

Mitchell1 Tips for Handling Customer Reviews

10 Quick Tips for Responding to Reviews

Writing responses to all reviews builds goodwill and is the easiest way to develop relationships with your customers. If it's a positive review, you want to thank them for their time to write the review and let them know you care. If it's of negative tone, don't take it personally and don't react too quickly. Follow the 10 quick tips below to help guide you through responding to reviews.

The image shows a screenshot of a customer review in the SocialCRM system. The review is from Tim Florito in Seattle, WA, dated 08/07/2013. The review text is: "Good People. Quick in and Out Service Thank you for the excellent service. I had a little trouble setting up the appointment over the phone. Had to call several times during business hours to get a live human being. The receptionist was fine. No problem with her. It's just the time it took to pin down someone there who could actually make an appointment. I had left a message but there was no return call. I'll be back, but this should be easier." The review has a 5-star rating and the reviewer would recommend the service. The system shows the vehicle as a DeLorean DMC-12, service date as 08/04/2013, and order number as 11121955. The review was created on 08/07/2013 at 03:19 PM via a web interface. A response is being added, which is a handwritten-style text: "Hi Tim, Thank you for taking the time to write your review. We appreciate your business and your detailed feedback. I'm sorry for the problems you experienced scheduling an appointment. Unfortunately, we were having trouble with phone system when you called. I can assure you next time you call us, we will get you to an adviser right away. We look forward to your next service visit with us. If you have any concerns in the future, please call me directly. Thanks, John Miller Service Manager (206)714-8473". The response is surrounded by 10 numbered tips for responding to reviews, each in a grey box with a white border. The tips are: 1. ADD A SALUTATION, 2. THANK THEM, 3. SHOW APPRECIATION, 4. EXPLAIN THE SITUATION, 5. REASSURE THEM, 6. OPEN UP COMMUNICATION, 7. CONTACT INFO, 8. USE UNIQUE RESPONSES, 9. THANK IN PERSON, and 10. SHARE. Dotted lines connect the tips to the corresponding parts of the response.

8. USE UNIQUE RESPONSES– Don't continuously use the same canned responses. It actually can counteract your efforts and make the reviewer feel unheard and unimportant.

1. ADD A SALUTATION– Personalize your message by adding the first name only, creating a friendly and welcoming tone.

3. SHOW APPRECIATION– Let them know that you value their feedback, and it is helpful to you in bettering your business.

4. EXPLAIN THE SITUATION – Be honest with your customer about any people and or process challenges (whatever is relevant).

6. OPEN UP COMMUNICATION – Prevent further poor reviews online by letting the customer know they can contact you directly.

7. CONTACT INFO – Add your name, title and email or update your signature in your profile and have it added automatically.

9. THANK IN PERSON Thank your customers in person for previous reviews. Click SocialCRM details on the customer screen to check reviews.

2. THANK THEM – They took the time to give you valuable feedback. Show gratitude with a thank you.

5. REASSURE THEM – Tell your customer how the concern will be prevented next time.

10. SHARE Leverage your reviews and boost your online visibility by sharing your reviews on Facebook and other social media platforms.

If you ever have trouble responding or are not sure how to respond, please contact the SocialCRM Team at (888) 724-6742. A team member will provide suggestions on how to respond.