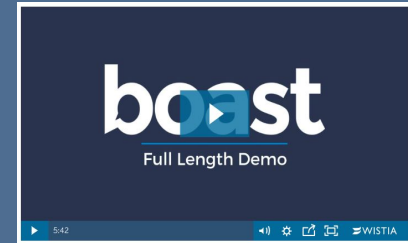
Learn how to automate your testimonial collection



Learn how to make a testimonial collection landing page, how to advertise testimonial requests and how to automatically add new testimonials to your website and social media.

**Download The
Guide Now »**

Watch the Boast demo video



Learn the easiest way to collect, manage and display testimonials using Boast.

**Watch the Demo
Video Now »**

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