

## Negative Google Review Responses

A standardized response will allow you to engage with the general public, maintain a brand persona, and maintain professionalism, while “standing up” up for yourself so-to-speak, when clients may seem disingenuous in their comments.

### **In response to negative comments:**

Thanks for reaching out to us; your feedback is greatly appreciated. We apologize for your most recent experience. Our intention is to provide the best service possible and adhere to public guidelines surrounding COVID-19. We will work with our team internally to rectify your concerns, and thank you again for your feedback. If you would like to speak further, we encourage you to email us at

\_\_\_\_\_.

Hi \_\_\_\_\_, thank you for your candor. We take the opinions of our customers very seriously, and we continuously strive to provide the best service possible. We regret that your experience fell short of the service we hope to provide. We will work with our team to improve upon your concerns, and we hope you will visit us again. If you would like to speak further, we encourage you to email us at

\_\_\_\_\_.

### **In response to fake reviews:**

Thank you for getting in touch. We take expired produce and other health concerns very seriously. Please visit our shop at your earliest convenience with your receipt and we would be happy to refund your purchase.

## Positive Google Review Responses

Thank the customer for the positive feedback and be specific on what you are thankful for. Add a little extra note thanking them for something they wrote in the review.

“Thank you so much for your positive feedback, we are thrilled that you enjoyed our Beast Mode smoothie. The fact that it brightened your day, brightens ours.”

Thank the customer while slyly adding a little marketing. While the response can be seen by everyone, mention a new or alternative product. Invite them back for something else.

“We’re extremely pleased that you enjoyed our Strawberry Slush! Next time you stop in, we highly recommend you try our Fresh Red smoothie. Same strawberry taste mixed with watermelon.”

When thanking the customer, use the business name and keywords (type of establishment, area of operation, etc.) in your response so that they will appear more often than the negative reviews.

“Thank you so much for your kind feedback! The Juice Dudez team works extremely hard to be one of the most authentic juice bars in Ottawa.”

“The team here at Juice Dudez are thrilled to hear such great feedback. We are proud to be one of the coziest juice bars in Westboro.”