



REPUTATIONS MATTER. TAKE CONTROL

50 SAMPLES OF EFFECTIVE REVIEW RESPONSES

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WE LIKE YOU,
TOO :)

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LOCALCLARITY UNIVERSITY //
A REVIEW RESPONSE PLAYBOOK



50 PROVEN REVIEW RESPONSES

Most brands recognize the importance of online customer reviews. But it's not enough for a business to simply establish a presence on review sites like Google, Facebook, TripAdvisor, and Yelp. Brands must engage with customers in order to build trust and boost their online reputation.

This means that companies both large and small need to respond to online customer reviews. Review responses can make all the difference in how customers view a brand. And it isn't just negative reviews that require a response.

Positive reviews also deserve the attention of company managers and customer service representatives. It's important to thank customers for the positive reviews that they leave for a business. A response shows that a company values its customers' feedback.

In fact, research confirms the value of responding to online reviews. According to a recent LocalClarity survey, when asked "when a business responds to customer reviews, I feel like they care about their customers," 62.6% of those surveyed either strongly agreed or agreed. While 24.6% were undecided, and only 12.8% disagreed or strongly disagreed.

Google has recently elevated the necessity of timely responses by announcing that it now sends notifications to the reviews of the brand's response via email, and will soon do so via text message.

Recognizing the importance of responding to online customer reviews is a great first step, but actually doing so can be more challenging. How exactly should I respond? What do I say to an unhappy customer? How should I deal with fake reviews? These are some of the questions that businesses may face when responding to online reviews.

To help answer those questions, LocalClarity has created a list of 50 proven review responses to boost your company's online reputation. We consider almost every situation that a company might face when dealing with online reviews--from the positive to the negative and everything in between.



RESPONSES TO POSITIVE REVIEWS

Positive reviews should be leveraged to gain the maximum value for the brand. The response should enhance the customer interactions AND provide exceptionally strong content that can be leveraged for SEO and marketing. The basic structure should be:

- Acknowledge the compliment and thank the reviewer.
- Be personal and friendly in the response.
- Repeat the positive factors mentions by the customer.
- Repeat the name of the business/location for SEO value.
- Write the response to “close” the conversation.

1. Product/service was great, high-quality

Thank you for taking a moment to share your experience at {{business_name}}. We are so pleased to hear you found {{product/service}} to your liking. We look forward to welcoming you back again soon.

2. Great customer service

Thank you for sharing a review of your recent experience. Our team here at {{business_name}} is committed to providing high-quality customer service, and we're thrilled to hear that we made a good impression on you. We hope you'll visit us again soon.

3. Building/physical space was very clean, well kept

Thank you for providing feedback on your recent experience at {{business_name}}. We take pride in providing a clean and comfortable space for all of our {{guests/customers/patients}}, so our team appreciates that you noticed. We look forward to seeing you again soon.

4. Positive review from guest who visits for a special occasion

We're so delighted to hear that you chose to celebrate your {{occasion}} anniversary with us! It's an honor to be a part of this important day, and we hope your experience here made it extra special. We wish you many more years of happiness and look forward to seeing you again soon.

5. Product/service was well priced

Thank you for taking a moment to share your experience at {{business_name}}. We're proud to deliver great value to our {{guests/customers/patients}}, so we're delighted that you found our {{product/service}} to be well priced. We hope you'll visit us again soon.

6. Positive review from a local influencer

Thank you for the great review. It's an honor to be recognized as one of the area's top {{blank}}. We hope you'll come back soon and consider giving our {{additional product/service}} a try.



7. Food was delicious

Thank you for the great review! We strongly believe that fresh, high-quality ingredients make all the difference, and we agree that you can't go wrong with the ribs. Our BBQ sauce is mouthwatering good, isn't it? Next time, maybe give the BBQ chicken a try. See you soon.

8. Positive review that mentions an employee

Thank you for your great review. At {{business_name}}, we work hard to offer high-quality service to every guest. We made sure to share this feedback with {{employee_name}} to give him the recognition that he deserves. He was delighted to hear your feedback.

9. Positive review that mentions your location

Thank you for sharing this positive review. We appreciate our location here in {{location}} just as much as you do. We hope you'll stop by again soon when you're in the neighborhood.

10. Service was fast and efficient

Thank you for posting your positive review. At {{business_name}}, we value your time and always strive to provide fast and efficient service. We are so pleased to hear our {{product/service}} was provided in a timely manner. We look forward to welcoming you back soon.

11. Positive review from a first-time customer

With so many great places to choose from, it's an honor that you decided to give us a try, and it sounds like we made a great first impression. We agree that the creme brulee is to die for. Our pastry chef Julie will be so delighted to hear that you enjoyed it. We look forward to seeing you again soon.

12. Positive review from a long-time customer

Thank you for visiting us again and sharing this valuable feedback. We appreciate your loyalty and continued trust in our {{product/service}}. Our entire team here at {{business_name}} works hard to deserve your loyalty.

13. General positive review

Thank you so much for your five-star review. We are delighted to hear that you had a positive experience with us at {{business_name}}. We thought you might be interested to learn that we also offer {{additional product/service}}. We hope you'll visit us again soon.

14. General positive review

Thank you for choosing us for {{product/service}}. We're glad to hear that you were satisfied with your experience. We look forward to welcoming you back to {{business_name}} in the near future.



RESPONSES TO MIXED REVIEWS

Mixed Reviews are the hardest to respond to effectively. The goal is to maximize the positive impacts and limit the negative consequences. The basic structure should be:

- Acknowledge both the “good” and the “bad” factors. Don’t ignore either facet.
- Be professional, but also show that the response isn’t from a bot.
- If more positive than negative, repeat name or locations.
- If more negative than positive, work to take the conversation offline.
- Write the response with the goal of “closing” the conversation.

15. Product/service was good or average

Thank you for taking a moment to share your experience at {{business_name}}. Our team is so glad to hear that you enjoyed {{custom_detail}}. We look forward to seeing you again soon.

16. Just “OK” customer service

Thank you for recent review. We regret that we did not deliver our usual standard of service. Our team here at {{business_name}} is committed to providing high-quality customer service to all of our {{guests/customers/patients}}. We hope to see you again in the near future.

17. Service was completed but not exceptional

Thank you for leaving me a review. I’m glad to hear that you’re happy with the transaction. I appreciate your feedback about understanding your needs during the homebuying experience; we always work hard to help clients find the right fit in a new home. I’ll be sure to share your comments with my colleagues to ensure we continue to improve on delivering exceptional service. We look forward to hearing from you again soon.

18. Building/physical space could use improvement

Thank you for providing us with your valuable feedback. We’re disappointed to hear that our {{physical space}} wasn’t exactly to your liking. We hope you give us another chance soon, so we can share an even more positive experience.

19. Mixed review for a hotel stay

We very much appreciate your comments regarding your stay at the {{location}}. I will be sure to share your feedback with our team, especially the housekeeping manager who always enjoys hearing from our guests. I am sorry to hear, however, that one of our front desk managers was less than helpful. Please allow me to express my apologies and rest assured that we are taking the appropriate measures to address the problem. It is our hope that you will give us the opportunity to better serve you in the near future.



20. Product/service was reasonably priced

Thank you for taking a moment to share your experience at {{business_name}}. We're glad to hear that you were pleased with our {{product/service}} and found it to be reasonably priced. We hope you'll visit us again soon.

21. Service could be faster

Thank you for posting your review. We value your time and apologize that our service wasn't as fast as it should be. We look forward to welcoming you back soon.

22. General mixed review

Thank you for leaving a review. We're so glad you were able to visit us at {{business_name}}. Our team is always working to offer the best {{product/service}} to our {{guests/customers/patients}}. We hope you'll have a chance to come back soon.

23. General mixed review

While we're thrilled to hear that the cocktails were delicious, we're disappointed to hear that dinner didn't knock your socks off. Please feel free to reach out to us at {{contact_email}} to share any additional feedback.



RESPONSES TO NEGATIVE REVIEWS

Negative reviews shine a bright light on how your organization failed to live up to your customer's expectations. Sometimes the customer is being unreasonable. Other times their reviews accurately describe how you or your team dropped the ball. In any case, there is a process to limit the damage:

- Acknowledge and apologize - regardless of who might be at fault.
- Do not be defensive or combative. Be professional.
- Do not include the names of the business, location, or any people involved.
- Work to shift the conversation offline. Do not engage in an online fight.

24. Product/service was bad, low-quality

Thank you for taking the time to provide valuable feedback about our {{product/service}}. We apologize that your experience was less than ideal, and we hope you'll give us another chance to prove ourselves. Please contact us at {{contact_info}} to discuss your experience further.

25. Staff was rude or unprofessional

We're so sorry to hear about your unfortunate experience with our staff. We have shared your feedback with our team in order to improve in these areas. We hope to have the chance to welcome you back again, and we do encourage you to contact {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss your experience in more detail.

26. Building/physical space was dirty, poorly kept

Thank you for bringing these concerns to our attention. We regret that your experience did not meet your expectations and have shared your feedback with our team. We invite you to contact {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss your experience in more detail.

27. Negative review from guest who visits for a special occasion

It's an honor that you choose us to celebrate {{occasion}}, and we're sorry to hear that it didn't go exactly as planned. Your experience is important to us, and we'd like to make this right. We invite you to contact {{contact_name}}, our {{contact_title}}, at {{contact_info}} so we can help.

28. Product/service was overpriced

Thank you for taking the time to write a review. We appreciate your comments and regret to hear that you were disappointed with the value of our {{product/service}}. We aim to provide all of our {{guests/customers/patients}} with a high-quality experience, and we hope to see you again in the near future.

29. Order was wrong or missing items

Thank you for providing this important feedback. It appears something went wrong with this package. You definitely should have received every item in the order by now. If you have not done so already, please give us a call at {{contact_info}}, and we'll help sort this out immediately.



30. Service was slow, long wait times

We're so sorry to hear about the long wait time that you experienced. Our goal is to provide fast and efficient service, but sometimes it takes longer than expected. We'd appreciate the opportunity to speak further about your experience. {{contact_name}}, our {{contact_title}}, can be reached at {{contact_info}}.

31. Office/room was uncomfortable or unattractive

We sincerely regret that your experience was less than perfect. We care deeply about our {{customers/guest/patients}} and want to provide the most comfortable experience possible. We hope you give us another chance soon, so we can share a more positive experience.

32. Negative review that mentions your location

Thank you for your valuable feedback. We apologize that our location wasn't entirely convenient for you. We hope that our {{product/service}} was worth the trip.

33. Product/service was not as advertised

We apologize that our {{product/service}} was not as advertised. We always strive to deliver an experience that meets your expectations. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss this issue with our team.

34. Hidden fees or information

We apologize that you were not aware of the {{service fee description}}. This service allows your transactions to go through even if you don't have enough funds in your account. If you have any questions about your account or you're unsure about anything, give us a call at {{contact_info}} and we'll be happy to assist you.

35. Bad customer service

Thank you for taking the time to give us a review. We sincerely apologize about the issues you experienced, and we hope to make this right. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} so we can rectify this issue.

36. Staff was poorly trained or unknowledgeable

Thank you for taking the time to share your feedback. We're deeply disappointed to hear about the challenges you experienced during your time with us. We hold our team to the highest standards and regret that we didn't meet those expectations. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss this issue with our team.

37. Restaurant/business is too noisy or crowded

We admit that our restaurant isn't the quietest place in town, but that's just part of the fun. Next time, we suggest bringing a group of good friends. And yes, indeed, reservations are always a good idea. The dining room can fill up fast, especially on weekends. Of course, we're very glad to hear you enjoyed our food. We hope to see you again sometime soon.



38. Billing Issues

Thank you for the review. We do apologize about the issues with your billing. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss this issue with our team. We hope to have the chance to welcome you back again soon.

39. Competition is better

Thank you for your valuable feedback. We're very sorry that your experience was less than ideal, and we hope you'll give us the chance to make this right. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss this issue with our team.

40. Negative review that mentions your staff

We appreciate your taking the time to leave a comment, and we apologize to hear about your experience with a member of our staff. We hold ourselves to the highest standards and have addressed this issue. Please give us another chance to prove ourselves sometime soon.

41. Food didn't meet expectations

I am so sorry to hear that while the service and atmosphere were great, we didn't meet your expectations when it came to food and drinks. Please don't ever hesitate to let our team know if something's not exactly right. An underseasoned meal doesn't sound good to us either, and we're very sorry about this. I'd like to continue the conversation with you. Please send email me at {{contact_info}}. I look forward to hearing from you.

42. Negative review that mentions third-party contractor or vendor

We're sorry to hear about this issue. Unfortunately, things can sometimes happen that are out of our control. We work hard to prepare for contingencies, but ultimately {{blank}} is the responsibility of the {{contractor or vendor}}.

43. Negative review from a long-time customer

Thank you for visiting us again and sharing this valuable feedback. We appreciate your loyalty, and we're deeply sorry that your recent experience didn't live up to what you've come to expect. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} so that we can make this right.

44. General negative review

We're so sorry to hear that your experience did not meet our standards. We value our {{guests'/customers'}} feedback and work hard to ensure that similar issues do not occur in the future. We hope you'll reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to discuss your experience in more detail.

45. General negative review

Thank you for your feedback. We're very sorry to hear about your recent experience. This does not reflect the standard of service that our customers deserve. Please contact me at {{contact_info}} so that I can personally make this up to you.



RESPONSES TO FAKE REVIEWS

It is important to remember that responses to fake reviews are almost always written for the benefit of future potential customers and not for the original reviewer. The basic structure should be:

- Acknowledge and/or express gratitude.
- Highlight a commitment to exceptional service.
- Plants seeds of doubt by highlighting the lack of records related to the transaction highlighted.
- Offer content information.
- Since they are almost always negative reviews, following the guidelines of not repeating business names, locations or any people mentioned in the original fake review.

46. Fake negative review

We appreciate when our guests take time to review us, but it seems we have no record of your account. If we are mistaken, we apologize about your experience and would love to make this right. Please reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to resolve this issue.

47. Other reviews are fake

We are committed to providing each and every customer with a positive experience and are proud of our track record in offering high-quality {{product/service}}. However, it does seem that we failed to meet your expectations. We apologize for this issue and hope you'll reach out to {{contact_name}}, our {{contact_title}}, at {{contact_info}} to make this right.

48. Fake review from a competitor

We take our customers' feedback seriously, but unfortunately, we have no record of any customer experience fitting this account. If you were a client of ours, we would like to investigate this issue further. Please contact {{contact_name}} at {{contact_info}} so that we can resolve this issue immediately.

49. Spam review

We value our customers' feedback, but this does not appear to be a legitimate review from a verified account. We have reported this review to {{site_name}} for further investigation.

50. Mistaken Identity or Inaccurate Review

Our office is diligent about keeping detailed records of all incoming calls, and we do not have any record of your call in our database. We also do not recall working with the name associated with this review. If we're mistaken, please feel free to contact me directly at {{contact_info}}.



CONCLUSION

Online customer reviews are the foundation of a company's online reputation. As customers increasingly trust online reviews to make purchasing decisions, businesses must respond with proven strategies to protect their brands. Today, every customer experience is sharable, and there's no hiding from online reviews.

The business of responding to online customer reviews isn't always easy. Negative reviews can be painful, and creating well-crafted responses can be even more challenging. However, the cost of leaving negative reviews unanswered is much higher. Responding to negative reviews can go a long way in protecting a company's online reputation.

While it's possible to mitigate the effects of negative reviews, companies can't improve their online reputation unless they actively engage customers and ask them to leave reviews. More reviews give potential customers a fuller picture of a company's reputation. Structuring the ask effectively can even lead to more positive feedback.

If a company stands by its products or services, it shouldn't be afraid to hear what customers have to say. That doesn't mean companies shouldn't be prepared to manage online reviews and respond appropriately. It may be true that online reviews can make or break your business's reputation and success, but it's also true that there are proven strategies to keep your company's online reputation intact.



LocalClarity is the platform empowering multi-location businesses to take control of their reputation and presence.

Brands around the world use our tools to gain insights into customer feedback trends; build relationships through direct review responses; discover insights across locations, cities, states, or even countries; and drive additional local web traffic to power sales.

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