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STEPS TO HANDLING NEGATIVE ONLINE REVIEWS

RESPOND PROMPTLY

Quick responses don't just show the negative reviewer you care; they show everyone you are concerned and take customer issues very seriously.

TAKE THE CONVERSATION OFFLINE

The entire internet does not need to know details of one customer's bad experience. Simply respond with something generic.

IF RESOLVED, ASK CUSTOMERS TO TAKE DOWN THEIR REVIEWS

In the cases you make the customer happy, you can ask the customer to take their reviews down. You won't be able to please everybody, but it is important to show other potential customers that you handled and cared about the concern.