

## Replying to Positive Reviews

Not sure how to reply to your positive reviews? Follow our handy check list to craft your replies.

- Thank the customer for their kind words and feedback.
- Let them know you appreciate them taking the time to write a review.
- Share any additional details about the product or service they might find useful.
- Invite them to get in touch with you if they have any other questions.

Still feeling stuck? Copy and paste some of our example replies below and personalise them to your business.

Hi [Reviewer's Name],  
We're thrilled to receive your positive review! It made our day.  
Thank you for choosing us and we hope we can work together again soon.



Hi [Reviewer's Name],  
We're so glad you enjoyed you [product/service name]. Feel free to reach out if we can assist you further.



Hi [Reviewer's Name],  
Thank you for taking the time to leave a review. We appreciate the feedback.



## Replying to Negative Reviews

Responding to negative reviews is crucial for any business, as it provides an opportunity to turn a negative experience into a positive one. Here are our top tips:

- Apologise for any inconvenience the customer has experienced.
- Thank the customer for taking the time to share their experience.
- Show that you are listening by restating what happened and how you plan on rectifying the situation.
- Let them know you'd be happy to discuss further via email or phone.

Still feeling stuck? Copy and paste some of our example replies below and personalise them to your business.

Hi [Reviewer's Name],

Thank you for bringing this matter to our attention. We value your feedback and take it seriously as it helps us improve. Please reach out to our customer support team at [contact details] so that we can discuss this further.



Hi [Reviewer's Name],

Thank you for taking the time to leave us a review, we are sorry for any inconvenience this has caused and would like to discuss your experience further. Please reach out to our team on [contact details].

