



**THE GUIDE TO
RESPOND TO
NEGATIVE
REVIEWS**

For clinics
and
beauty
businesses



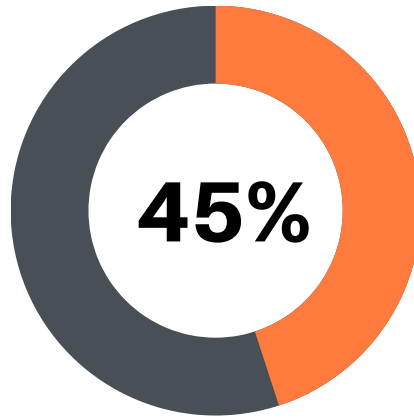
Clinic Blast is a beauty business consultation company that is helping beauty clinics to not only stay established but to also triple their profits. The company achieves this by ensuring that clinics get more customers, improve service, enhance operation, and open more locations.



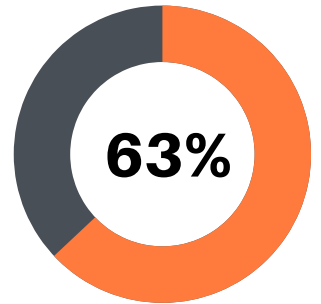


**WHY
SHOULD YOU
RESPOND
TO NEGATIVE
REVIEWS?**

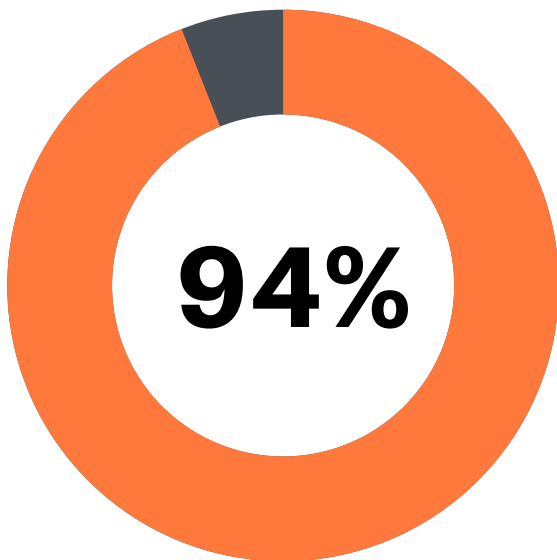
Consumers rely on these reviews to discover great products, services, and brands. This makes it extremely important for companies to respond to negative reviews, especially in situations where these reviews could damage their brand reputation.



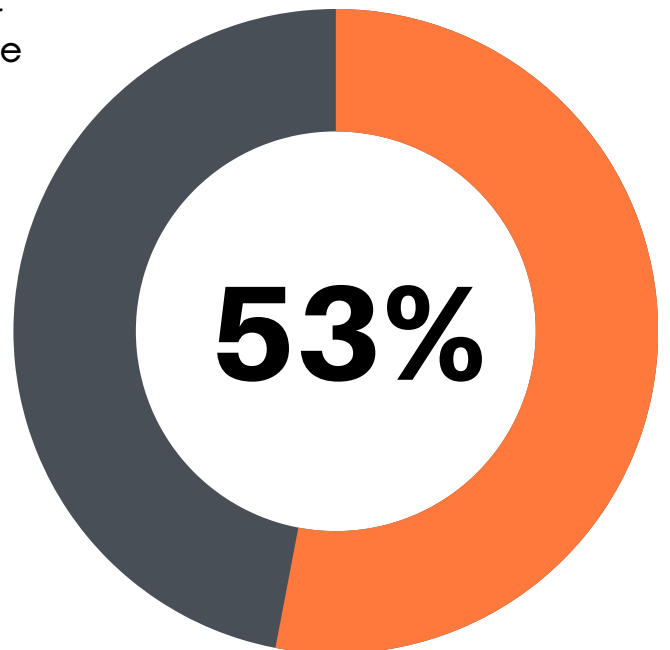
45% of consumers say they are more likely to visit a business that responds to negative reviews



63% said a business never responded to their review



94% of consumers say a bad review has convinced them to avoid a business



53% of consumers expect businesses to respond to negative reviews within a week



You're talking to everyone

By responding, you're not just talking to a negative reviewer, you're talking to anyone who sees your online reviews and feedback.



It shows your human side

A reply to a negative review shows that offline, behind your business, stands a normal person, and knowing this, your customers will feel more comfortable with you in the future.



You show that you care

Responding to a negative review shows that you are concerned that your customer had a bad experience and that you are taking steps to make things right and make sure it never happens again.



Helps with your SEO

Good reviews on social media, Yelp, TripAdvisor, or Google will put you on the first page. Also, responding to negative feedback on any social network is very important.

It affects your online reputation

Managing negative feedback on review sites and platforms is essential to maintaining a good business name. No matter how small a business you are, you should practice reputation management if you want to stay online.

Answer quickly

Most customers expect a quick reply. A survey found that four out of ten people expect businesses to respond within a day. A short change shows your customers that you care. This gives you a chance to fix the problem now.

01

Address the Reviewer

Your customers want to be heard individually and addressed personally.

02

Say you're sorry

Apologizing is an important part of responding to negative reviews, even when you did nothing wrong.

03

Take it offline

Encourage customers to connect with you offline. Put your contact information so they can contact you directly.

04

Thank you for saying

Show customers that your company appreciates and values unexpected feedback. Always remember to say thank you in response to a review.

05 **Eliminate emotions**

You should take a breath before responding to a bad review, you should understand the customer's points in their reviews.

Examples of negative reviews and feedback

Now that we know how to respond to bad reviews, it's time to look at some real examples of bad reviews. Read on to see how these business owners handled bad reviews.



Make things right

When dealing with negative feedback, try to avoid cookie-cutter responses. Include details about the customer's experience in your feedback and communicate any changes or improvements you've made or will make because of their feedback.



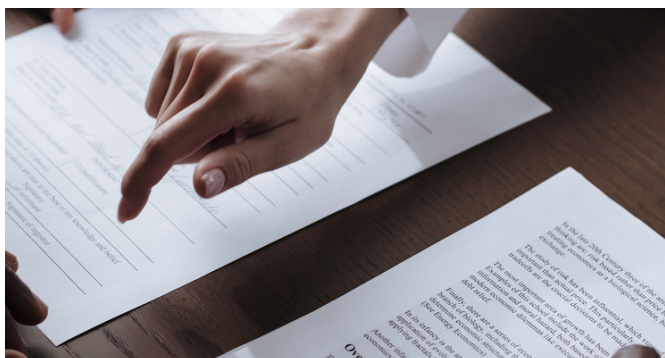
Ask for a second chance

Don't slam the door on negative reviewers. Invite them to come back and welcome them with open arms. This creates an opportunity for you to change the conversation and build your confidence to deliver an experience that you can enjoy.



Create a review feedback policy

This makes it important to have an organization-wide policy that guides your company on how to respond to negative reviews as well as positive reviews.



To take responsibility

Don't make excuses. Even if what happened is an unusual instance, an isolated incident, an unfortunate incident, or a holiday - acknowledge the customer experience. At the same time, make sure you hold yourself to high standards.

REVIEW TEMPLATES





1

Please feel free to contact [enter contact information] with any further comments, concerns, or suggestions you would like to share. We want to make things right if you give us another chance.

Ex: Dear [Reviewer Name], Thanks for sharing your feedback. We're sorry your experience didn't meet your expectations.

2

Here are some variations where saying "thank you" goes a long way:

"Thank you for bringing it to our attention. We are sorry you had a bad experience. We will try to do better. "

"Thank you for your review. I'm sorry to hear you had a disappointing experience, but I really appreciate you bringing this matter to my attention."

"Thank you for letting us know about this. Your feedback helps us improve. We are looking into this issue and hope to resolve it quickly and properly."

3

As with the rest of the response, keep your apologies short and sweet:

"We are very sorry that your experience did not meet your expectations. That is on us."

"We are sorry that our service did not meet your expectations."

"We set a high standard for ourselves, and we are very sorry to hear that your interaction with our business did not meet it."

4

Some things you can say:

- 1 "Thank you for posting a review and we are sorry to hear that your experience was not up to standard. We would like the opportunity to further discuss and investigate your feedback."
- 2 "I am very sorry. We are generally known for our exceptional attention to detail, and we regret that we missed the mark."
- 3 "We are sorry that your experience at [Company Name] did not fully meet your expectations. We want to know why so we can provide a better experience next time. You can contact us anytime at [email address] or [phone number]. Again, thank you for your feedback!"

IN CONCLUSION



Whichever style you choose to respond to, keep the following in mind. Proofreading makes you look more intelligent and professional, as does waiting to respond until you're not angry. And replying to the reviewer directly by name reminds them that there is actually a human being on the other side of this review. You'll often find reviewers soften when addressed directly, and offering a coupon or free meal bonus can even turn their negative reviews into free marketing.

Some Of The Used Sources:

<https://www.cuboh.com/blog/how-to-respond-to-negative-restaurantreviews>

<https://www.lightspeedhq.com.au/blog/respond-to-bad-restaurant-reviews/>



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