

# 5 THINGS

## YOU SHOULD KNOW BEFORE RESPONDING TO NEGATIVE REVIEWS

Negative reviews may bring you feelings of dread and the thought of lost business, but if you handle negative reviews correctly they may actually garner you respect from prospective customers, differentiate you from your competition and drive revenue.

### SHOW EMPATHY

Whether your customer is right or wrong, make sure you acknowledge their frustration. When you respond, always be empathetic and use language to convey that you “understand” how the customer feels.

### DON'T GET DEFENSIVE

No matter how wrong the customer might be or how badly you feel the urge to clarify how the customer is the one at fault – don't do it. Avoid an online battle royal at all cost. An online back and forth with a customer will cost you countless leads.

### ENGAGE THE CUSTOMER

If you are not entirely sure what the complaint is about then engage the customer for more feedback about why they were dissatisfied. Call and get specifics on how you can make their experience more enjoyable and how you can make amends with the customer.

### CREATE A PERSONAL DIALOG

When you respond to customer reviews you want to sound like a real person. Be professional BUT be personal. So be real, honest, and yourself. Authentic and personal responses to negative reviews will do wonders for building your brand online.

### KNOW WHAT TO SAY WHEN

There are just some customers and some situations you can't accommodate, such as a customer who demands that you let an employee go. Be honest in your response. While your dissatisfied customer may not be able to accept this, potential customers reading your response will.

### REFUND, DISCOUNT OR FREE OFFER

The goal for any business owner should be to offer satisfaction to an unhappy customer. Offer a refund, discount, or free offer when you respond to them. The small amount of money you spend on a special offer for a dissatisfied customer may save you thousands.

## CONCLUSION

Even if it may seem uncomfortable to face challenging criticism but it's really important to own the shortcomings, respect customer opinion and try do everything possible to remedy the situation in a most polite way possible