



# Finding the *Good* in *Bad* Reviews

Everyone has been there - You think things are going well, then suddenly a bad review surfaces and sends you into panic mode, outweighing all the praise and support your company has received in the past. Luckily, not all bad reviews need to put a mark on your company's hard-earned reputation. Here are some tips for responding to negative feedback and making it work for you.

## DAMAGE CONTROL



Best Service!

#%!@&

### QUICK RESPONSE

Respond quickly - and publicly - to a bad review or comment. A quick response can make a huge difference to those leaving and reading reviews. **Check popular review sites** as well as your social media pages **regularly** for feedback.

### CONTACT THE REVIEW SITE

If you believe that the reviews have been **posted maliciously**, contact the review website for assistance. If you have **evidence to support** that the review was posted by, for instance, a competitor, include it in your message.

Be aware that **this approach is a challenge**. Many review websites will not easily remove negative reviews.

### JOIN THE CONVERSATION

Address the review publicly, maintaining a **professional tone**. This will give individuals who are reading the reviews the opportunity to hear your side of the story and witness **how you handle such concerns**.

Ideally, the response should come from the **president or owner**. If possible, follow up with a **private message** to the reviewer, inviting the customer to contact you directly to explain the situation. Assure them that excellent service is your goal and that you will do your best to **reach a satisfying solution** to the situation.



## REMEMBER

You don't get what you don't ask for. Encourage customers to leave reviews - especially if you feel the customer is particularly satisfied with your service. While you're at it, ask if they may know anyone else who could be seeking your services. The Service Roundtable Download Center has referral card templates to make this even easier! Search under **January 2015** for the upload.

# Have - a - Strategy

### RESPOND

When responding to negative comments, also respond to the positive. If you're worried about spamming or repetition, respond only to the positive comments surrounding a negative review.

This strategy diminishes the impact of one bad review and highlights all of the praise your company receives.

### TRAIN

The people who pick up the phone are the voice of the company and first point of contact for most customers. It is crucial that they respond to incoming calls in a friendly and professional manner. Educate ALL of your employees in handling customer concerns.

Role playing training can greatly help with this. Once or twice a week, round up the team and have them practice responding to some imaginary situations where a "customer" calls in. Even technicians can benefit from CSR-oriented training where they must practice customer interaction. Give them the opportunity to polish their people skills in a low-pressure environment.

Focus on these 3 tips to manage your reputation more effectively.

### FOLLOW UP

Follow up each service call with a phone call to your customers. Ask for their feedback and address it *before* it reaches a review website. They may think that they don't need to review you after they speak to you directly. If their comments are positive, remind them how much you would appreciate it if they posted them on a website such as Yelp.