Responding to Negative Online Reviews

• Do not respond with emotion
• Be honest, admit mistakes
• Be authentic
• Give a clear solution or next step
• Be creative
• Be friendly, helpful and quick
• Know the trolls

“Needs updating badly”
5.0000 Reviewed January 17, 2014

Stayed in same room last year. Everything was exactly the same. Room looks really tired. Bed skirts had holes this year. However, room was clean. Faucets leaked. Tub needs to be resurfaced. Will not return next year. I stayed in larger room with 2 single beds. My roommate said the room looked like it was decorated by grannies.
Do Not Respond with Emotion

• This is not a personal attack
• Take a minute
• Remember the acronym HALT
  – Hungry
  – Angry
  – Lonely
  – Tired
Be Honest and Admit Mistakes

• Don’t try to cover up anything, people see right through that
• Don’t be defensive
• Never delete negative reviews
• Apologize

@wheresaddie Hi Addie - I'm so sorry for your experience. You can expect a call from a Customer Relations rep today.

11:22 AM Aug 3rd via CoTweet in reply to wheresaddie

SouthwestAir Southwest Airlines
Be Authentic

• Sound like a human and avoid clichés

We apologize for the inconvenience
(Oh come on. How many times have we heard that before?)

We pride ourselves on customer service
(Get over yourself. Your customer doesn’t care how you feel)

It’s feedback like this that helps our business
(I don’t want to help your business. I’m mad at your business. How is your business going to help me?)

I’ll address this with our team
(Great. You’ll talk about it. What are you going to do about it?)

We hope to see you again soon
(It’s insulting and self-serving to say this to a customer who is still having a problem. Of course you hope they’ll come back and spend more money. The customer doesn’t care what you want)
Give a Clear Solution or Next Step

• Invite them back
• Give them a way to contact you
Be Creative

• Think outside the box
• Take it offline

Food critic eats crow at four Rehoboth eateries!

By Bob Yesbek | Sep 04, 2012

James Diehl’s voice was uncharacteristically shrill. “Did you read the comments in the Old Town Crier newspaper about Delaware beach restaurants?” Southern Delaware Tourism’s media relations manager was feeling the need to share. “Listen to this!” ...
COME IN AND TRY THE WORST MEATBALL SANDWICH THAT ONE GUY ON YELP EVER HAD IN HIS LIFE
Be Friendly, Helpful and Quick

• Responding quickly is crucial, it shows you care
• People just want to be acknowledged
• A friendly response can turn it around

“Although I have rented...”

Reviewed October 5, 2010 for a stay in October 2010

Although I have rented this property several times, it seems to have fallen into some disrepair. The carpet was dirty and stained. The garage door was broken. Towel racks in...

Management response:
Thank you for your feedback Brandon. I am sorry that the home was not up to the standards that you have previously enjoyed. We have made notes of your concerns... more
Know the Trolls

• Some reviews are helpful and offer constructive criticism, some are just trolls
• A troll is someone who posts a deliberately provocative post or review with the intention of causing maximum disruption and argument
• Cyber bullies
• Best tactic = ignore them!
Responding to Positive Reviews

• Thank and/or reward them for their time
• Be attentive and specific
• Post the review content on your website
• Use quotes from reviews in creative ways
"40th Wedding Anniversary"

Reviewed February 18, 2014

My husband and I spent a wonderful weekend at the hotel. It was perfect and very romantic. The room was spotless and the staff could not have been more accommodating. Loved it. The Boardwalk Plaza continues to be our go to destination for a romantic dinner or getaway.

Was this review helpful?  Yes  3

BoardwalkPlazaGM, General Manager at Boardwalk Plaza Hotel, responded to this review

Happy Anniversary and congratulations on 40 years together! Thank you so much for the 5-star review. We are honored that you chose to spend such a special occasion with us, and are so happy to hear that you enjoyed your getaway. We hope to be your go-to for romance for many years to come.
“If it was appropriate or legal to marry your photographers, I think we’d be proposing.”
Questions?

They do trust online reviews

53% of travelers won’t book a hotel that has no reviews

78% of travelers say reviews help them feel more confident in their booking decisions

95% of travelers say reviews are trustworthy