

HOW TO REPLY TO YOUR REVIEWS

POSITIVES AND NEGATIVES



Why Should I Reply to Reviews

1.7x

MORE TRUSTWORTHY

According to consumers, businesses that respond to reviews are seen as 1.7X more trustworthy than businesses that don't, it's 76% vs. 46%.

Not only does responding to reviews support trust-building, but it also gives you an opportunity to humanize your business, shows customers you care, and demonstrate professionalism.

When responding, keep in mind that your responses are public for everyone to read. You'll want to keep your message thoughtful and courteous (even if you disagree with the reviewer) and avoid getting too personal or being salesy by offering incentives or advertisements.

When your customers give you an online review it's more than rude not to reply.

Need help managing your reviews?

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Easy Guide on How to Reply to Reviews

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POSITIVE REVIEWS REPLY

POSITIVES

General Reviews Option 1

Hi [insert name of reviewer], We are so grateful for your feedback. We are beaming with pride knowing that we hit the mark and delivered on everything that we promised. Your opinion is valuable to us and helps us shape everything that we do. By sharing it with us not only do you encourage our team; you give us the necessary information to constantly strive to try our best. Your opinion also empowers other people in the community to connect with us and enjoy all the services we currently provide. We can't wait for the next opportunity to serve you; and will do everything in our power to once again allow you to experience the best that we have to offer. Until Next Time,



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POSITIVES

General Reviews Option 2

Hello [insert name of reviewer] Thank you for taking the time out of your busy schedule to share your opinion with other community members. We are constantly hard at work doing everything we can to deliver high quality experiences to every one of our customers. We are so glad we were able to help you out. Helping our customers is what we love best. Customers just like you make doing what we do a true pleasure. Everyone looks forward to serving you and yours on your next visit. Our brand promise is all about delivering seamless experiences that exceed customer expectations! We sincerely look forward to serving you time after time. Warm Regards,



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POSITIVES

General Reviews Option 3

WOW! We can't begin to tell you how nice it is to hear words of encouragement appreciation and praise. We want every single customer that walks through our doors to experience the same level of service. It is thanks to customers like you taking the time to tell us what we are doing right that we are able to constantly strive for excellence. We may not be as large as other businesses but we are committed to our customers as our priority #1! Thank you once again for giving us a pat on the back. We value your patronage and friendship. Please visit us again. It will be our honor and delight to serve you. Sincerely,



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POSITIVES

General Reviews Option 4

Dear [insert name of reviewer], Thank you for taking the time out of your busy schedule to review our business. Everyone here takes pride on what we do and it is through feedback like yours full of affirmations and encouragement that we renew our commitment to always trying our best. We are so happy to hear that we exceeded your expectations in more ways that we could have ever imagined. Your review makes a difference to us and it is incredibly helpful as a way to introduce others to what we do here. We are honored by your choice to do business with us, and look forward to your next visit. We will do whatever it takes to once again deliver an experience worth bragging about. Your friends,



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POSITIVES

General Reviews Option 5

[insert name of reviewer], We really appreciate that you took the time to share details about your recent visit to our location. Thank you so much for taking a few moments to let us know how we are doing. Reading your review was of great encouragement to me personally reminding me why we do what we do. It is because of feedback like yours that we are able to confirm that we are heading in the right direction. We will be sharing your review with the team as a way to encourage them to continue to strive for excellence in customer service. We look forward to your next visit. It was truly a pleasure to serve you. Respectfully,



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POSITIVES

Product Reviews Option 1

Thank you so much for taking the time to write such a nice review. We are so delighted to hear that your purchase exceeded your expectations. It is because of feedback like yours that we are able to select meaningful products of superior quality. Please consider visiting us soon to enjoy our most recent collection. We are confident you will love everything about it! Also, consider joining our mailing list with exclusive promos and discounts for our best customers. Kindly,



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POSITIVES

Product Reviews Option 2

Mr. [insert name of reviewer] When we first read your review we could not help it but smile. Everyone here is always on the lookout for products that are consistent and will always exceed the expectations of our customers. Your review serves as a confirmation to all of us that our efforts in the selection process are making a difference in the daily lives of our customers. Please know that we are dedicated to innovation and you can always count on us staying ahead of our competitors. Please don't hesitate to reach out to one of our team members should you need something that is not currently in stock. We will try our best to once again provide you with the best products possible. At your service.



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POSITIVES

Product Reviews Option 3

Hi [insert name of reviewer], we are thankful for your time and your willingness to write a review to let us know how we are doing. We are glad to know that your purchase was just the right product for you, and we totally hit the spot. We love what we do, and getting word that we are exactly what you were looking for makes us beyond excited. Our goal is to be the leaders in the industry and have everyone walk out of our shop with the sense that we are part of their family. We know that you have options and are very honored that you selected us and proud to have served you. Thank you for taking time to share your opinion with others. Please come again.



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POSITIVES

Product Reviews Option 4

[insert name of reviewer] Getting reviews like yours ranks among our favorite things! We could not ask for a better compliment. Knowing that your selection was exactly what you needed reminds us of the importance of considering our customer's preferences first in everything that we do. Your thoughtful and descriptive review reaffirms that we are heading in the right direction and it helps other community members know what we are all about. We realize our customers are busy and knowing that they took the time to voice their opinion and give us such high accolades validates every effort we make to go the extra mile. Please visit us again. It will be our pleasure to serve you. Best,



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POSITIVES

Product Reviews Option 5

Thank you [insert name of reviewer] for giving us such high marks. We are constantly hard at work to deliver the best possible products and experiences. Our goal after all; is to provide customers with superior products that exceed their expectations. We believe the only way for us to deliver first class products and experiences is by knowing what our customers love best and that can only be achieved through feedback like yours. We look forward to serving you in a future visit and hope that you give us the opportunity to introduce you to our latest offerings. Please remember that we remain committed to be the best in the industry, that we may gain your business time after time. We want to earn your business each and every time and to this end we are constantly looking for better ways to serve you. Until next time,



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POSITIVES

Staff Reviews *Option 1*

Hello [insert name of reviewer] We wanted to take a moment to thank you for telling us more about your experience with us. From the start we have made it our goal to hire individuals who are passionate about service and willing to go the extra mile. It is good to know that our team exceeded your expectations and made your experience memorable. Your words of appreciation make a world of difference and set the tone for our employee's morale. We will be sure to share your review with our team on our next staff meeting. Do allow us the opportunity to serve you again. We will do everything in our power to deliver an even better customer experience. With Gratitude,



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POSITIVES

Staff Reviews *Option 2*

[insert name of reviewer], Thank you for taking the time to let us know how we are doing. Our staff is constantly hard at work finding ways to exceed customer's expectations and provide seamless service. We are so glad our efforts are paying off and you had the opportunity to experience superior service. Your comments about our team fill us with pride and equip us to provide clear and specific examples of how excellence looks like. Please continue to visit us and help us implement a strategy focused on constant improvement. We are honored to have had the opportunity to serve you. On behalf of the team,



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POSITIVES

Staff Reviews *Option 3*

We are extremely grateful for your review [insert name of reviewer]! We believe that business is all about people and the greatest compliments we can receive are those that highlight the commitment of our staff to deliver the best possible service. We train and coach around a culture of empowerment, kindness and quality, and want everyone in our team to feel equipped to serve you as if you are family. We will pass along your comments to our team. It is words just like these that keep us going. Come visit us soon. You can count on everyone of us doing our best! that is our commitment to you.



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POSITIVES

Staff Reviews *Option 4*

What a wonderful Surprise! Your words of encouragement, [insert name of reviewer] make us feel proud of what we do. Businesses are mainly about people connecting to people and knowing that our team is on the ball makes us proud. It is great to know that we were able to provide you with the highest levels of service. Our objective is that every customers that walks through our doors is able to have a similar experience. We hope you give us the opportunity to connect with you again. Until next time,



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POSITIVES

Staff Reviews *Option 5*

[insert name of reviewer], Words do not suffice to express how grateful we are for your review. Reviews highlighting the commitment of our people to serve every customer with passion reaffirm that we are indeed living up to our mission statement. We select, train and coach our team around the idea that customers deserve memorable and positive experiences and it is up to them to deliver. We are glad to know your experience was positive in every possible way. We look forward to your next visit and will once again work hard to earn your endorsement. Please check our page for new events and promos. Best Regards,



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POSITIVES

Staff Reviews *Option 6*

We are so grateful for your feedback! We recognize that at the core a business is about people. With that in mind we are always on the lookout for staff that is passionate about what they do. As such, we are delighted to read how our staff delivered above and beyond your expectations. We will do everything in our power to make certain every single visit is equally delightful. Know that we are thankful for the trust you have placed on us. Know that we are working extra hard to always push ourselves to the next level. Looking forward to your next visit. On behalf of everyone here!



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POSITIVES

First Time Review Option 1

Dear [insert name of reviewer], Thank you for giving us a try! We know that you have options and we are tremendously happy you picked us. It is good to hear that we were all you expected and more. Everyone here is working hard to create experiences and deliver first class products that inspire you to continue visiting us. We hope you make us part of your traditions and we have the privilege to serve you for many years to come. Know that we are here to serve you and will always try our best. At your service,



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POSITIVES

First Time Review Option 2

Hi [insert name of reviewer], We are so delighted you took the time to try us. We are even more delighted that we were able to be all that you expected us to be. You selected us based on online kudos given by other customers and we are glad that once again we were able to deliver. Online feedback is precious to us and we are thankful you took the time to let us know about your experience with us. Please don't make it a once in a lifetime! We really look forward to serving you for many years to come. With appreciation,



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POSITIVES

Better Than Review

Option 1

[insert name of reviewer] We are ever so grateful for your review! Your words of encouragement and your assessment of our services and products make us deeply proud of what we are doing. We are so glad you found us to be a strong option among many excellent businesses in town. Our leadership and frontline staff is constantly looking for ways to do all that we do in ways that delight every single customer that gives us a try. We hope to become one of your favorites. Do let us know what we need to do to earn your continued loyalty. Our goal is to make you a part of our family and make you feel welcome every single time. Please join us again,



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POSITIVES

Better Than Review

Option 2

WOW! [insert name of reviewer]
Reviews like this fuel our hearts and make us try better every single day. Thank you for your kind words and for giving us a high five for all that we do. It is truly nice to know that our efforts are paying off. It is indeed our corporate goal to be the best in the market and through our hard work earn the loyalty and love of every single customer. We are hard at work to make our business the business of choice for those who appreciate superior quality and a passion for excellence. We invite you to join us again. You can count on us to pour our hearts out and try our best to make your experience one worth bragging about. Thank you for your friendship and patronage. Can't wait to serve you again,



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POSITIVES

Experience Review *Option 1*

Hello, [insert name of reviewer] We are so glad to hear you had a superior experience when visiting our shop. Our common goal is to constantly strive to deliver the very best by matching people that love their work with products and services that rock! Your review is valuable to us as we shape our customer strategy and useful to other community members trying to decide if we are a good fit for their needs. We recognize our customers are busy and are beyond thankful for their willingness to spend time giving us feedback. We hope you give us the opportunity to serve you again. Rest assured we will do whatever it takes to deliver on our promise. Know that we are hard at work finding ways to do things better every single time. Looking forward to your next visit,



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NEGATIVE REVIEWS REPLY

NEGAVITES

General Review Option 1

Hi [insert name of reviewer], Thank you for reaching out to us and letting us know we dropped the ball. Our goal is customer satisfaction and we clearly failed to deliver. Please know that your situation was an exception and we won't allow for repeats. It is thanks to feedback like yours that we can tackle issues that may impact our most valuable asset; our customers. Please allow us an opportunity to make amends and receive our most sincere apologies. You can contact me directly at [insert manager's email here] or by calling us on our main telephone. I look forward to chatting with you and finding a way to resolve your issue.



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NEGAVITES

General Review *Option 2*

[insert name of reviewer] We are truly sorry your experience was not to your satisfaction. We are looking into the issue and doing everything we can to correct it as soon as possible. For you and for future customers. This is not the way we do business and we intend to make amends. Everyone should receive what they paid for. That is our commitment to every one of our customers. We hope you give us a second chance. Rest assured we won't disappoint. At your leisure please reach out to us at [insert manager's email here] so we can work together toward a satisfactory resolution. Yours,



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NEGAVITES

General Review Option 3

Hello, [insert name of reviewer]. First allow me to apologize on behalf of everyone here. We love what we do and we want for every customer to have the best possible experience. It is more than clear that we failed you in more ways than one. As you can see on other reviews, We are knowing for taking ownership and caring deeply for our customers. We are looking into this issue and hope to resolve it promptly and accurately. We have reached out to you via email, but if you need to contact us sooner please feel free to call us on our main line or contact me at [insert manager's email here]. Respectfully yours,



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NEGAVITES

General Review *Option 4*

[insert name of reviewer] Thank you for letting us know about this. Feedback helps us tackle issues and become a better business. Our leadership is trying to identify why this happened and we will resolve in a way that ensures superior customer experiences now and in the future. We are so sorry we did not resolve the issue on the spot. That is our policy and we failed to stick to it. In the future please don't hesitate to ask for our manager on duty. He will take care of you right away. We want your business and will do whatever it takes to earn it back. You have our promise. Would you reach out to me via email [insert manager's email here]? I want to make sure we take care of you. Kindly,



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NEGAVITES

General Review Option 5

Dear, [insert name of reviewer] We are sad to hear we did not provide you with the best possible experience. We are constantly refining the way we do business and that is only possible thanks to candid feedback like yours. Please know that we are listening. You deserve better and we intend to right this wrong. Internally, we are already investigating the matter and looking for ways to ensure this does not happen again. Would you please reach out to me at your leisure via email at [insert manager's email address] I will personally make sure we take care of you. Again, we are aware that your experience was not up to par and we want to earn another opportunity to serve you. Looking forward to your call,



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NEGAVITES

Staff Review Option 1

As the person in charge of staffing and customer service I am very disappointed that we failed you. Our commitment is to have staff that prioritizes the needs of the customer and is solution-driven every single time. Please receive my most sincere apologies for this matter and know that I am looking into the issue. Once I get to the root of the problem I will tackle it as first priority to make certain we are delivering first class customer service. If you need to contact me to discuss further please reach out to me via email [insert manager's email address]. I will be delighted to assist you. In the interim, know that we value your feedback as a key tool to help us learn ways to improve your business.

kindest Regards,



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NEGAVITES

Staff Review Option 2

Hi [insert name of reviewer], Everything that we do is designed to deliver superior customer satisfaction and it appears we have failed you. Lack of focus, carelessness and indifference is not what we are known for. We are sorry your experience was not reflective of our reputation. We have addressed the issue internally and have rolled out training to ensure it does not happen again. Would you please allow me a few minutes of your time via phone? I would like a chance to secure more details and the opportunity to make amends. I can be reached via email at [insert manager's email] or by phone using our main phone number. Thank you for reaching out and letting us know about this. We remain committed to excellence and will do what it takes to fix it. At your service,



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NEGAVITES

Staff Review Option 3

[insert name of reviewer] On reading your review I cannot help it but feel responsible for having dropped the ball. We want to be #1 when it comes to customer service and clearly we are missing the mark. Apologies are not enough. I take full responsibility for the actions and attitudes of our staff and I have already addressed the issue internally. Give us another chance. We will not disappoint. I would like to tackle any issues or concerns that remain unresolved. Please feel free to reach me at [insert manager's email address]. I realize you may not be inclined to visit us again, but please give us a chance. you won't regret it. With my most sincere apologies,



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NEGAVITES

Staff Review Option 4

Thank you for taking the time to point out personnel issues affecting our business. We can only address problems if we are aware of how our interactions are affecting the customer experience. What you experienced is not acceptable and we are working to correct it ASAP. Every customer deserves seamless customer service delivered with enthusiasm, accuracy and kindness. We can't fix the past but you have my personal commitment to find ways to improve the way our staff services each and every customer. Please contact me personally via email at [insert manager's email address here] I would love to talk to you and find a way to remedy the situation. Sincerely yours,



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Staff Review Option 5

It seems we have failed to serve you the way you deserve. That is unacceptable. Everyone in our organization is familiar with our mission statement which is focused on making certain our customers come first. Thank you for taking the time to bring up these issues via your review. We are looking into it and have spoken to the staff members involved. We realize you have options and would like to have a second chance to show you what we are capable of doing. Please receive my personal apologies and my invitation to join us. If you have a moment please contact me via email at [insert manager's address here] I would like to personally resolve this problem to your satisfaction. Committed to excellence is service,



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NEGAVITES

Expectations Not Met

Option 1

Hi [insert name of reviewer], We are sad to hear things did not go as expected. We are always hard at work to make sure our team delivers on our brand promise and every customer has a positive experience. We will take your feedback into account as we work toward improving the way we do business. We would appreciate the opportunity to make this right, but can only do so if you give us a second chance. Thank you for providing honest feedback. Knowing where we are missing the mark helps us tackle our weaknesses as we strive to be better every single day. If I can be of further assistance in remediating this matter would you reach out to me at your leisure by phone or via email at [insert manager's email address]. Respectfully at your service,



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NEGAVITES

Expectations Not Met

Option 2

[insert name of reviewer] From what we can see your experience was not reflective of our brand. We are really sorry for that. From the moment you walk into our business it is our responsibility to give you the best possible experience and deliver what we promised. Clearly this time around that was not the case and for that we are sincerely sorry. I am looking into the situation and taking the necessary steps to correct it going forward. We want your business and will appreciate a second chance to earn it fair and square. So I can further assist you feel free to contact me via email at [insert manager's email address], by phone or by asking for me by name on your next visit to our location. Looking forward to meeting you in person,



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Expectations Not Met

Option 3

Hello, [insert name of reviewer]. It saddens me to hear about your experience. As you probably know we are known for excellence in all that we do. What happened to you was not acceptable by any means and we are looking into it. Rest assured we will address the matter internally, but we also want to make sure we have done everything in our hands to take care of you. Our goal and commitment is to deliver 100% customer satisfaction. Nothing else will do. We know apologies don't fix the past. Please give us a second opportunity to show you what we are truly made of. I am available to discuss this matter at your leisure. Please contact me via email [insert manager's email address] or by phone. Thanks again for your honest feedback,



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Expectations Not Met

Option 4

I wanted to personally thank you for taking the time to provide feedback about your experience with us. Clearly we did not deliver as promised. We are very sorry to have failed you. We have implemented corrective measures regarding the issues you escalated. We have a culture of constant improvement and feedback like yours helps us shape the way we do things. We want you to be satisfied with your transaction. Please contact me at [insert manager's email] so we can chat. Until then, please receive my most sincere apologies on behalf of everyone in the team. Your friend,



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NEGAVITES

Failed Communications

Option 1

[insert name of reviewer] It seems we had a disconnect and clearly dropped the ball. This is not reflective of our operational standards. We are beyond sorry we did not communicate clearly. We are looking into the root cause of the problem that we may correct it company-wide. We also want to take care of you and personally apologize. When you have a free moment kindly reach out to me via email at [insert manager's email]. I will do whatever I can to resolve this matter to your satisfaction. Again, everyone here is working hard to deliver seamless interactions. For having failed you we are very sorry. Kind Regards,



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NEGAVITES

Failed Communications

Option 2

Hi, [insert name of reviewer]
Communications are essential to a good experience and somehow we managed to fail you in this area. Our staff is aware of your concern and they are looking into ways that similar issues can be avoided in the future. Thank you for letting us know about this problem. We really want to fix it. You are valuable to us and we would love to have the chance to keep you among our most valued customers. If you need to talk to me to bring this matter to a satisfactory resolution feel free to contact me via email at [insert manager's email here]. I am here to help out in whatever way I can. On behalf of our team,



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NEGAVITES

Product Reviews *Option 1*

[insert name of reviewer] Thank you for taking the time out of your busy day to let us know about this. We want every customer to receive products and services that exceed all expectations. Clearly this time around we have failed. Our policy is to deliver 100% customer satisfaction. Please give us a chance to fix it. You can stop by or give us a call. We will be happy to help you resolve this matter. Ask for me by name or email me prior to your visit at [insert manager's email address] I will make certain you walk out with something that works for you. Our most sincere apologies. Everyone at [insert company name]



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NEGAVITES

Product Reviews *Option 2*

Mr. [insert last name of reviewer], We are sorry to hear this did not work for you. We offer a variety of products selected for their quality and durability but sometimes things don't go as planned. We want to have a chance to correct the issue and have you walk out of our store with something that works for you. Every purchase you make with us should be something you are proud of having around! Let's take care of this matter. I am ready to help you at any time. You can reach me via phone or by email at [insert manager's email]. We want long-lasting relationships with every customer and will do what it takes to make it happen. Looking forward to helping you out,



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NEGAVITES

Product Reviews *Option 3*

We are sad to hear the products did not work for you. Our buyers are always on the lookout for high quality products that exceed the needs of our customers. We won't settle for less. Your satisfaction is our first priority and we want to take care of this matter as soon as your schedule permits. Please bring the product back we will exchange it or service it per the terms offered in the guarantee. We remain committed to you. Let us take care of this. By taking ownership we hope to earn your trust and patronage. Cordial Regards,



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NEGAVITES

Product Reviews *Option 4*

[insert name of reviewer] Your review indicates the products did not deliver as promised. We are very sorry about that. We stand by our products and want you and every single customer to feel like you received value for your purchase. Give us a chance to make amends by exchanging your products or giving you a refund. You are our first priority. Please let us earn your business and your trust. If you need to coordinate the return of your products I am happy to help you out. I can be reached by phone or email. My email is [insert manager's email] Looking forward to your visit,



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Next Steps

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