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REVIEW RESPONSE EXAMPLES

74 Pages of Templates, Strategies and Examples. Know How to Respond to Every Review. In Every Situation.

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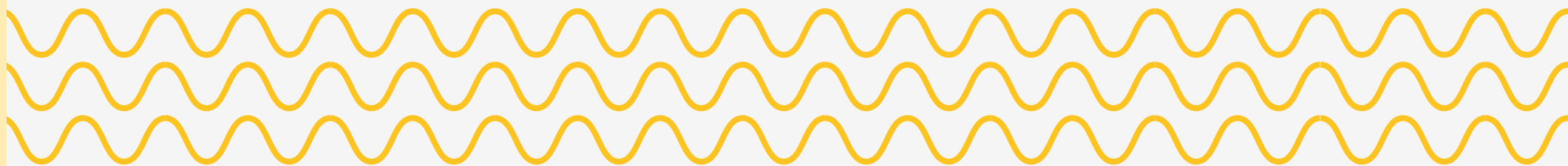
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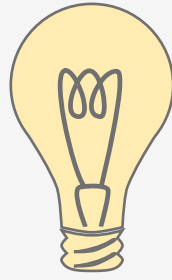
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Bonus: Mass Spam Events

INTRODUCTION

If you're here, you likely already know that review response is important. In fact, it's a key component of [local SEO](#), online reputation management, and keeping your consumer base happy. This guide will teach you the ins and outs of how to write the perfect response to all your online reviews—the good, the bad, and the straight-up confusing.





The primary goal of a response to any review is to have a productive conversation with your customers. We've put together helpful examples in this industry-specific Review Response Guide to help your brand's reputation. Read on for tips like —

How to increase your star rating the right way

Review management best practices & strategies

Reporting reviews & spam

General negative review response examples

Review responses by industry

How to be HIPAA compliant

Let's begin!

NEGATIVE REVIEWS



Let's start with reviews 3-stars or less. Here are 14 examples, the responses we wrote and the techniques we recommend.

Negative reviews give an opportunity to learn more about what went wrong and how you can earn back a customer's trust.



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Reviewer A

Incredibly unprofessional from the moment I walked in the door. Robert was my salesperson. I took my business to a competitor.

Response from the owner

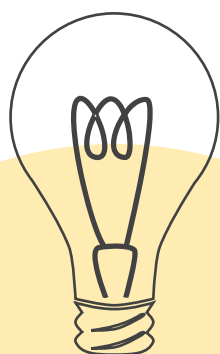
Reviewer A - We pride ourselves on our professional service and I'm very sorry that we lost your business. I'd like an opportunity to learn the details of what happened here and how we can improve. If you're interested, would you please reach out at your convenience?

Thank you, General Manager

Learn why business was lost

If you are unable to locate the customer's contact information, politely request that they give you a call, leaving a direct phone number at the end of the response.

Reviewer A feels as if they were treated in an unprofessional manner throughout the duration of their experience.



If you are unable to locate the customer's contact information, politely request that they reach out to you directly, leaving a phone number or email at the end of the response.

They've also admitted to taking their business elsewhere, so there is likely no opportunity to win back the deal. In cases like this one, the business should use this shopper's experience as a learning opportunity, rather than an opportunity to earn back their support.

The response starts by firmly establishing that professionalism is important to the business and they regret having lost Reviewer A as a customer. Note the response does not explicitly apologize for the cited unprofessional behavior, but simply acknowledges the reviewer's frustration. The response is completed by offering the reviewer an opportunity to discuss their experience further.

If the shopper follows up, great! The business will have the chance to address their concerns. If not, future shoppers will see that the business is open to customer feedback.



“



Reviewer B

Good service. Didn't like something when I asked for a ride. I have to use my personal car that meant to leave there for repairs. Even if it was missing some safety features like a horn was not working. They fixed my car but didn't call me until the end of the day My car was ready at 5pm when it was supposed to be ready by noon. 8am appointment.

Response from the owner

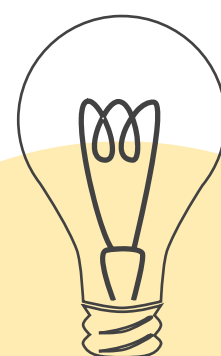
Reviewer B - I'm sorry to hear about the frustrating experience, this is certainly not the level of service we expect for our customers. There are several concerning details in your review that I would like to learn more about. Would you please consider giving me a call at XXX-XXX-XXXX?
— Service Manager

Empathize with frustration

Although what Reviewer B has written is a bit confusing, it's easy to understand that they are unsatisfied with the service they received and the delay in their repairs. This perspective may or may not be accurate, but the job of the review responder is to get to the truth. Our goal is to empathize with the customer's frustration, which is undeniably true, and then request to move the conversation offline.

The response begins by acknowledging the customer's frustration and affirming that this treatment is not acceptable by the standards of the business. It's important to identify the negative scenario as an isolated event so that future readers will understand the situation described in the review is not the business's normal operating procedure.

By using the phrase, “concerning details,” the business demonstrates that it's taking the review seriously without unnecessarily diving into specifics. It's best to avoid repeating details from the review, as it provides Google with content that is potentially detrimental to your reputation. The review ends by inviting the customer to share more information about their situation via the contact information provided.



If the business has Reviewer B's phone number, a more proactive approach would be to say, “I'm going to give you a call” in place of “please consider giving me a call.”

“



Reviewer C

Response from the owner

Reviewer C - A 1-star experience is not what we expect for our customers. We'd like the chance to make this right. If you'd like my help, would you please give me a call?

Thank you, General Sales Manager - XXX-XXX-XXXX

1-star, no comment

This one hurts. There's nothing noted about why their experience was subpar, and there's no clear resolution.

On the one hand, future customers won't have much information to assess the business, and they may even question the validity of the review. On the other hand, they may speculate why this customer is upset.

First, we recommend that whoever handles review responses look up the customer's name in their database and check in with their team. They may glean enough information to reach out to the customer directly or provide a specific response. If, after researching, they are still left in the dark, the best option is to investigate with the customer directly.

The response starts by recognizing that a 1-star experience is unacceptable. What follows is an offer to address the reviewer's concerns. The business provides contact information for their General Sales Manager in hopes that Reviewer C will give them another chance.



“



Reviewer D

They do their job. You go there to get your vehicle maintain, and they do their job. Of course the waiting section cannot compare to Brand B's waiting section. On a scale of 1 to 10 I give this dealership a 2 and that's just because they tried to have a semi waiting room.

Response from the owner

Reviewer D, I'm sorry that you weren't completely satisfied with your visit. We appreciate your feedback about our facilities and if there is anything further you would like to share, I'm available to take your call. I hope to have the opportunity to deliver a five-star experience next time.

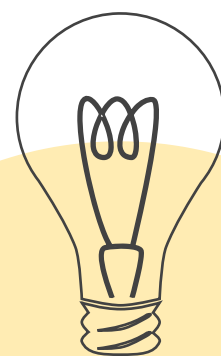
-Service Manager - XXX-XXX-XXXX

4-stars, but negative

Although this is a 4-star review, it contains a healthy amount of negative information. This is a great opportunity for the business to engage with Reviewer D in a positive manner. If they can do that, they might encourage Reviewer D to give them another shot.

Right away, the response acknowledges Reviewer D's feelings and apologizes for their less-than-perfect visit. The business doesn't make a promise to improve its facilities, but it does recognize the feedback.

As always, a good move is to open a communication channel if the reviewer would like to share more details. The last sentence expresses that the business hopes to work with this customer again and provide a better experience in the future.



While one complaint about facilities shouldn't cause concern, a pattern of similar feedback could prompt upgrades.



“



Reviewer E

Response from the owner

Reviewer E, I'm disappointed to see that you aren't fully satisfied. I would like to step in and see what more I can do to help, but unfortunately, we do not have any record of you visiting or residing in our community. If you are willing to discuss this further, please feel free to reach out. Best, Property Manager

No clear record of customer

When a 1-star no comment review appears, you know there's a story behind the rating.

Try searching for the customer in your database first to see if you know what transpired and led to their negative review. If you can't find a record of the reviewer as a resident or as having taken a tour, try this response.



How Automated Review Responders Work

Most automated review response software providers on the market today (Widewail offers a service, not automated software) do not actually write the responses for you. Instead, your team drafts a collection of templated responses that are deployed via software, typically grouped based upon the rating of the review.

For example, you'll write 10 reviews appropriate for positive reviews and another 10 reviews for negative reviews and the software will post one of the templates given the star rating of the review, cycling through the 10 reviews before reposting the same response twice.

The obvious benefit of the system is that the review was originally written by a person, so the content can be very high quality if the effort is put in originally. Unfortunately, the system breaks down in nuanced situations, for example if the rating is generally good, but the content of the review is mixed, positive and negative. Without the right consideration for the details of the review the response could come off as tone-deaf.



“

**Reviewer F**

I had a 2013 Buick Verano towed. It wouldn't start in our apartment parking lot but did start once it got to the dealership. They spent a few hours checking everything and supposedly fixed it. 7 days later it wouldn't start again so I had it towed back to a Buick dealership. This dealership determined it was the ECM and replaced it. It would have cost \$1,000 but it was under warranty. I talked to a manager over at Chevrolet and he said he wasn't going to refund my money for their charges. \$162.00. He said I should have taken it back to them. I am glad I didn't since they wouldn't have honored my warranty since it's a Chevy dealership and not a Buick dealership.

Response from the owner

Reviewer F, I'm sorry to see that you're frustrated. I'm happy to review the repairs that we made and the warranty coverage with you if you'd like to reach out to me directly. Thank you, Service Manager

Handling refund requests

Online requests for refunds can be tricky. While businesses may be eager to demonstrate that they do right by their customers, each situation needs to be considered on a case-by-case basis.

The response to Reviewer F acknowledges the customer's frustration and then offers to review the situation in more detail. Although it may not be possible for the Service Manager to find a solution that satisfies Reviewer F, at the very least they may learn information that could help them approach a similar situation differently in the future.

From the lens of reputation management, the response demonstrates that the business monitors their feedback and communicates with their customers.

If the situation does make sense to offer a refund, you may consider politely asking the customer to update their review with a mention of the refund. Additionally, for a lighter touch you can go back and update your response to the review as well at any point.



“



Reviewer G

Lost my car key and called to order a replacement. All went well took a few days to get a new one from TX. The woman told me to just come pick up the key and it's good to go. I asked multiple times if that's correct and if there was anything further that had to be done for the key to work. She very confidently said "nope, good to go!". Well what do you know you need to have the key programmed. I had to have my car towed back to Kia. I wish your workers knew what they were talking about so they could give the customer correct information when they ask. I explained this to management and they said "Oh, she is new". No excuse if she is unsure she should have double checked.

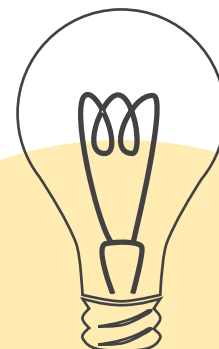
Response from the owner

Reviewer G, I'm sorry to see you had this experience and understand your frustration. This will be a training opportunity for us as we strive to prove the best possible service for our customers. I sincerely apologize for any inconvenience we caused and appreciate you sharing this feedback. Thank you, Service Manager XXX-XXX-XXXX

“Training opportunity”

Reviewer G's situation certainly sounds frustrating. At the same time, it's understandable that staff turnover could lead to mistakes and miscommunications. This response benefits from a gracious perspective- “appreciate you sharing” - and an apology.

The phrase “training opportunity” demonstrates that your business takes feedback seriously and proactively addresses customer concerns.



Install the free Grammarly chrome extension to check your spelling and grammar on the fly while working in the browser. The Widewail team uses the tool, correcting errors, but more often than not catching small mistakes that may have slipped by in the course of a normal work day. Do yourself a favor and use Grammarly as a safety-net.

“



Reviewer H

Don't buy a Kia! We bought a brand new Kia Sorento. We need a new camera. That's it! Car will not run without the camera since it is part of the safety system. So now we have a brand new car that we can't drive the past 6 months. We have been waiting 6 months on Kia to get us a camera. We keep getting lied to and dates switched. They keep letting us pay our expensive car payments while doing nothing to fix our car! No rental being offered. I was going to buy a new Telluride but not now! We only had the car a week and the glass broke while driving down the road. Same window my daughters car seat is in. After doing research I found this is a common problem with Kia's. Do yourself a favor and buy from another automaker. Rant over!

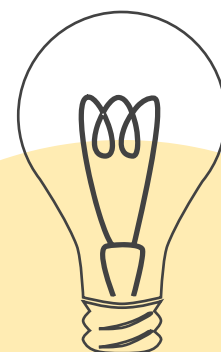
Response from the owner

Reviewer H, We have no record of your name visiting our store nor do we recognize the situation you've described here. I would be happy to assist if you would please contact me. Thank you, General Manager
XXX-XXX-XXXX

Hold your ground

Always be polite when speaking for your business online, but don't be afraid to hold your ground if the information presented does not align with your experience. In this example, a firm and straightforward response casts doubt on the review while maintaining a professional tone.

Reviews are a top-3 local search ranking factor, along with [Google Business Profile](#) information and searcher proximity.



Do not use target keywords (your business name, products, location etc.) in negative review responses. It's best practice to limit the amount of keyword information search engines are able to reference in negative review responses. No need to give those reviews additional attention.

“



Reviewer I

No thank you! Beautiful and all but the rent is insane it's just ridiculous how much you're paying for an apartment downtown where you're like right near a bad section

Response from the owner

Reviewer I, I am sorry that you are dissatisfied with our pricing. We always strive to remain fair and competitive, while providing an excellent living experience to our residents. If you would like to discuss this further, please feel free to be in touch. In the meantime, best of luck with your apartment search. Thank you, Community Manager

What to do when they're frustrated with the price and you can't really do anything about it

In this property management review, the reviewer is bothered by the price of rent.

When reviewers comment about situations you realistically cannot change in the short term, like pricing, it's frustrating, because you feel like there's nothing you can do to help. We recommend responding calmly and with an invitation to discuss further if wanted.

If you receive a negative review for an aspect of your business you cannot change, you can part ways amicably. Our closing line would work for any industry: wish the reviewer luck in their search for an apartment, product, service, etc. that works for them.

Likely, the staff or vendor responsible for responding to reviews isn't involved in pricing decisions, so in this scenario the response team has limited options. Keeping an ongoing count of negative feedback mentioning pricing and passing along to a manager is the most productive next step.

Don't write emotionally charged responses.

Let Widewail's team of expert writers manage your review response.

[See Pricing Options](#)

“



Reviewer J

Response from the owner

Reviewer J,

A three-star experience is not what I expect for my customers. I would like to learn what happened during your visit and make things right.

Would you consider calling me so that I can help?

General Manager XXX-XXX-XXXX

3-star, no comment

Starting your reviews with something along the lines of “A 3-star review is certainly not what we expect for our valued customers” demonstrates a business’s concern for the low rating. It also indicates to future reviewers that your team is paying close attention to the scores.

When a customer leaves a negative no-comment review, Widewail recommends that businesses request additional information.

The first line in the response above is one approach, while something like “I’m sorry you were not completely satisfied with your visit,” is also appropriate. This response is a great template to have readily available as a reference for negative no-comment reviews.



Typical reasons you could be losing reviews:

- The review violates content guidelines
- Your business was the target of a mass spam event
- Google suspects your business of **review gating***
- You have made structural changes to your profile
- A user deleted their account
- A system error

***Review Gating:** When a business first asks a customer if they had a good experience - if yes, the customer is routed to a review site, if no, the customer is sent to an internal feedback form. This violates review site terms of service and can result in a business losing all of its reviews at once.

Widewail does not review gate, and we recommend avoiding vendors that support this practice.



“



Reviewer K

The concert was good however the facility was not so great. Fries were cold and tables too close together. Wait staff were very pleasant.

Response from the owner

Reviewer K,

While I'm glad you enjoyed the show, I'm sorry your seating and food left more to be desired. I will use this feedback as we continuously work to improve the guest experience. I hope we get another chance to impress you down the line - please give me a call directly at XXX-XXX-XXXX if there's anything further you'd like to share. Best,

– General Manager

Take the conversation offline

When responding to negative reviews like this one for a food/concert hall, it's best practice to encourage the reviewer to reach out via phone or email. We recommend this for a few reasons. First, resolving a conflict is more easily done over the phone rather than in an online review forum. Second, reviews are public and permanent, therefore customer complaints should not be litigated on display for prospective customers to see.

We recommend listing a phone or email and signing off with your name and title. Avoid re-writing your business name, as it's best to avoid keywords like this in negative review responses.

Why the #1 goal of a response to a negative review is to encourage a further conversation offline

Reviews and your response are forever online for prospective customers to see (yes, you can edit responses). While helping the customer that left the review is important, from a marketing perspective **your response holds more long-term value in the impression it will make** on the hundreds if not thousands of searchers reading through your reviews in the future. With this in mind, attempting to resolve an issue publicly via a review response is a bad look. Instead, we recommend you apologize for the customer's frustration (a fact) but avoid directly admitting guilt for the accused infraction in the response directly (needs to be verified).



“



Reviewer A

Don't know how I got on their robocalls list different numbers from this company's spam numbers keep calling me daily nonstop and leave me robo spam messages

Response from the owner

Thank you for bringing this to our attention. If you've received unwanted communications, we sincerely apologize. I want to get this taken care of, but I will need additional information. Please email me when you have a free moment so that I can help. General Manager

Unwanted communication

“I want to get this taken care of” shows initiative and lets the reviewer know a solution is on the way.

Whether it's a glitch in the system or a customer who wants to be left alone, some people may be put off by texts or alerts, even if your company may be advertising free services. In that case, it's best to make sure disgruntled customers have peace of mind so you don't run them off with malfunctioning



“



Reviewer B

Sadly have to change my review from a stunning review to a review of disappointment due to lack of communication and false promises. On top of the false promises, (Team Member), one of the sales managers is one of the most rude and condescending people I've ever encountered. Used to work here and this experience reminded me of why I'll never return again.

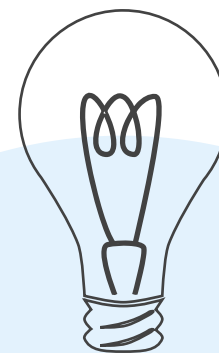
Response from the owner

Hello Reviewer B,
I am concerned to see this update, and I apologize that the team hasn't been more communicative. We aim for best-in-class customer service, and I am disappointed that we let you down. We'll discuss your feedback as a team, and if we can do anything else to assist, let us know. General Sales Manager

Reporting a review: conflict of interest

A conflict of interest in the review world is defined as someone who is affiliated with the business or with a competitor's business.

If you feel confident the review is a conflict of interest, especially if the content of the review specifically calls out the conflict, like in the above example, [report the review first in an attempt to get it removed](#). In some cases a response can be interpreted as the business validating the review's legitimacy by the review platforms, and thus may disqualify the review from removal. To avoid this, first flag the review and wait around 3 business days. If the review has not been removed at that point, then you should respond.



Google reviews can be reported by clicking the three dots next to the review. Reviews can be reported for:

- Off topic
- Spam
- Conflict of interest
- Profanity
- Bullying or harassment
- Discrimination or hate speech
- Personal information

To help give your issue more attention have multiple members of your team report the review. It's common at Widewail for a review to be passed around, multiple team members reporting it.

“



Reviewer C

Visited a friend places seemed shabby and blah not seeing many features.the security guard chiller by pool didn't make me feel better.

Response from the owner

Reviewer C,
I'm sorry you feel this way. I would be glad to address any concerns you may have at the number listed here. Thank you, Community Manager

Reporting a review: off topic

We reported this review as “off topic” to Google since it's not from a full-time resident and doesn't help people make a sound decision about the property.

If you feel confident a review violates the review platform's terms of service, especially if the content of the review specifically calls out the issue, like in the above example, report the review first in an attempt to get it removed. In some cases a response can be interpreted as the business validating the review's legitimacy by the review platforms, and thus may disqualify the review from removal. To avoid this, first flag the review and wait around 3 business days. If the review has not been removed at that point, then you should respond.



What to do when your review account gets spammed

Wait, and keep an eye on your page. Don't respond to the reviews. Report as many reviews as you can and give the review platforms around 72 hours to act. It's very common to see spam reviews taken care of without direct communication with the review platform. After 72 hours you could pursue direct help from the review sites, but generally, they don't offer much support. If unsuccessful after a handful of days you should respond with your side of the story.



POSITIVE REVIEWS



We've collected 17 examples of responses to positive Google reviews. These examples are real customer reviews and business responses sourced from Google.

We've selected a variety of scenarios to reflect what your business can expect to encounter.



“



Reviewer A

Great experience with this company. I found the car I was looking for on their website. They quickly confirmed that it was available and set up an appointment for a test drive. I worked with Justin who was very professional, helpful, and easy to work with. Car was detailed and registered at the time of scheduled pickup. Process was easy and smooth.

Response from the owner

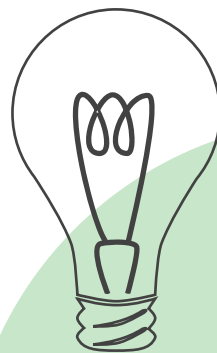
Reviewer A, Thank you so much for sharing your positive experience working with Justin! We pride ourselves on timely communication, professionalism, and providing a detailed and registered vehicle for pickup. Thank you for choosing Brand A and we hope to see you back for your first oil change!

Emphasis on Thank You

This response checks the boxes for almost all the positive review response tactics:

- It's personal - it repeats the name of the employee listed in the review.
- It reiterates the company values mentioned by the reviewer, such as timely communication and professionalism.
- It includes the store name and prompts the reviewer to come back for another service.
- Finally, the responder shows gratitude by saying thank you.

Remember, customers with positive experiences have less motivation to post a review than unhappy customers on average, so it's important to show your appreciation.



What you should steal:

The line “Thank you so much for sharing” is an awesome way to acknowledge the extra effort the customer put forth on the business's behalf.



“



Reviewer B

My wife and I just purchased a 2019 Audi A8 from Brand Y. It was the best car buying experience I have had. The whole process was customer focused, engaged, and transparent. Our sales rep was James and he made the whole experience very customer focused. His knowledge of vehicles, options, and approach to the buying process was outstanding. Would highly recommend both Brand B and James.

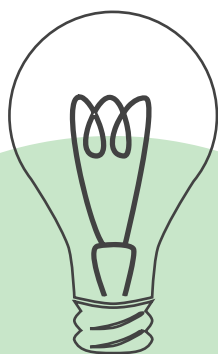
Response from the owner

Reviewer B, for you to say that “it was the best car buying experience I have had” makes our day! Thank you for such a fantastic review and for recommending James. All of us at Brand B are grateful for your business and wish you and your wife safe driving in your 2019 Audi A8!

“Makes our day”

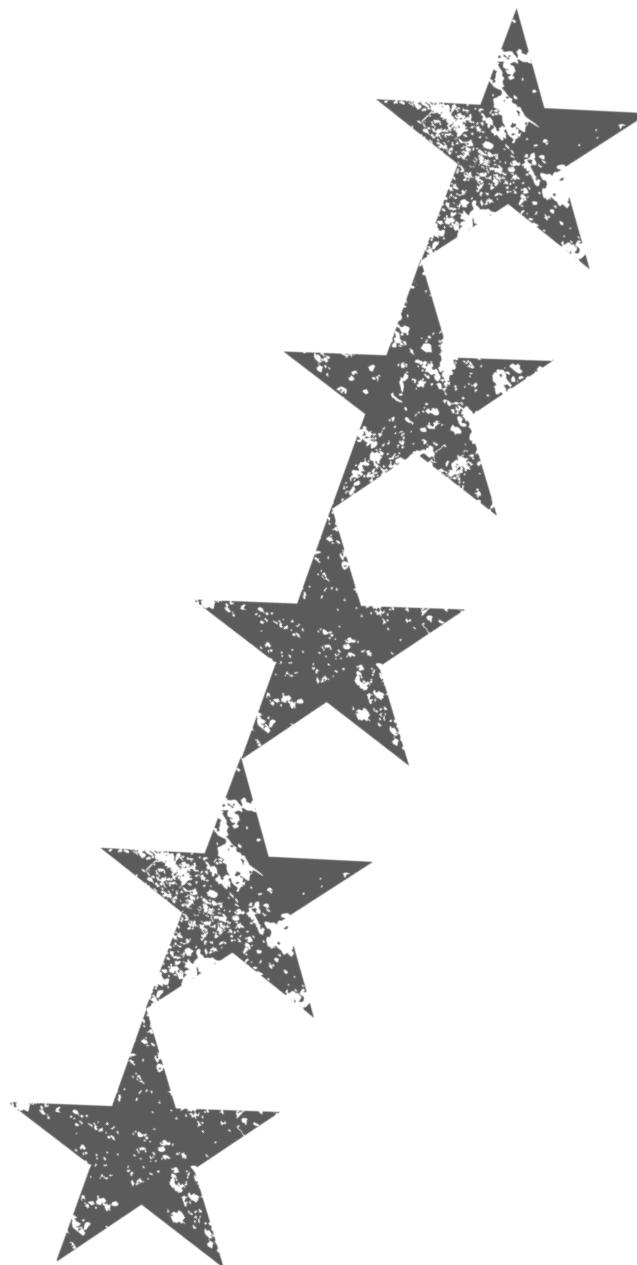
As you can see in this response, commenting on how a positive review “makes our day” is a nice personal touch.

Most importantly, all the basics are covered: the customer name, the store name, and the product name are all included in the response.



What you should steal:

The words “fantastic” and “grateful” are descriptive adjectives to consider.



“



Reviewer C

We had a great experience from the moment we walked in! Luis (definitely recommend to anyone, he's a sweetheart) greeted us immediately! He had knowledge and showed a real compassion for what he is doing and for his customers. He made the buying experience easy and we feel great about the purchase. 10/10 would definitely recommend. Thank you Luis and Brand C!

Response from the owner

Hi Reviewer C! Congratulations on your new car! Luis is exactly as you described. He has a passion for assisting clients and he is packed with knowledge. Enjoy your new ride and thank you for your business from your friends at Brand C!

Purchases can be emotional

When customers make a successful purchase, especially a large purchase such as a car, they often have a sense of accomplishment. Engage with this emotion by offering your congratulations.

If a customer offers praise of a specific employee, use it as an opportunity to repeat their compliments and reinforce that, yes, this person is great representative of the business.

It's not a stretch to assume that future customers will look at this employee as an example of the customer service they can expect from this business.

Consistently responding to reviews can increase review volume 12%. Why? The hypothesis is when customers see a business is consistently responding to reviews they feel more confident their feedback will be seen and acknowledged by the business, thus making it worth the effort to leave one.

Source: HBR



“



Reviewer D

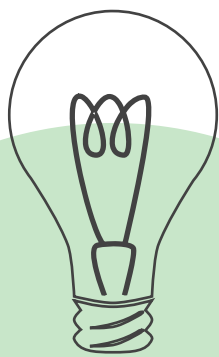
As soon as I sat down in the comfortable waiting room, I received a text from my guy in the service department telling me that if I had any questions while I was waiting that I could reply to that text and he would answer right away. The service was finished ahead of promised time, and the fancy coffee machine will make any kind of coffee you can dream of...delicious! The whole team is incredibly efficient and courteous, and the whole system works flawlessly.

Response from the owner

Hi, Reviewer D! We appreciate you sharing your experience in our Service and Tire Center. It is validating to our team knowing we are providing this level of service and care to you, our client, as it is our daily goal. Thank you for your business from your friends at Brand D.

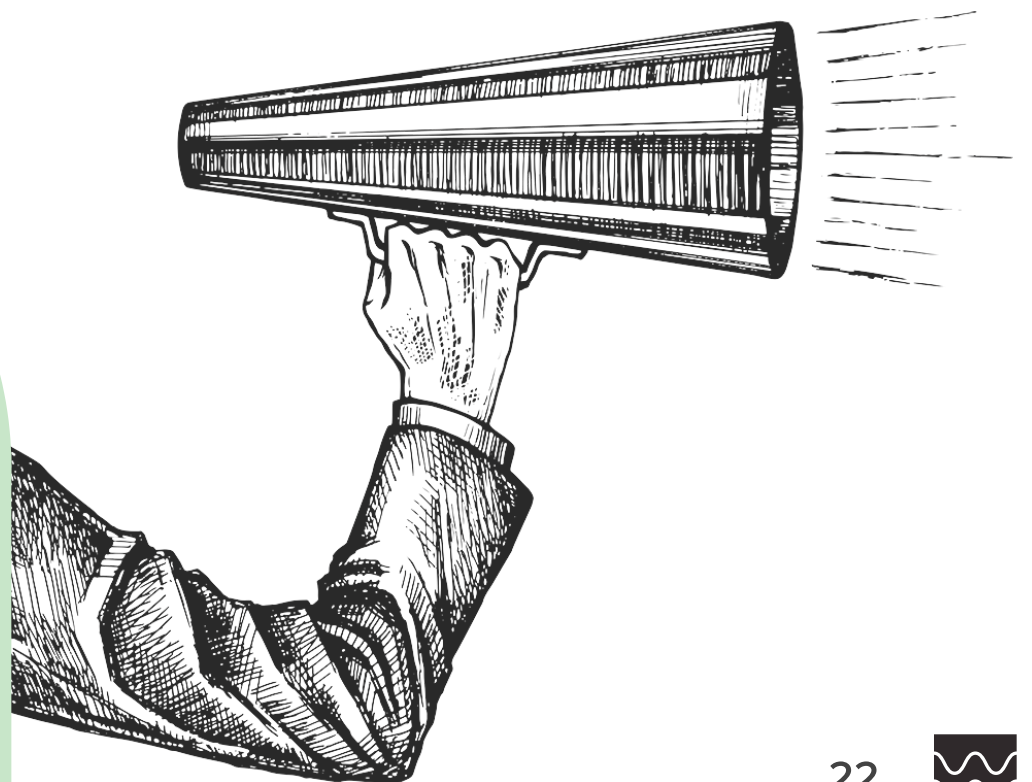
Tell the world you have goals

In its response the business suggests that they have a daily service goal. This is an excellent way to reinforce that future customers can expect a similar experience, no matter when they choose to patronize the business.



What you should steal:

“Validating” is a great word to suggest that positive reviews are more than a sign of financial success; they are a personal success as well.



“



Reviewer E

1000% would recommend. If you're not from the Spartanburg area, it's definitely worth the drive. I spoke to Jeff, no pressure and really wants to get to know you to ensure you're getting the car you want. I left around 12:30am on Thanksgiving and I drove 1.5 hours to the dealer, he called me 1/2 way home to make sure I didn't fall asleep at the wheel. Best customer service I have ever had. Super helpful and knowledgeable.

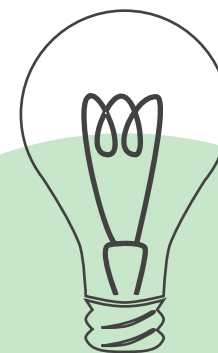
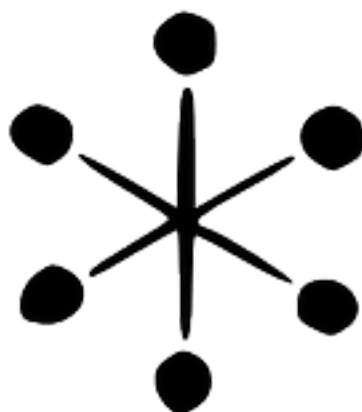
Response from the owner

Reviewer E, "best customer service I have ever had" makes for a fantastic review! Thank you so much for making the trip to see us at Brand N. We love to hear that Jeff helped you get into the car you wanted. We are grateful for your business and wish you safe driving this holiday season.

Acknowledge the time of the year

Starting your response with a quote from the original review is a great way to highlight the most flattering piece of the review.

Because this business answers reviews on a consistent basis, they can conclude with the note, "this holiday season."



What you should steal:

Time-specific sign-offs are a good way to personalize responses.

“



Reviewer F

My salesman Scott was great to work with. He made it very easy for me - coming from out of state to look at a Tundra. In and out in just a few hours with a good trade in value for my vehicle! I would recommend Scott to deal with and I would do business with them again. Thanks!

Response from the owner

Hi Reviewer F! Thank you for your 5-star review of Brand F. We are delighted to know was worth the drive to purchase your new Toyota Tundra truck from Scott. It's great he made the process easy as that it was we strive to do every day. Have a great day and enjoy your new truck!

Praise extra effort

This customer mentions they traveled a long distance to visit the business and the response acknowledges their additional effort.

“



Reviewer G

Had the best experience working with everyone at Brand G. We were looking for a 2020 Telluride that are very hard to come by and Jeff was able to accommodate all of our needs and find us the perfect vehicle!

Response from the owner

Reviewer G, thank you for the kind review! We are so proud that we earned your business here at Brand G. We will be sure to let Jeff know that you appreciate him! Enjoy your 2020 Kia Telluride!

Humility is a good bet

The phrase “earning your business” helps to portray the business as humble. Nobody wants to deal with arrogance.



“



Reviewer H

Last week we purchased a Stinger GT 2 and couldn't be happier. I had been shopping for Stingers in my area (Long Island NY) for a few weeks but nobody had the color I wanted and all the dealers were overpriced in my opinion. After searching the web I came across Brand H's website not only did they have the color I wanted they were \$7k cheaper, definitely worth the drive. Everyone at the dealership was great especially my salesperson Terry who at our request sped thru the buying process and even took the car herself to be detailed on her lunch hour so we could avoid the rush hour traffic going home. She was awesome. I would highly recommend Brand H they have the best prices and people by far.

Response from the owner

Happy customers make us happy so this is fantastic to read! We are so glad that you were able to find exactly the Kia Stinger GT2 you wanted at the best price around. We especially love that Terry helped the buying process go quickly so you could head back home. Thank you for making the trip out to visit us at Brand H! We wish you many safe and happy miles in your new ride.

Sell without being salesy

This response does a good job of communicating the business's great prices but doesn't come off overly salesy.

Review factors used by Google to determine rank: volume, quality, frequency, and response.



“



Reviewer I

First time meeting Bob and it was a great experience 👍 😊

Response from the owner

We can't thank you enough for the excellent review of Brand I, Reviewer I!

Make a fan out of them

A solid reputation helps prospective customers feel confident in supporting your business.

For first-time customers like this one, review response can help solidify their already-positive feelings about your business. Monitoring and responding to feedback is a tool businesses can use to continue building relationships with their customers to ensure they keep coming back for more.

Running out of time in the day to respond to reviews?

Let Widewail's team of expert writers manage your review response.

[See Pricing](#)

On average, prospects read 10 reviews before trusting a business.

Source: Brightlocal



“



Reviewer J

Jennifer was FANTASTIC. the apartment looked great as well. Hopefully will live here.

Response from the owner

Reviewer J, we're glad you had a great experience at Community J! Thank you for the five stars and for giving Jennifer a shout-out. If we can do anything that can make your decision process easier, give us a call at XXX-XXX-XXXX.

Reviewer is a sales lead

Some reviews are sales leads. Encourage your prospects to turn into customers, residents, members, etc.

In this case, you do not yet have this reviewer's business. They hope to live in your community but do not. This could be considered a sales lead, and assuming you want their business, try listing your phone number, or reaching out to them in other ways.

85% of customers trust Google reviews as much as a recommendation from friends and family.

How reviews are an important local search ranking factor

According to a survey of local business marketers conducted by Moz, reviews are considered to be the #2 ranking factor, behind [Google Business Profile](#) information, ahead of searcher proximity.

Google, as a recommendation engine, wants to provide its searchers with the best offline experience. It's able to make judgements about the quality of a business based upon review content.

If you are interested in digging into this topic in more detail, check out our guide: [How Reviews Impact Local SEO.](#)



“

**Reviewer 1****Response from the owner**

There's nothing like seeing a great review on our page, thank you!

“

**Reviewer 2****Response from the owner**

We are grateful to have you as a customer. Thank you, Reviewer 2!

“

**Reviewer 3****Response from the owner**

Thanks so much, Reviewer 3. We look forward to your next visit with us!

“

**Reviewer 4****Response from the owner**

Reviewer 4, we are thrilled to see your positive feedback!

Templates add efficiency

The most common type of Google review is the five-star, no-comment review. To make responding easy and ensure a diversity of answers, you could create a set of response templates to reference when responding to five-star, no comment reviews.

Remember to update the template with the reviewer's name and the business's name before publishing.



“



Reviewer K

I needed a flat tire fixed - at 4:45pm! I went to my dealer and they were able to take care of me in less than an hour! What else can you ask for? Quick and excellent service and reasonable prices.

Response from the owner

Reviewer K, I am happy to hear that our team sorted out your vehicle's flat tire! On behalf of everyone at Brand K, we wish you safe travels!
- Service Manager

Be specific

The customer mentions a specific problem the business solved: addressing a flat tire.

This information forms the basis of the response. Constantly be on the lookout for pieces of specific information in customer reviews that can be reused to personalize the response.



Pros and cons of responding to reviews with a vendor partner vs. managing a team in-house

Vendor Pros:

- Launch within a week
- Vendor team brings additional experience
- More affordable
- Technology included
- No turnover or training considerations

Vendor Cons:

- Less expertise specific to your business



“



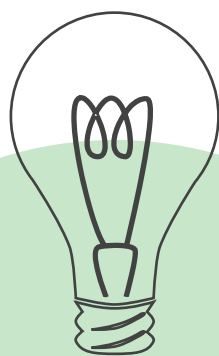
Reviewer L

Thank you Michael for everything. He really went in detail before the service was done, and after the service was done. He explained to me very clearly what the vehicle needs in the future and the things they had fixed. I will definitely go back to see him for future services.

Response from the owner

Reviewer L, it was our pleasure to provide you with a clear explanation of our services. Thank you for the 5-star review and your endorsement of Michael! We appreciate your business and look forward to working with you again in the future!

Variety is the spice of life



Switching up perspectives, like swapping “we” with “I”, will add variety to responses. Responding via first-person POV shows the customer that you are willing to put your name out there for your business.

Rather than repeating, “thank you for the recommendation,” this response employs a great alternative: “we appreciate your endorsement.”

Several phrases are interchangeable:

“we appreciate”
“thank you”
“recommendation”
“endorsement”
“rating”
“review”
“honored that”
“grateful for”
“thrilled that”
“ecstatic about”
“it means a great deal”
“this is the kind of feedback we love to see!”

Even simple word changes like these help responses appear unique and personalized.



“



Reviewer M

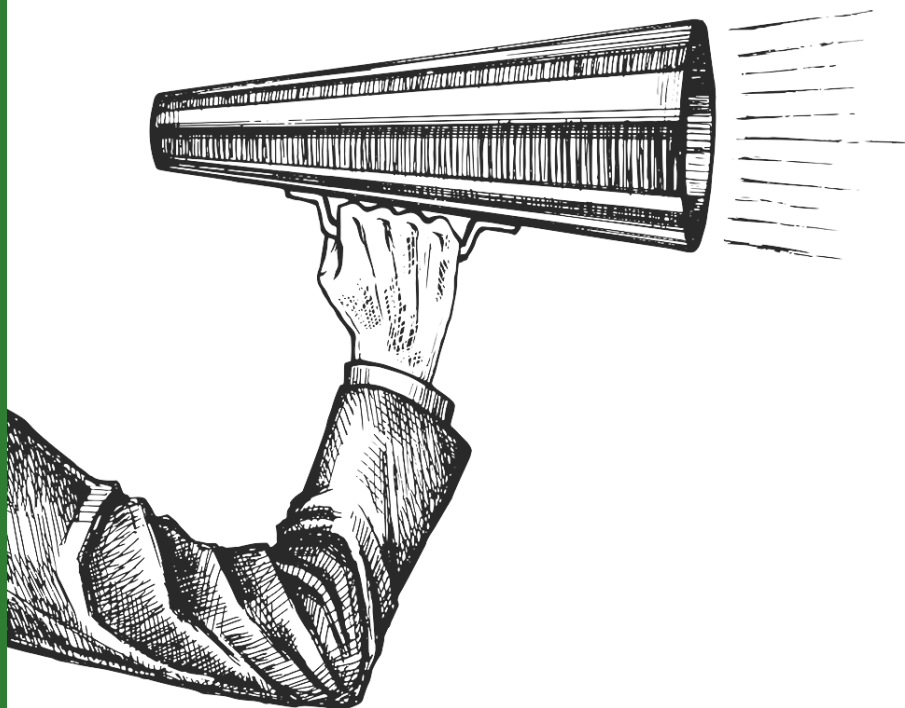
Credit Union M has that small town about them. Very friendly and a great bunch of people. Bob is the best teller always has a smile & ready to help.

Response from the owner

Reviewer M, we're happy to hear our commitment to our members always stands out to you. Thanks so much for recommending Credit Union M!

Match the reviewer's tone and length

Match the length of your response to their review. But only to a point – cap your response length at about a paragraph.



How often should you be getting reviews?

Often. Ideally, 5-10 a week, and more if your business has high transaction volumes. Both search engines and prospective customers highly value recent review content, meaning you should focus review efforts on consistently generating new content weekly. This will build trust, drive conversion, and help your business rank higher in local search.

[Get more reviews with automated software.](#)



Facebook: Negative post comment



Take on the great outdoors in style! Whether you're looking for an adventure on land or in the water, we got what you are looking for. Save up to \$7,986 on Boats! Don't wait on these savings because they will be gone in flash! Click below to shop now or visit us to connect with one of our experts today.

Overpriced. Went in today to look at a boat, I could not believe prices. Extremely overpriced.

I'm sorry to see you felt our pricing was unreasonable. We strive to keep our prices fair and competitive within the current market and if there are any questions that I may be able to help with, please consider giving me a call. Thank you. General Sales Manager

Treat negative comments on social media posts as negative reviews. While comments on your business' posts can sometimes be unpublished, it's considered best practice to write a reply. In this response, we mention that our rates are fair given the "current market," as a way to suggest that the prices are appropriate given market dynamics.



Negative, but brief comment

This response does a great job addressing the towing concerns mentioned while still advertising additional information that may be useful to residents.



We have the best views and the lowest rate on parking 😎 Don't forget to register your car today in your Resident Portal or contact the office for help! 🚗



They'll still tow you tho

As long as you have a current parking permit you are good to go and we will not tow you! If you have a visitor, we have the most visitor parking too! Just park on the very top floor 🙌



Instagram: Positive post comment

Sometimes a reviewer will reach out unprompted via your social media platforms—this could be a Facebook recommendation or post or Instagram comment.

Each platform has tools to monitor comment activity. Also, Widewail can ingest comment activity from all social platforms in a single place. This is particularly useful if your marketing team oversees a collection of social media accounts for each physical location the company operates.



Stopped in for information. Girls greeting me were pleasant and helpful. Received immediate help from Jan was given information I needed and a tour of possible apartment I am interested in. Good experience.

We are so happy to hear that Jan and the team were attentive and friendly during your visit! Thank you for stopping by to share your positive feedback about Property A and please let us know if there is anything else we can do for you.

Here, this person went out of their way to let the community know how much they appreciated everyone's help while touring the facilities. The Widewail team responded, acknowledging the kind words of the commenter.



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Words and Phrases to Help You Write Personalized Responses

POSITIVE REVIEWS

We're thrilled that

We love to hear that

It's fantastic that

It makes our day to hear

It means so much to us that

It's our goal to

We're honored that

It's our priority to

We are psyched

We are blushing!

Customer service is our number one priority

We value our customers

Nothing makes us happier than

Thanks for taking the time to show others what it's like to be a guest at

Thanks for your loyalty to

Thanks for being a loyal customer

Thanks for your repeat business

Thank you for your support

We couldn't ask for better feedback

NEGATIVE REVIEWS

Make this up to you

Remedy this situation

Assist in any way

Help fix things

Right our wrongs

Improve your experience

Rectify this situation

Resolve this problem

Ensure these issues don't reoccur

Use this as a learning experience

We would have been grateful for your business

I'm sorry this wasn't the impression we left

We certainly expect more for our valued guests

I will be sure to discuss your feedback with the team to ensure we are providing timely service

I am so sorry to hear

ADJECTIVES, ADVERBS, & MORE!

Immaculate

Marvelous

Stellar

Magnificent

Exceptional

Excellent

Fantastic

Fabulous

Phenomenal

Quality

Flawless

Swimmingly

Smoothly

Seamlessly

Wonderfully

Attentive

Glowing

Top-notch

Accolades

Ecstatic

TRUST MARKETING

Today, trust in institutions is at rock bottom. Buyers are skeptical of your business. Today, trust is built peer-to-peer rather than company-to-consumer.

For your business, this means that your prospects and customers tend to trust each other more than your advertisements. Review content is the tool modern consumers use to build trust in businesses.

Trust Marketing is a marketing strategy that operates with the knowledge that trust is built on platforms like peer review sites and tactically uses this peer review content to shape the narrative about a business in its own favor.

Instead of directly shaping the message through brand-produced content and advertising, the (trust) marketer's time is better spent:

- Generating customer feedback in the form of text reviews and video testimonials
- Asking specific questions of customers to guide review content, aligning it with key brand messaging
- Distributing customer reviews through organic and paid channels to most efficiently communicate key brand messages (rather than communicate a message directly, instead communicate it indirectly with the past customer acting as the spokesperson)

Need guidance? Widewail can help build your business' Trust Marketing strategy.

[Request a Demo](#)

REVIEW RESPONSE BY INDUSTRY

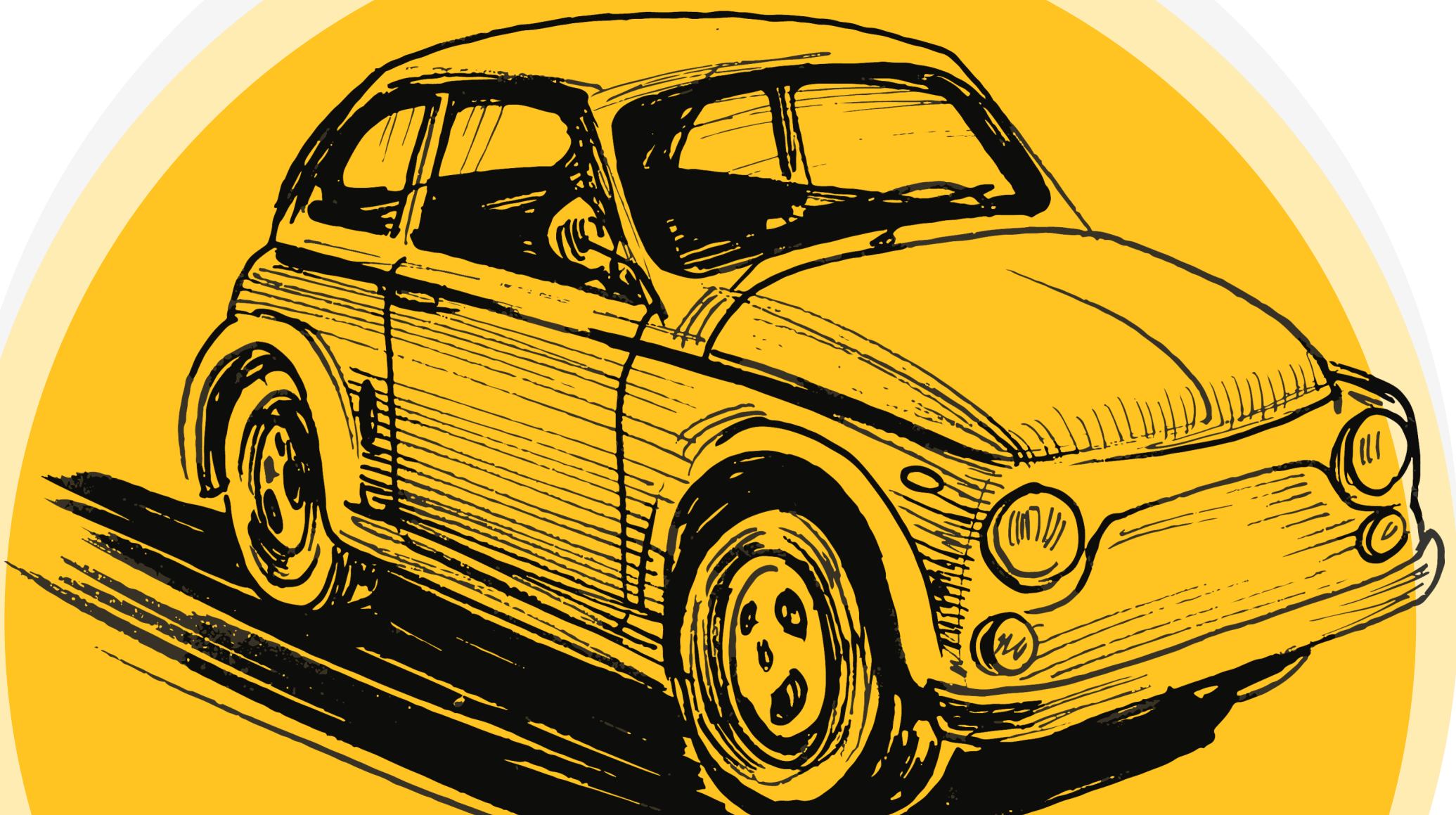
Now that we have provided some general tips on review response, let's move onto industry-specific examples. Each industry has its own set of parameters and norms to follow when it comes to responding to reviews. Unlike an apartment renter, an automotive customer wouldn't be referred to as a "resident." Similarly, you wouldn't thank a restaurant diner for "shopping" with you today. In this section, we'll break review response down by industry, offering positive and negative review response examples and suggestions for every type of business.



AUTOMOTIVE REVIEWS

There are a plethora of reasons why an automotive customer may be upset. After reading and responding to hundreds of thousands of automotive reviews, the Widewail team has determined some of the most common complaints: expensive purchase or service, bad customer service, and feeling misled about the availability of a new vehicle or the status of their service.

In the following examples, we've highlighted these most common concerns and provided suggestions on how to approach writing a response.



“



Reviewer A

Where to start. I was lied to during my whole experience trying to buy a new truck. I thought that they ordered me a new truck but no. I paid 500. As a deposit. What I later found out through the tab I got with my reimbursement check. They play bait and switch to get you to buy a truck you don't want just cause it's coming to them in an allocation. What upset me the most was I was strong-armed into financing the vehicle which I wanted to pay cash. Wouldn't let me. Stay away from this dealership due to their shady business practice. Wish I could give them no stars

Response from the owner

Reviewer A, We run an honest business, so it's concerning to receive this feedback. I want to apologize for any miscommunications regarding your deposit and the vehicle you were interested in. We would never intentionally mislead our customers, and I think it would be best if we spoke about this directly to clear up any ongoing issues. Please give our General Manager, a call at XXX-XXX-XXXX when you have a moment. Thank you.

Feeling misled about the purchase process

This reviewer is upset about several aspects of the purchasing experience and felt misled the entire time. We start our reply by greeting the customer and showing significant concern about their comments.

When replying to negative reviews that express multiple frustrations, it's not necessary to apologize for each and every error (you don't want to write out a laundry list of your mistakes). Instead, apologize generally for the frustration caused by the primary concern – in this case, it's the reviewer's deposit on their vehicle.

When responding, use softer language than they did. Instead of writing “we would never lie to our customers,” say “we never intend to mislead customers.” While a lie is intentional, a misleading statement can be an accident.

The lines “we run an honest business” and “we would ever intentionally mislead our customers” serve not to disagree with the customer's statements but rather to emphasize the commitment your business has to customer service and suggest the negative experience the reviewer had is not a common or expected occurrence.

Finally, always attempt to move the conversation offline. We've asked the reviewer to reach out to a relevant employee via phone – in this case, the GM – as the details of a dispute should be handled privately, not on display for all future prospects in a public review forum.



“



Reviewer B

Made 5 different calls to the service department to see how long the wait was for Saturday oil change (which they do). No call was answered. The operator rudely interrupted me several time as I was trying to explain my question. I also reported this to the sales manager. I took more than an hour to return that phone call. I was very disappointed by the weekend service.

Response from the owner

Reviewer B, I'm sorry our service left you wanting more. This doesn't sound like the best-in-class customer care we aim for, and I'll use this feedback as a learning experience moving forward. Please give me a call if you're willing to give us another chance - I'd be glad to connect and assist with any outstanding needs however I can. Thank you,
Service Manager

Lack of communication leads to service frustration

Communication can be an issue, whether it be on the sales or service side of a dealership. Here, the reviewer is frustrated by the fact that no one took their call or was able to answer their question. It's unclear from the review whether the reviewer actually had their oil change completed, so we were vague in our apology.

After saying sorry, we mention the high-quality service that we strive for and note that we will use this as an opportunity to improve. Our hope is that the customer will feel satisfied with this reply, knowing that their feedback has contributed to the overall bettering the operations of this business.

To that point - we recommend internal reputation managers make note of consistent frustrations and pass along those recommendations to the team in charge of improving operations.

Widewail's reporting tools can help you aggregate review data into categories. In the best-case scenario, the reviewer will be encouraged enough by the response that the customer will re-engage, work with the dealership to solve the problem and update the review with a note of the resolution. Remember, each Google account can only leave your business one review, so any update to the score will erase the impact of the original rating.



“



Reviewer C

Poor service. I don't have any good things to say.

Response from the owner

Reviewer C, I'm sorry that we didn't leave a better impression during your visit. I would appreciate the opportunity to learn more about what transpired in order to improve moving forward. Please give me a call at your earliest convenience. Thank you, General Manager - XXX-XXX-XXXX

Bad customer service, negative, brief, no context

This reviewer is essentially following the old adage: “If you don't have anything nice to say, don't say it at all.” Their negative service review holds little constructive feedback.

We've crafted a response that not only apologizes for potentially falling short of high customer expectations but also aims to learn how the business can improve for future guests. Again, we've asked the reviewer to get in touch offline and have signed with the manager's name and title.



Signing negative review responses:

Replies to negative reviews should almost always include the contact information of the most relevant employee who could help. This could be a customer service representative, service or sales manager, or a general manager. The most-senior employee willing to participate should fill this role. For most of our automotive clients, the General Manager signs negative reviews. Avoid a generic email like “feedback@business.com” which is impersonal enough to devalue the communication fundamentally.

You should not sign off as the most relevant person when this individual is directly mentioned by name in the review. You'll risk sounding condescending. Options include: sign with a different manager's or employee's name, omit a name and title entirely, or use a general phone number.

“

**Reviewer D**

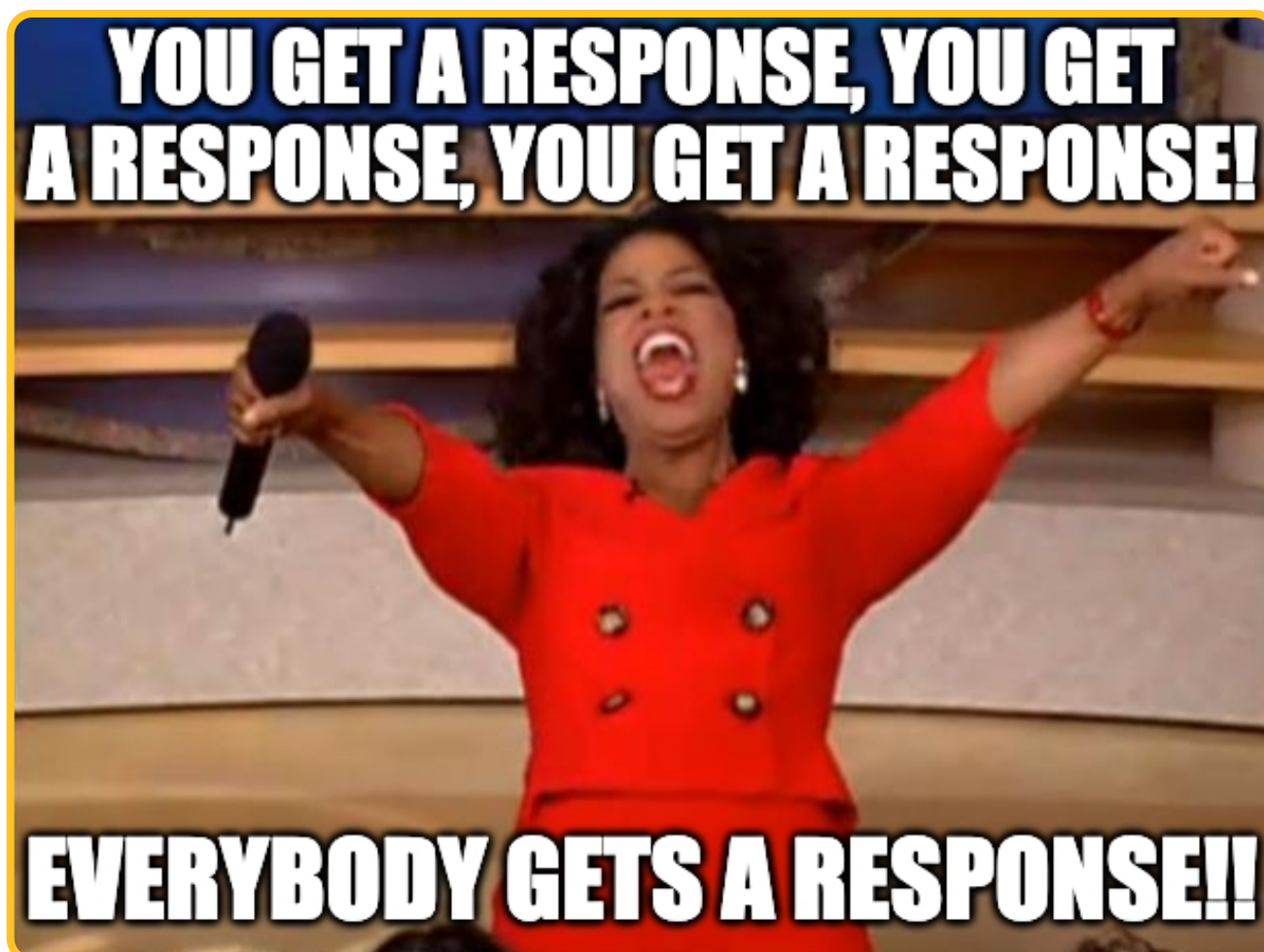
Great, wonderful, outstanding service! (Team member) was awesome. This is our second car purchase with him.

Response from the owner

Reviewer D, we're so glad (Team Member) welcomed you back with fantastic assistance. All of us at Dealership D are grateful for your repeat business. Enjoy your new ride!

Mention a team member by name

In our reply, we mention the team member's top-notch assistance and we also congratulate the reviewer on their new purchase. Further, the reviewer has mentioned that they've bought two cars with this team member. A loyal customer wants to be acknowledged. Here, we've thanked them for their "repeat business" but you could also try saying "we are proud to have earned your loyal business!"



“



Reviewer E

My car, Gigi, was having issues with her brakes and (Team member) in service got her in right away! He kept me informed every step of the way of repairing my brakes and I trust him more than anyone with Gigi!!

Response from the owner

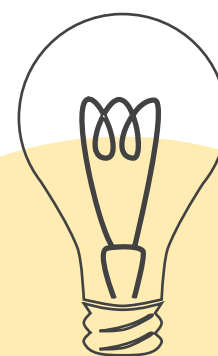
We're glad (Team member) took such excellent care of Gigi, Reviewer E! Thank you for your kind words and for taking the time to share - we'll be here whenever you need us next! Safe travels!

Yes, the car is named “Gigi”

This service review compliments both the specific team member who helped out as well as the fact that the dealership was able to service the vehicle right away. We've added a personal touch by mentioning the car – Gigi – by name since the reviewer noted it themselves. It's details like this, understanding the (somewhat odd) context of the customer naming their car, and using the name in the response that indicates to prospective customers a real person took the time to respond to the review. Any subtle context clue you can leverage to make it clear a person is taking the time to respond to customer reviews will further help your business stand out in a crowd. The details matter.

It's widely known that vehicles require service every six months, so for reviews such as this one, we like to mention that we're here to assist the customer with their future service needs.

It's widely known that vehicles require service every six months, so for reviews such as this one, we like to mention that we're here to assist the customer with their future service needs.



In cases where the reviewer mentions the car's year, make, and model, be sure to include that, as these keywords are helpful for SEO.

HEALTHCARE REVIEWS

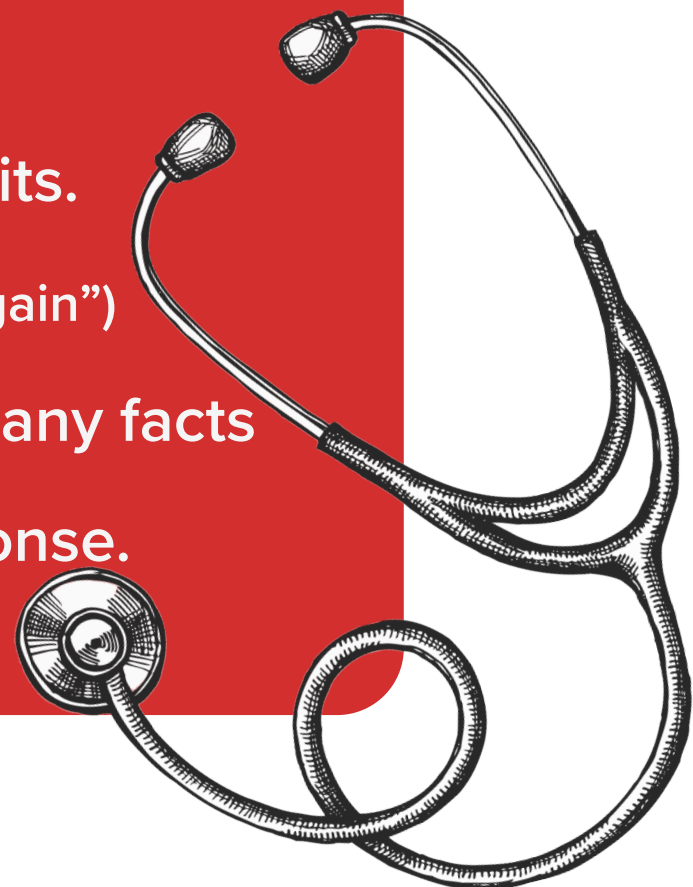
Staying HIPAA compliant

When patients are searching for healthcare providers, they look to reviews and personal recommendations to help them make a decision. Reviews for healthcare businesses matter. So do your responses. What's unique about responses to reviews in the healthcare industry is that [replies have to be HIPAA compliant.](#)

HIPAA requires that responses do not disclose any patient information, even if the review mentions it directly – for both positive and negative reviews. Here are some guidelines to make sure responses aren't in violation of compliance.

HIPAA COMPLIANCE NOTES

- Do not use the reviewer's name
- Do not use the word "patient"
- Do not use "you" or "your"
- Do not mention repeat or future visits.
(Avoid: "We look forward to seeing you again")
- Do not acknowledge/confirm/deny any facts about the person's visit in the response.



“



Reviewer A

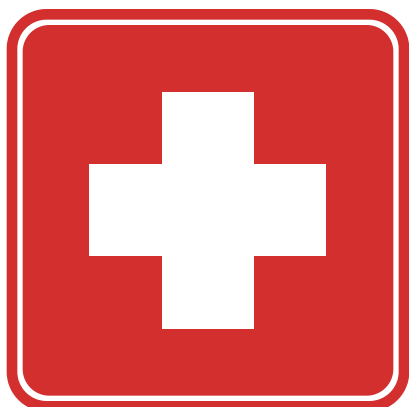
Constantly cancels appointments. Make sure you don't come here if you have something important planned. They're unreliable and the owner is very difficult to deal with.

Response from the owner

We are sorry to hear about any inconvenience. We strive for clear communication and reliability, so this is not the feedback we want to receive. Please be in touch with Guest Services so we can assess these claims and do our best to resolve them. Many thanks.

Reviewer gives staff grief

Responding to aggrieved patients is not only an expectation, but it allows the opportunity to continue to discuss and hopefully work towards resolving any concerns. While HIPAA guidelines put barriers on a detailed response when it comes to sensitive subjects such as healthcare, it's recommended to have these discussions directly, if possible.



Avoid these tactics: review platform and FTC violations

- Paying for reviews
- Blocking or suppressing negative reviews
- Incentivizing customers to leave Google reviews*

*Incentivizing reviews is allowed by the FTC but requires that you include a public disclaimer that the review has been incentivized. This is generally not allowed on major review platforms because they do not have the functionality to add a disclaimer.



“



Reviewer B

Incredible level of expertise, precision & care. I absolutely recommend Doctor for your cosmetic needs. He performed a breast augmentation exchange, essentially no pain, very easy recovery & surgery!

Response from the owner

This is amazing feedback to receive. The MD team prides itself on excellent care, and we are always happy to learn when we achieve this.

Can neither confirm nor deny the surgery occurred

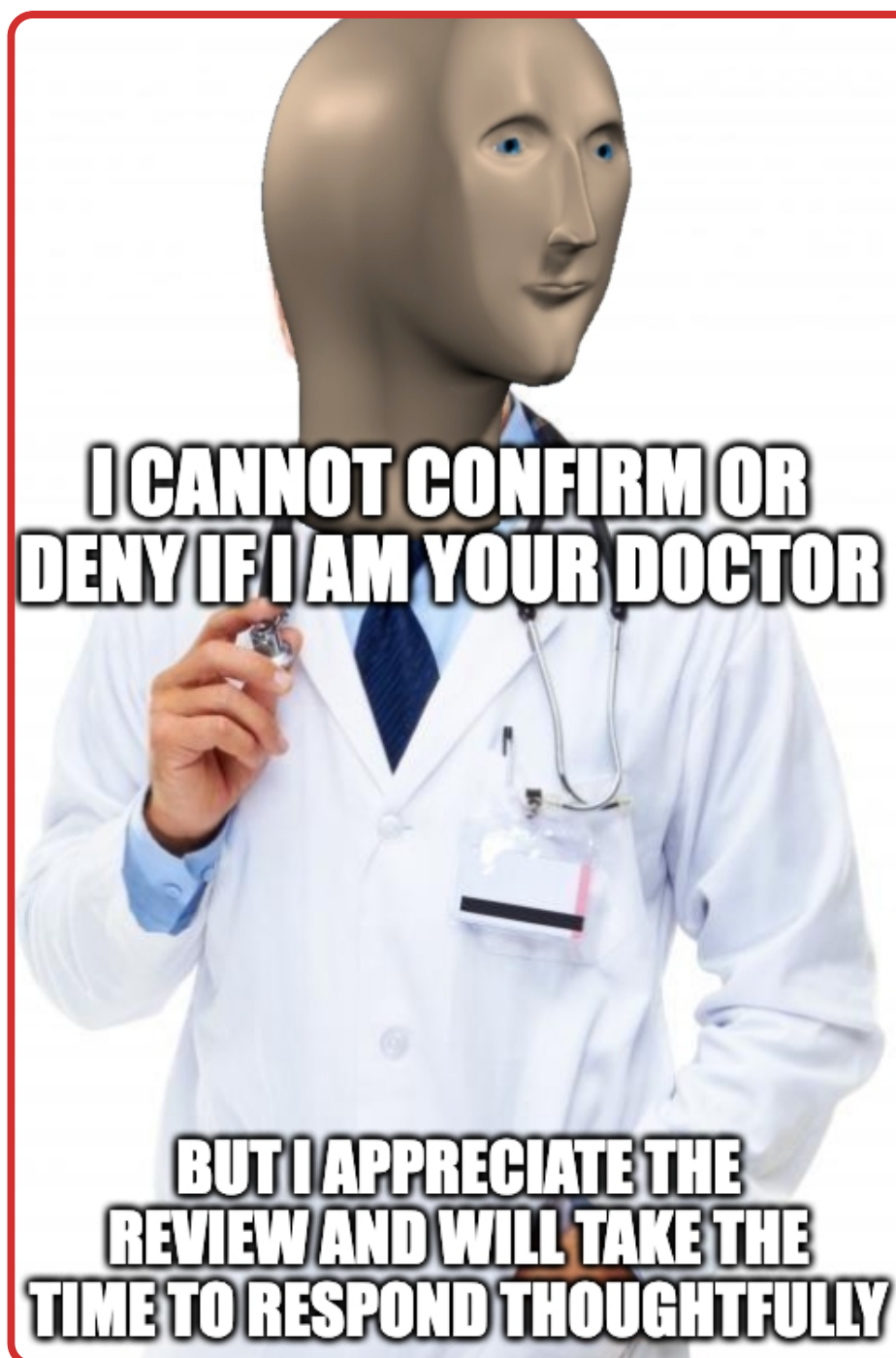
Parameters for HIPAA compliance may make it tricky but not impossible to fully personalize a thank you. In this case, to stay HIPAA compliant, we can't confirm whether or not this surgery occurred, however, we can acknowledge their support and the time they took to recommend the establishment.

How Google decides which reviews are “most relevant”

While we don't know for sure (Google does not say much about this topic publicly) here is an educated assumption:

- Review length
- Specificity
- Review is a local
- Review has keywords
- Pictures

[Read more here.](#)





Responses You Love.
Headaches You Love To Forget.

Widewail responses are customized, personalized and thoughtfully crafted.
Put Widewail expertise to work for your business to build loyalty, trust and search rankings.

TRUSTED BY WORLD-CLASS COMPANIES



“It’s mind boggling to me how I had a review come into Google 24 minutes ago and you all responded within 6 minutes.”

— Tina Tasche | CRM and Reputation Specialist | **Van Horn Automotive Group**

[See Pricing Options](#)

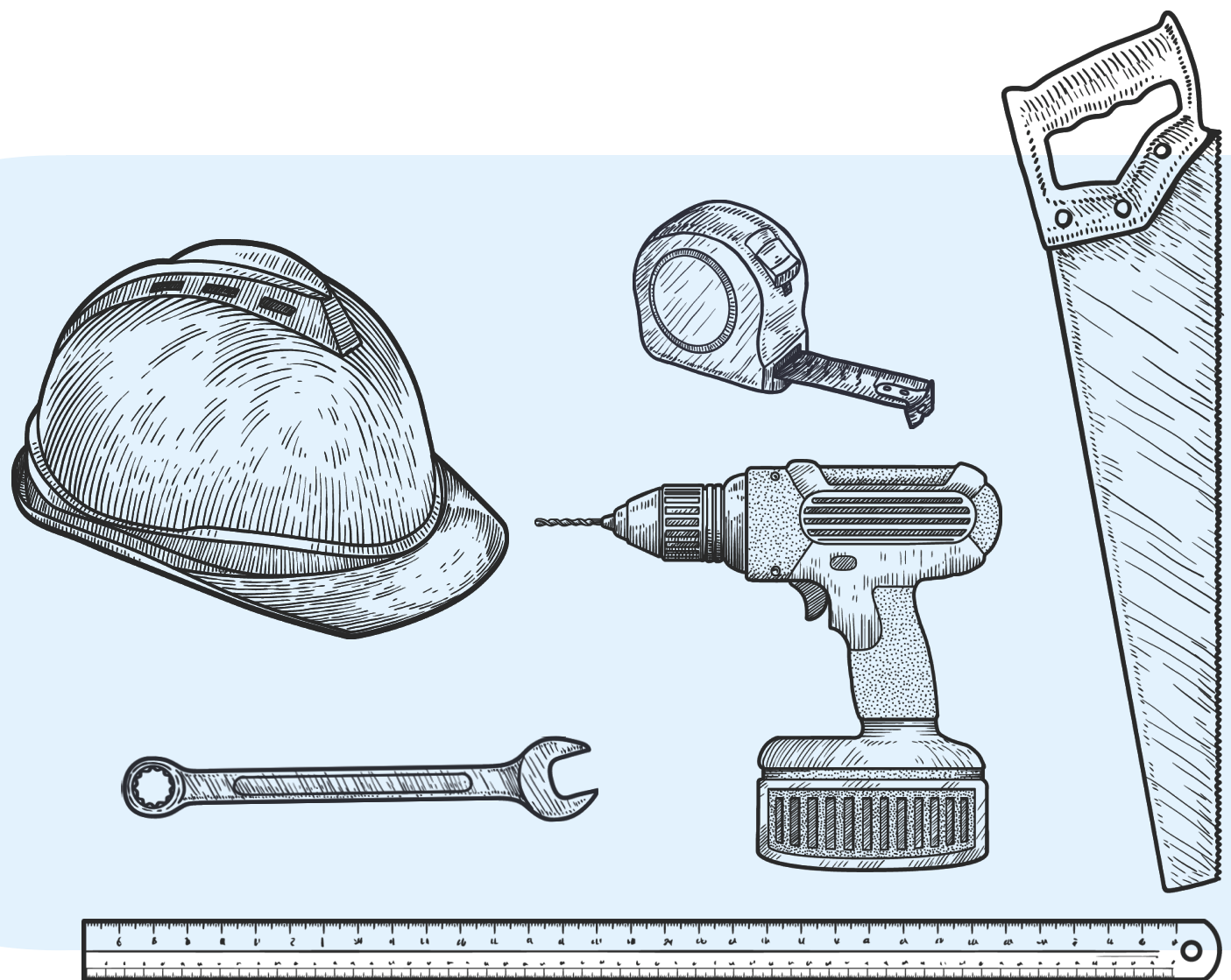
HOME SERVICES REVIEWS

Whether you're a plumber, pest control service, house cleaning group, or window installation team, your reviews matter. And your responses are important as well, for they serve as a representation of how your team handles compliments and complaints.

Typically in home services, we see complaints related to customer service, high cost, lack of cleanliness, ineffective service and low-quality outcomes.

On the contrary, positive comments often mention respectful technicians, timely service, effective follow-up, informative service, and good clean-up.

In this next section are some examples and suggestions of how to handle positive and negative reviews of your home service business.



“



Reviewer A

Be warned. We had a tech come out to look at potential termite damage. They said we had termites and powder post beetles, both were active infestations. We went with two other companies to verify the problem. Both other companies said the infestations were a long time ago and nothing is active. We asked for a pest inspector, not a salesman.

Response from the owner

It's disappointing to see this feedback. We don't run our business to mislead customers and we understand your concern here. Our team would like to learn the details of your experience to make sure it's properly addressed. Please contact our Management team at XXX-XXX-XXXX with further information. Thank you.

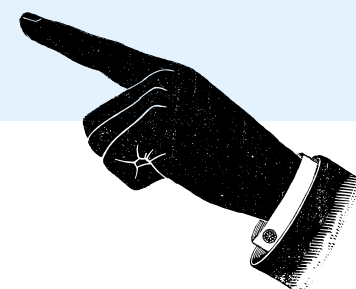
Accused of selling unnecessary services

This reviewer appears to be frustrated because they feel they've been given inaccurate information. No one wants to pay for unnecessary services, and this individual believes that their pest control company knowingly attempted to overcharge them.

In our reply, we wrote “we don't run our business to mislead customers,” not to counteract the reviewer's claims, but rather to emphasize the intent of the business and suggest that any unnecessary service recommendations were the result of an honest mistake. We've encouraged the reviewer to reach out offline to the business to “properly address” their concerns.

How to reliably increase your star rating without illegal tactics

- Ask every customer for a review ([try automation](#))
- Make the process easy for customers with SMS
- Personalize the request
- Respond to reviews so customers see



“



Reviewer B

Business B came to install a bath for my neighbor yesterday. My neighborhood is immaculate and clean never had any problems. However, their team threw the garbage on the road, and all the sawdust blew to my house and driveway for no reason. If the management sees this message, please ask your crew to pick up after themselves.

Response from the owner

Reviewer B, we're sincerely sorry to hear of any garbage observed in your neighborhood. We pride ourselves on clean, professional, and client-focused service, and it's disappointing you've gotten any other impression. We will share this feedback internally, but if you'd be willing to discuss it, please get in touch. We hope we can regain your confidence down the line. Contact: Management - Email - Number

Make sure the reviewer knows the incident is irregular

Highlighted in this review is a theme often raised in home services reviews: the cleanup or lack thereof by the technicians. Rather than reply to these claims defensively, we've emphasized that the team more often than not delivers "clean, professional, and client-focused service."

The reviewer is frustrated but is also trying to be helpful; they ask management to address the crew's behavior, so, to satisfy the reviewer, we write that we will address the feedback internally. Even though the reviewer is not a customer themselves, we take the time to reply, hoping to improve our reputation in the community.



“



Reviewer C

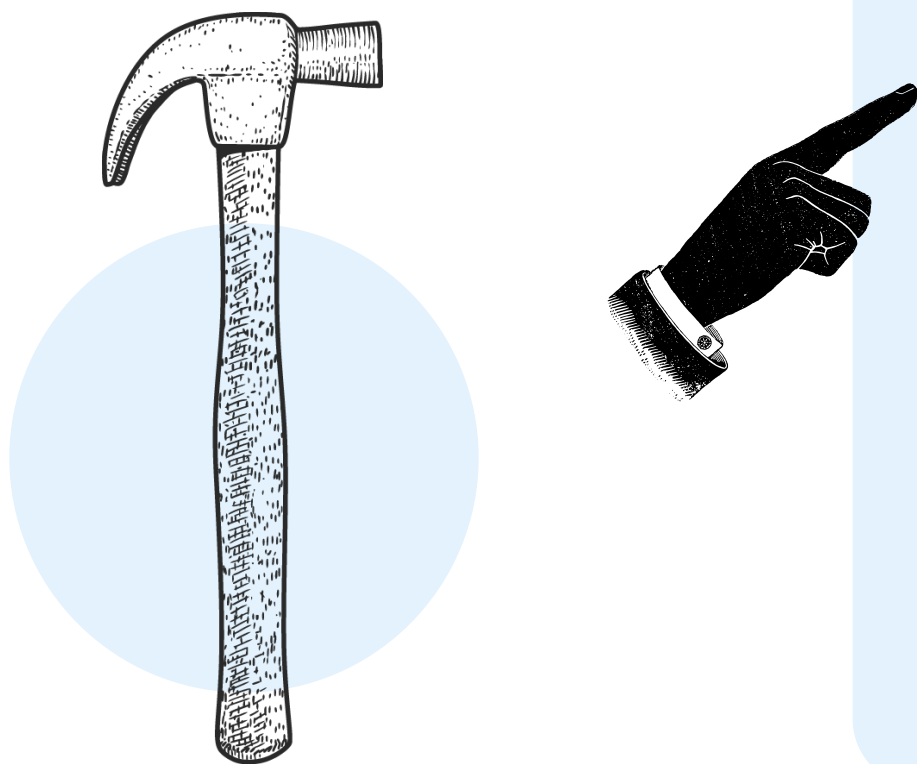
I was so impressed with the installers. Clean install and professional. Love my doors and windows. BEST

Response from the owner

This is an amazing review, Reviewer C! We are thrilled that our crew was professional and that you're satisfied with their work. We hope you enjoy your new doors and windows! Thanks for choosing Business C!

Clean & professional

This review compliments both the outcome of the window/door installation service as well as the team of installers themselves. We express our joy that the customer is satisfied. Including the name of your business in positive review responses is best practice for home services reviews – it adds SEO value.



Why you should avoid only responding to negative reviews

At first glance it seems logical - unhappy customers demand additional attention. From a customer service perspective, this makes sense. From an SEO perspective, you risk identifying negative reviews as “most relevant” to Google, making them more likely to show up higher on your Google Business Profile. While we don't know the exact criteria Google uses to select the “most relevant” reviews for your business, the business engaging directly with a review is likely a factor. If possible, respond to all reviews.



“



Reviewer D

Our technician did an exceptional job with treating our trees for Spotted Lantern Flies. Ground treatment and spraying were done. The service was completed in a timely manner and done in a professional manner. Would recommend this service.

Response from the owner

Woohoo! We are elated to hear (Team Member) did a phenomenal job with your recent Spotted Lantern Fly treatment! Here at Business D, we aim for professional and efficient service, so it's validating to hear that we achieved this. Thank you for the 5-stars, and please let our team know if you ever need any further pest control services.

Pests = controlled Customer = satisfied

Customer service and outcomes are both important.

This reviewer is satisfied both with the pest control treatment they received and with the technician. Timeliness and professionalism were both important to the reviewer, so we acknowledge these elements in our reply. We include keywords like “pest control service” and mention the particular pest, the spotted lantern fly.

We help your team focus on its highest-impact tasks

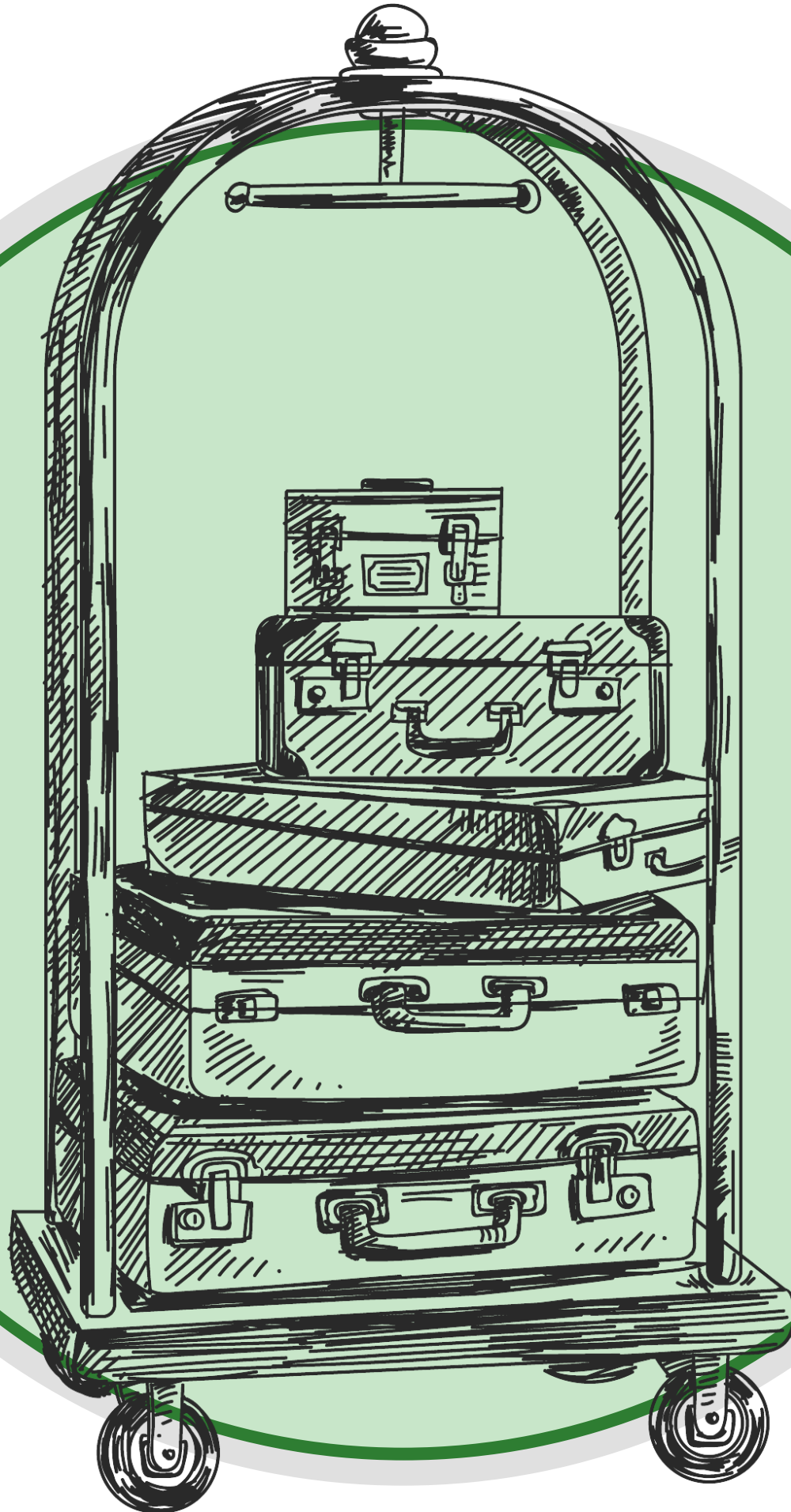
Let Widewail's team of expert writers manage your review response.

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HOSPITALITY REVIEWS

Review response management is a powerful strategy to strengthen the link trust between hosts and their guests. The term “hospitality” says it all; often, the best way to find a solution is to embrace a friendly and generous attitude, entertaining the guest and their concerns.



“



Reviewer A

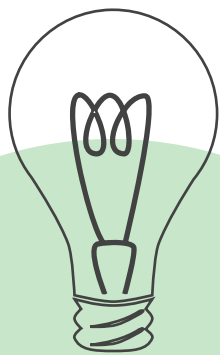
This is the WORST hotel you could possibly stay at. I had a reservation booked and my flight was canceled and they are charging me full price regardless. The staff could care less and the woman at the front desk hung up on me when I asked to speak to a manager. Do yourself a favor and stay anywhere else.

Response from the owner

Reviewer A, Thank you for speaking with me about this situation and again, I'm sorry for any frustration that occurred here. We are always here to help and if you would like to discuss anything further, please give me a call. Thank you, Director of Operations

Interrupted travel plans

This response is a follow-up to the original negative review after an offline conversation took place. The situation was immediately taken offline and handled directly between the guest and the hotel.



HBR found that hotels that respond to their reviews see 12% more reviews and an average of .12 increase in star rating.

Why it's important to apologize for the customer's frustration, but not the stated issue in the review

While your customer service instincts may push you to want to apologize to the customer, we don't recommend businesses admit guilt up front without further verification. You should apologize for the frustration the situation has caused the customer, which is undeniable, but avoid apologizing for the material issue, instead seeing further discussion over phone or email.



“



Reviewer B

Fantastic- people, service, amenities, location, views, buffet breakfast, chef/special event meals in the courtyard, complimentary bikes and shuttle.

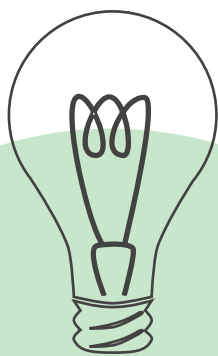
Response from the owner

Thank you for the phenomenal review of Business B! We're glad your stay impressed you on all levels, and we hope to see you back again soon! Be well and take good care!

List of features

Talk about a review that has it all! This guest did a great job detailing all that this hotel has to offer including staff, amenities, common areas, and other special offerings.

While you'd love to see the guest again, repeat stays are somewhat unusual, so phrases such as "see you again soon!" are a bit out of touch with reality.



In hospitality review responses, stick to phrases like "take care" and "be well."



**ignoring
reviews
happy guests**



**responding to
every review to
show gratitude while
demonstrating to
prospective guests
what you're all about**



PROPERTY MANAGEMENT REVIEWS

When it comes to someone's home, community reviews can get pretty personal. With the right attitude, however, they're also a great opportunity to gather feedback about your operations and find areas for improvement.

Responses to property management reviews are essential because they're an opportunity to showcase your commitment to resident services to both the reviewer and prospective renters.

Widewail has noticed that the most common concerns in property management reviews are: expense-related concerns, maintenance issues, condition of amenities, bad tour experience, customer service, parking, crime, etc.





Reviewer A

The apartments are mostly friendly, cheap, and a nice distance from the school. However, the neighborhood is unsafe even with the new fence they set up (which by the way is broken more than half the time) AND they are poor communicators (she got charged a thousand+ dollars just for moving out because she missed one obscure email that didn't even require a response or action). The recent new management has not understood at all even though she has been in good standing! Not a pleasant experience trying to move out. Be careful everyone!

Response from the owner

Reviewer A, Thank you for reaching out. I apologize if you or your partner had a less than seamless move-out process due to any confusion that may have occurred. The comfort of our residents is of utmost importance to us, and we are always looking for ways to improve. I think it would be best if she gave me a call directly so I can answer any of her questions that may have been overseen from her lease. Please have her reach out when time allows. Property Manager

Previous tenants with feedback

When a loved one posts a review for someone else, try to get a direct conversation going with the person who is affected. Also, in situations like this research the context surrounding this review in a bit more detail. If, for example, the author was not a resident of the community but writing on behalf of a friend it may be possible to report the review and have it removed altogether.

While this couple has moved out of the complex, the goal of this review is to work on improving in the future and discuss any outstanding lease concerns with the reviewer directly. Additionally, if the situation is resolvable you may be able to prompt an update to the review, adding positive information and potentially a higher rating. Each resident can only post a single review of each community, so long-term efforts to create positive outcomes can flip review ratings positive and dramatically improve scores.



“



Reviewer B

Been living here for 2 years. I miss the old property manager. These people don't care about anything but money. They bother you for everything and there's always a fee for something. Pandemic has everyone struggling rather you're getting back to work or still unemployed. They will add a fee to your rent even if you can't afford it. It's very inhumane if you ask me. You pay all these fees for "amenities" and then they wait for an opportunity to give you more fees. The valet trash is a joke! I've been putting my trash outside the same way for 2 years and today I got a 25.00 fine just because they don't have anything better to do. I don't recommend living here I'll be breaking my lease.

Response from the owner

Reviewer B, Resident care is at the core of what we do, so it's disappointing to hear you feel otherwise. I'm sorry you're unhappy with our pricing and community services, and I will make a note of this review in our constant effort to improve. I'd also be glad to talk this through and address your concerns directly. Please get in touch, if you are interested - my contact details are listed here. All the best, Property Manager Name - Phone Number

An overabundance of fees

This reviewer is complaining about the fees at this property as well as the effectiveness of the services associated. Our reply emphasizes the core mission of the community: "resident care," and we apologize that the resident had a different experience. We address the pricing concerns by saying that we will "make a note" to improve moving forward.

www.widewail.com/engage

Finally, since the reviewer threatens to break their lease, we end by inviting them to take the conversation offline in an effort to further assist the resident.



when you get a bad review

realizing you can respond to the review in a way that shows prospective customers your empathy and values

6 TIPS FOR PROPERTY MANAGERS TO IMPROVE THEIR ONLINE REPUTATION

- 1 Stay on top of all review platforms.
- 2 Increase the volume and frequency of your reviews.
- 3 Ask all residents and prospective residents for reviews at tour, move-in, and renewal.
- 4 Ask for reviews via text message.
- 5 Perform a competitive analysis to determine your review volume and rating goals.
- 6 Respond to all your reviews—good and bad.

“



Reviewer C

Beautiful property and staff is super incredibly sweet and helpful.

Response from the owner

Reviewer C,

This review made our day, it's so nice of you to compliment our hardworking staff like this. Thank you! - Community Team

Simple but gushing

For short reviews like this, a brief response works well! In our reply, we've found a specific point to address, acknowledging the reviewer's point that the staff was helpful while adding in the name of the community to boost SEO visibility.

4 Types of review response strategies

- Manage a team in-house
- Outsource response to a managed services vendor (like [Widewail](#))
- Use review monitoring and multi-site aggregation technology. The in-house team writes response content.
- Outsourced automated review response software. Your team will likely still need to respond to negative reviews manually.



“



Reviewer D

I recently moved here and it already feels like home! I moved in from another state and Bob helped me get settled and made my move in very smooth. I am very pleased with my new apartment. I would highly recommend this complex. Thank you again to the team.

Response from the owner

Welcome to the community! We're thrilled that our team made your move-in process seamless, we know how important an easy transition is. It's great to hear that you are happy with your new apartment. Let us know if you need anything else from us!

Moved from another state

The Widewail team enjoys starting off on the right foot by welcoming new residents to the community. Everybody appreciates feeling comfortable in their new home. The move-in experience can be tenuous for new residents, and it's always a relief to hear that the process went smoothly.

You're busy. But you don't have to leave your resident reviews hanging.

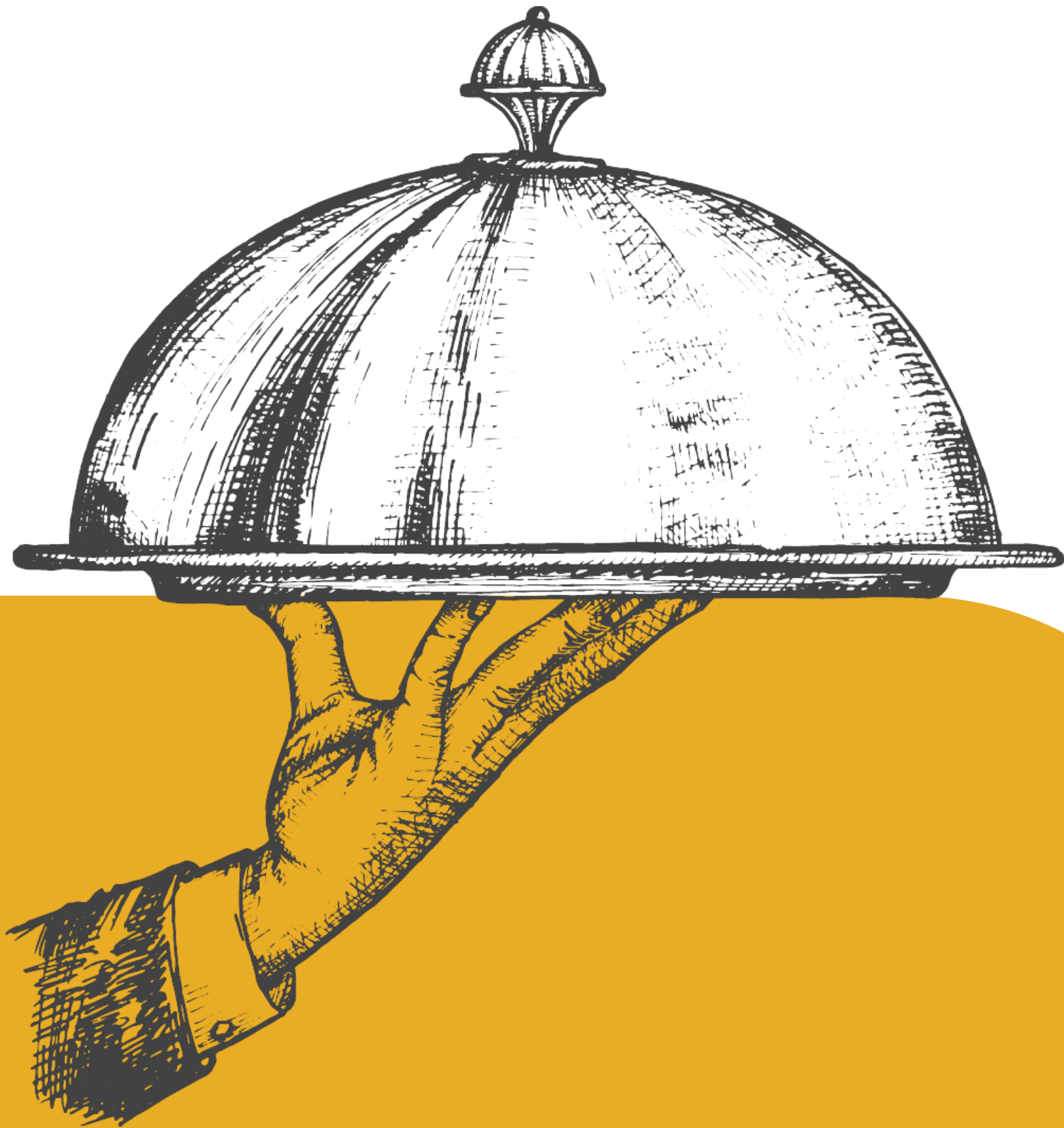
Let Widewail's team of expert writers manage your review response.

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RESTAURANT REVIEWS

Restaurant reviews bring out everyone's inner food critic. A fully positive review can contain pieces of "feedback" about the taste or smell of each dish that you don't always have to treat as negative. Embrace these reviewers and what they have to say!



“



Reviewer A

This place was awful, despite the views. We waited over an hour for the food to get to the table for a party of 3. The pasta was inedible and the burgers had a lot to be said for them as they had no flavor. We will not be coming again and would not recommend it to anyone.

Response from the owner

Reviewer A, We are so sorry to read about your experience. This sounds very disappointing and we sincerely apologize for the long delay and the issues with your meal. I will bring your review to my team and we will take steps to improve. If you would like to share anything further, please reach out to our General Manager. Thank you.

Double negative: long wait, inedible dishes

From the way some reviews are written, you can tell that even though the diner was disappointed, they genuinely want the chance to come back and have a better experience. This doesn't appear to be the case with this review. "We will not be coming again" is not a hopeful signal. But, the Widewail team has seen crazier turnarounds, so it never hurts to reply.

This review's feedback discusses this patron's unexpected wait and their displeasure with the food. We wrote a response addressing both concerns. We've also noted that their feedback is appreciated and will be discussed with the team in an effort to improve.



Always empathize with customers while addressing their concerns.



“



Reviewer B

My husband and I went to Restaurant B to celebrate our wedding anniversary. The service was amazing and they even gave us a cute little free dessert and two glasses of complimentary wine, I really really wanted to like their food. We got roasted oysters and a half dozen raw oysters as appetizers, they were pretty good! But the main entrées were underwhelming, especially for their high prices. I got the salmon which was interesting, the sauce and the veggies underneath it just didn't go well with the salmon. So my husband finished it and I had his fish and chips instead- also average. :(The old fashioned cocktail was pretty bad too. Again our server and everyone working there was great, just felt the food and drinks could be better.

Response from the owner

Reviewer B, congrats to you and your husband on your wedding anniversary! We are honored that you chose to celebrate here with us. We're glad you liked your wine, oysters, and dessert, but we're sorry to hear that you found our cocktails and main course underwhelming. I will pass this feedback along to our kitchen team in order to improve for our guests moving forward. If there is anything else we can do for you, please let us know. Contact: Assistant General Manager

3-Star: A disconnect between expectations, price, and reality

Highlight the positives.

Although unpleasant to receive, reviews often provide useful feedback that can help your business improve. Maybe the kitchen was trying something new with the salmon dish and its not quite right yet. Or the customer just doesn't get it. Regardless, when it comes to responding to a review that is both positive and negative, try to keep things light.

Here, our suggested response starts by congratulating the customers on their anniversary. Since the diners weren't fully satisfied, it's important to tailor the response to their personal experience before acknowledging the parts of their visit that they enjoyed. We followed up with a comment about how their feedback is useful to the team. Hopefully, these guests will be back, so it isn't necessary to take things offline at this time.



“



Reviewer C

Food is unique and diverse fish goat shrimp to name a few items. They have a small beer selection and a huge wine selection. The duck tartare was my favorite dish. The shrimp salad was not as memorable. Service was, ok sitting at the bar. Had to ask how much longer for a salad, not ideal.

Response from the owner

Reviewer C, We appreciate your feedback, and it's great to hear that you enjoyed the duck tartare! We apologize that our service was not as timely or attentive as we may have hoped. If you would like to discuss your experience with me more in-depth, please feel free to reach out directly. We hope you consider dining with us in the future! Thank you, General Manager

4-stars, with feedback

This reviewer appears to be 95% happy but still mentions areas for improvement. By acknowledging their concerns about the lackluster service, our suggested response showcases that their feedback will be discussed amongst the team, perhaps used as a training opportunity. This response shows future customers that your restaurant is willing to improve and accommodate their guests.

A good tip: For reviews with any negative feedback, avoid using descriptive SEO terms, like menu items or facilities, in your responses in an effort to stay clear of bringing any additional unwanted attention to the negative talk. Regardless of star rating, any review can have some negative commentary. A review response strategy with real people, either in-house or outsourced can help your business avoid a tone-deaf response.



“



Reviewer D

Booked this special for a trip. Best with at least 3 people or more, so you can indulge family style. The menu consists of a variety of different regional cuisines, all with a little twist with a focus on duck. I most enjoyed the slap noodles and Hongshao Rou. We enjoyed the sunset while dining outside on their rooftop patio, but the inside was very very cute and I look forward to eating indoors on my next trip there. The cocktail list was great.

Response from the owner

Reviewer D, We appreciate your feedback, and it's great to hear that you enjoyed the duck tartare! We apologize that our service was not as timely or attentive as we may have hoped. If you would like to discuss your experience with me more in-depth, please feel free to reach out directly. We hope you consider dining with us in the future! Thank you, General Manager

Match their energy

Restaurant reviews are often lengthy. And they can be extremely detailed. This patron comments on the ambiance and drinks as well as lists specific items they ordered off the menu. Typical of restaurant reviews and as seen here, the reviewer shares suggestions about how to best enjoy the experience (in this case, they suggest bringing 3 or more people). Rather than responding with a dry “Thanks for stopping by,” match the energy of the reviewer to offer a sense of appreciation. We also included in our reply the names of dishes they tried for an extra kick of SEO.



Pros and cons of automated review response software

Pros:

- Low staff effort to respond to positive reviews
- Fast response times
- Templates are written by people originally, so they can have a human touch and personalization, such as the reviewers name, can be inserted algorithmically

Cons:

- Longer setup process, authoring a template library
- Risk, if not ineffective for negative reviews
- Missed nuances such as tone, keywords, specific topics, among other things. For example, some reviewers have odd usernames - responding with these usernames looks strange and potentially unprofessional.

[Read more about different solutions here.](#)



People-Powered Review Response Services

Trust our team of expert responders to monitor and respond to all of your reviews (Google, Facebook, Yelp + Industry Sites). Fast, well-written, personalized, and SEO-optimized. Expertise gained from 750,000+ responses.

TRUSTED BY WORLD-CLASS COMPANIES



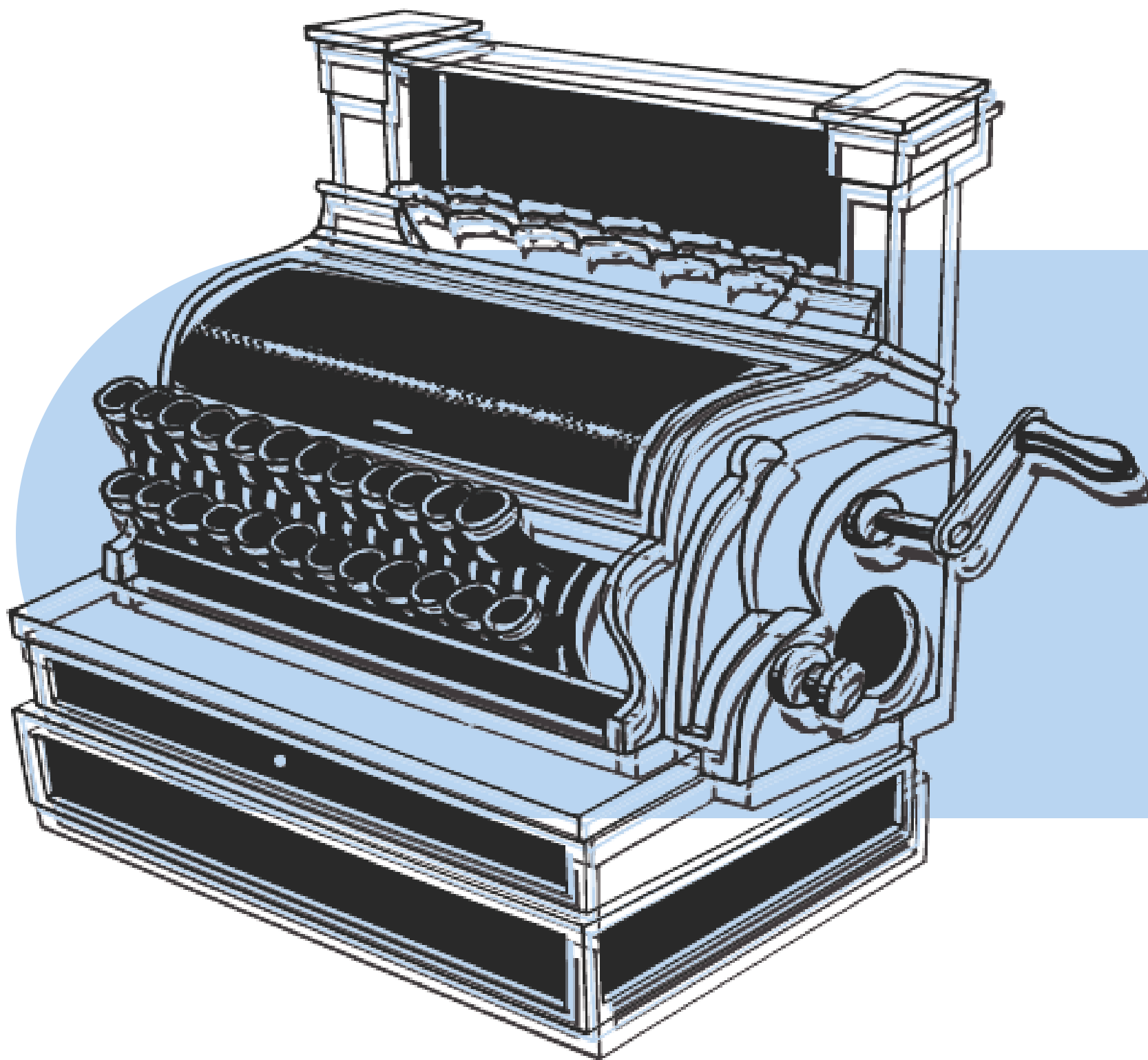
“Widewail, with its thoughtful approach to engagement management and unique focus on conversational SEO, is the best choice to provide Lexus guests with personalized, impactful online experiences.”

— David Telfer | National Manager of Digital Marketing | **Lexus**

[See Pricing Options](#)

RETAIL REVIEWS

Reviews for retail business can be product, shipping, or customer service related, so you have to be prepared for any and all responses. Emphasizing a review generation strategy for your store will help ensure you outrank your competitors in the local search pack.



“



Reviewer A

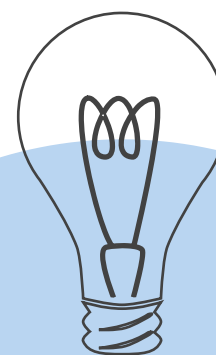
They said my order was delivered and it wasn't, I Never received my order and still waiting! Same thing happened with my son!

Response from the owner

Reviewer A, We're sorry to hear about any confusion surrounding your delivery. This certainly doesn't sound right, and we would like to look into this matter at once to ensure it is corrected. We will seek out your contact information to give you a call, but in the meantime, would you please send us an email at customerservice@retaillocation.com so we can look into the details of your order? Thank you.

Shipping setbacks

This reviewer is upset that their order was never delivered and backs up their claims by noting this issue has happened before. The response written clarifies what the company sees on its end, but also notes that something isn't right. Instead of waiting for an upset customer to reach out, try to give them a call. This demonstrates a company's willingness to take matters into its own hands so it can work towards a solution.



When in doubt,
reach out.

“



Reviewer B

My order is it says it's been shipped but I don't have a tracking number! emailed several times but can't seem to get a response from them!
Update: I'm changing my 1 star review to 5 because after posting it they emailed me back with all the info I needed and was able to pick it up at our post office!
My order was everything I ordered everything is perfect.Thank you very much

Response from the owner

Hi Reviewer B - Thank you for taking the time to speak with our team and for updating your review! We are happy to hear that you received your order and that everything was up to our high standards. Enjoy your products!

1-star updated to 5-stars

Shipping problems are sometimes out of the hands of your business, but nonetheless, it's best to respond with grace. This review exemplifies a scenario where a negative review about the lack of a tracking number prompted the business to follow up and find a resolution. The result: a 5-star updated review and a happy customer.

We've acknowledged the reviewer's update in our response and celebrated the resolution that was reached. If your team is responding to reviews quickly then it's likely the response to the original review needs to be updated after the update. Widewail's review monitoring technology does wonders for this type of easily missed update.

Making an effort to resolve customer concerns does pay off!

Responses like these are a **trust marketing win**; by responding on a public forum like review platforms, you're showing both your current and future customers what excellent customer service and conflict resolution skills you offer. From a more technical perspective, because each Google account can only review your business once, a review updated from 1-stars to 5-stars completely erases any negative impact the 1-star review had.



“



Reviewer C

This location is like home to me. The staff is ALWAYS I mean ALWAYS helpful respectful knowledgeable and friendly. This is why I come back. They supply great options for anything I need, I know this is the place I come to and it's a one stop shop. Always fresh and new product coming in and great price options for me too! Never a let down. But I really have to applaud the team that works behind the scenes to make what goes on out front for us a wonderful experience and for that I wish I could give this place more stars. Love my fam. Thanks guys!

Response from the owner

Wow, Reviewer C, we couldn't ask for a better review! We're over the moon that our team has consistently welcomed you with warm assistance and products you love. When someone says "I wish I could give this place more stars," we know we're doing things right. Thanks for being a wonderful customer!

This is why I come back

Our response makes a point to mirror the enthusiasm this reviewer has for the brand. When a customer takes the time to write several sentences full of praise, adding a little extra love into a response shows your gratitude for their continued support.



“



Reviewer D

It was so easy finding and ordering our new living room furniture. We told the salesperson we were just starting the process of looking. I asked about inventory, she said she could look it up. I told her we were going to look around and take pictures of sets we liked and we would find her. She was great, no pressure no problem. We told her what we wanted the had 2 pieces the other 2 had to be ordered, but would be in 4-5 weeks which at this point is fast. Prices were fantastic also.

Response from the owner

It is great to see that our team is going above and beyond to create positive shopping experiences for our valued customers. Thank you so much for choosing Retail Store D and we'll see you next time!

No pressure, No problem

This review for a retail furniture store celebrates the salesperson's customer service, the inventory, and pricing of the living room furniture. We've replied by summarizing the visit as a "positive shopping experience" and thanking the reviewer for choosing our store.



Good or bad sentiment,
Widetail can respond to
your customers.

With over 750,000 responses under
our belt, you can count on our review
response managed services.

[See Pricing](#)



BONUS: MASS SPAM EVENTS

How to Handle a Micro PR Disaster

The immense weight of the internet has finally hit local businesses. We've seen an uptick in events that could be described as "social justice by reviews" - a problematic situation about a local business is published on social media, gains virality, and results in a wave of one-star reviews in less than 24 hours.

This is a tough situation for any business owner. We feel for you. Our advice? Hang tight. To show you why, let's look at a recent example below. We also wrote [more on mass spam events here](#).

CASE STUDY: A SINGLE PEBBLE

A Single Pebble, a small Chinese restaurant in Burlington, VT suffered a massive negative review event that was prompted by a viral TikTok. In the video, a couple was turned away from the restaurant because of their service dog. The restaurant did not want the dog in the restaurant for fear it would disrupt other guests. The TikTok featured footage of the conversation between the woman with the service dog and the restaurant's manager in which the manager told the couple she could not seat them because of their dog.

In just 24 hours, the post had over 1 million views. And in a similar timeframe, A Single Pebble's Google review score (once near-perfect with 100's of reviews) tanked to less than 2 stars with ~1,200 1-star reviews. Many of the reviews were along the lines of "I don't support any restaurant that does not know the diner's right to a service dog."

This is surely every business' nightmare and the obvious first response may be to panic. In short, don't.

The restaurant certainly messed up but in the specific context of what constitutes a valid review, a review can be classified as "off-topic" if it is clear from the content of the review that the reviewer has not actually interacted directly with the business. While the supporters of the service dog owner had a legitimate frustration with the restaurant, review content detached from the experience of dining at A Single Pebble is a violation of Google's terms of service.

As a result, all of the reviews were removed automatically within 72 hours.

Now, A Single Pebble is back to its high rating: 4.5 with over 500 reviews. If you find your business in a similar scenario, we suggest you do not respond to the reviews for at least 72 hours. The spam detection system Google uses is largely automated and an engagement from the business could be seen as a signal of the legitimacy of the reviews, thus having the opposite effect.

In summary:

- Do nothing for 72 hours
- After that, report them yourself
- And finally, respond to the reviews with your side of the story





Let Widewail do the heavy lifting with Engage™

Our team of expert responders has responded to over 750,000 reviews on behalf of our clients. No bots here. Just a team of talented writers.

Learn more about how Widewail's automated review generation software and review response managed services can help your business generate hundreds of reviews a month and rank at the top of local search results on Google.

[Schedule a Demo](#)



“Widewail has helped us move from taking 7 to 10 days to respond to a review to most being responded to that same day. They’ve helped us respond to over 20,000 reviews and have become an amazing partner that we look forward to continuing to work with in the future.”

— **Tina Tasche** | CRM and Reputation Specialist | Van Horn Automotive Group

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