

# Negative Review Response Templates

To not only regain their business back but also, to turn every negative review  
Into future new business opportunities!

## 7 Steps to respond to BAD online reviews:

### 1) Use their name

Always and whenever possible, address the customer using their first name.  
“A person's name is to him or her the sweetest and most important sound in any language.” – Dale Carnegie.

### 2) Thank them

We are all very busy. We must show appreciation for the fact that they took the time to leave us a review. This shows they care.

### 3) Apologize

Acknowledge their concern. Be specific based on the info they shared in the review. Apologize for the inconvenience and about the experience they had. Show that you are indeed disappointed.

### 4) This is not who we are!

Communicate that it seems like they caught you on an off night! Why? Because when other thousands of customers read this negative review in the future, they would understand. Everyone has an off night every now and then! We are all human and the fact that you are acknowledging it, shows humility. People appreciate that.

### 5) Extend an olive branch!

Politely, ask for an opportunity to make things right and give them a reason to take the branch. You need to offer an incentive.

### 6) End it positively

Express gratitude again and the fact that you genuinely apologize and can't wait to see them

### 7) Sign off

Always end any written communication with a customer with your name and your position if appropriate. It emphasizes the fact that you are a person, it's personable and relatable. The position will show that you cared enough to personally respond to their concern.

## **Template**

The goal is not to copy these templates word by word. It's a simple guideline.  
Make it your own and tweek it a little every time you use it.

Dear NAME,

Thank you so much for taking the time and sharing your feedback. I am so sorry about your experience. I shared your feedback with our team/ managers to ensure this won't happen again.

It sounds like you might have caught us on an off day. I'd like to send you a gift certificate as an apology with the hope that you'll give us another shot in the near future, on us.

Please send me your email address to [feedback@gmail.com](mailto:feedback@gmail.com). - First name, position

Hi NAME,

Thank you so much for sharing your feedback. I'm so sorry that you have had several negative experiences. I'd appreciate it if you'd please send us some information so we can investigate this further to ensure it won't happen again. Our email address is: [feedback@gmail.com](mailto:feedback@gmail.com).

As well, I would like to email you a gift certificate as an apology for your experience. We appreciate you giving us another opportunity to make things right. Looking forward to hearing from you. -First name, position

## 1 star review and response Examples

     4/19/2016

Horrible experience! A simple order of pizza rolls that turned out to be nothing but breadsticks. After we complained to our waitress and showed her she stated she'd let "them know" which led to 2 more teen waitresses that could do nothing but giggle...manager never came out!!! I stated i was going to write a review on yelp and still no adult,no management, nothing to fix the problem i hope people skip this joke of a "pizzeria"!!!

Dear Flor,

We are so sorry about your experience tonight. Thank you so much for bringing the issue to our attention. I am SO sorry about your experience at our restaurant. I apologize for our staff, she is new and still in training. I am so sorry she wasn't able to communicate the issue to us. Our manager had just stepped out briefly.

It would mean a lot if you'd give us a chance to make it right. If you'd email us at feedback@gmail.com we would be happy to issue you a refund, and also, give you a \$20/ e-Gift for a future visit. I am really sorry about this and appreciate it if you'd give us another shot another time.

Know that we value you as our customers and we are really sorry about how your issue was handled. -Joel, manager

     10/25/2016 · Previous review

we frequent this place and tonight were very disappointed, disorganized and frantic. The other 2 people in our party got their calzones. When they were finished mine still had not arrived. At the register they were 'trying to figure out what was going on' and asked 'what did I order'.....so really no one was doing anything about it. They said they could look and see if someone else had ordered a calzone I could have. Perhaps an adult should be managing the place tonight. [Read less](#)

Dear Cheryl,

Thank you so much for sharing your feedback. I am SO sorry about the issue with your calzone. I spoke with our staff and leadership team to see what went wrong to make sure this doesn't happen again.

It sounds like you have caught us on an off day. I'd like to send you a gift certificate as an apology with the hope that you'll give us another shot in the near future, on us. Please send us an email address to [ABCDE@gmail.com](mailto:ABCDE@gmail.com). Thanks for giving us an opportunity to make it right. -Joel, owner

# what's Next?

Hope you find these templates helpful.

Got questions? Suggestions?

Send us an email to  
[makingdoughshow@gmail.com](mailto:makingdoughshow@gmail.com)

Would love to hear from you,  
Hengam,  
Making Dough Show

[www.MakingDoughshow.com](http://www.MakingDoughshow.com)