



Best Practices: Responding to Reviews

- **Respond Promptly: Within 24-48 Hours**
 - Regularly monitor review platforms and social media channels to stay aware of new reviews. Ideally, we should respond within 24-48 hours, to show we're listening and value customer feedback.
- **Be Positive and Professional: Don't Argue or Get Defensive**
 - Avoid getting defensive, emotional or engaging in an argument. Remember your response reflects our brand's image. Maintain a professional and composed tone when responding to both positive and negative reviews.
- **Thank the Reviewer:**
 - Begin the review response by expressing gratitude for the customer's feedback. Show appreciation for taking the time to share their experience, regardless of whether it was positive or negative.
 - EXAMPLE: "Thank you, NAME, for taking the time to leave us feedback..."
- **Personalize the Response: Use the Name from the Reviewer**
 - Address the reviewer by name if possible. Personalization demonstrates that we are genuinely listening and engaging with the customer. It also helps build rapport and shows we value their individual experience.
- **Acknowledge the Feedback and Address Specific Concerns:**
 - Demonstrate you have carefully read the reviewer's review. Acknowledge their concerns, opinions or suggestions, even if you don't agree with them. This shows we take feedback seriously and are open to improving our services.
 - EXAMPLE: "I know how frustrating it must have been to experience XXX..."
- **Apologize and Empathize:**
 - If the review highlights a negative experience or a problem, offer a sincere apology and empathy. Let the reviewer know their experience does not align with our company's standards and express your genuine concern. This shows we're sorry for the inconvenience and we're committed to providing a better experience in the future.
 - EXAMPLE: "NAME, we're sorry you experienced XXX. REEF TROPICAL or NAPLES POOL SERVICE or SOUTHWEST POOLS strives to treat every pool like it's our own, and we know your experience didn't live up to this standard."
- **Offer a Solution:**
 - Provide an explanation to address any issues raised in the review. If possible or necessary, provide specific steps we will take to rectify the situation or prevent similar problems in the future. This demonstrates our commitment to customer satisfaction.
 - EXAMPLE: "NAME, we're sorry you experienced XXX. We'd like to make it right. Please reach out to us at (XXX) XXX-XXXX or COMPANY EMAIL ADDRESS, so we can work with you directly."
- **Move the Conversation Offline:**

- For complex or sensitive matters, it's best to take the conversation offline. Provide contact information or a direct message option for the reviewer to discuss their concerns privately. This allows us to address the issue in a more personal and confidential manner while also showing anyone reading reviews that we're dedicated to listening and providing great customer service.
- EXAMPLE: "NAME, we're sorry you experienced XXX. We'd like to make it right. Please reach out to us at (XXX) XXX-XXXX or COMPANY EMAIL ADDRESS, so we can work with you directly."
- **Monitor the Outcome:**
 - After responding to a negative review, continue monitoring the review platform to see if the reviewer replies or updates their feedback. If they acknowledge your response positively or revise their initial review, it's worth expressing appreciation and further engaging with them.
 - If they respond negatively again, try to move the conversation offline. Don't argue or get defensive.
 - EXAMPLE: "NAME, we're sorry you experienced XXX. We'd like to make it right. Please reach out to us at (XXX) XXX-XXXX or COMPANY EMAIL ADDRESS, so we can work with you directly."

THINGS TO REMEMBER

- Responding to positive reviews is just as important as responding to negatives ones. We don't have to respond to every single positive review, though, maybe just every 3rd or 4th one.
- We may not be able to solve the customer's issue if they leave a negative review. When we can't solve the problem or the customer refuses to reach out to us through a phone number or email address we provide for them, at that point our response to the negative review is about perception for future customers. We want future customers to see that we're at least listening and trying to solve a problem. This will make them feel like we would be willing to solve a problem for them if something comes up.
- Response length should be no longer than 3-4 sentences. We want to avoid the back-and-forth as much as possible, and we don't need to leave paragraph responses to show customers we're listening and paying attention.