

A Tactical Guide to Responding to Negative Reviews

How a business handles public criticism is a marketing message to all future prospects.



The Primary Rule: Write for Future Customers

The public reply is not the place to argue with the angry reviewer; that conversation must be taken offline. The public reply is your demonstration of professionalism to everyone else watching.

A Best-Practice 5-Step Framework



1. Respond Promptly

Aim for a response within **24-72 hours**. Promptness shows you are listening and can boost customer advocacy.



2. Acknowledge and Apologize Sincerely

Do not use a generic, robotic, or defensive apology.



DON'T (Defensive)

"We're sorry you feel that way."



DO (Sincere)

"I am so sorry to hear that... This sounds frustrating, and we apologize."



3. Acknowledge Their Specific Concern

Show the review was actually read and understood. This validates their frustration.

"I understand you were frustrated by the 2-hour delay and the lack of communication."



4. Take it Offline

Do not argue in public. Provide a direct, empowered contact to resolve the issue privately.

"This is not the standard we aim for. Please call me, [Your Name], directly at [Number] or email [Email] so I can personally investigate this and work to make it right."



5. Sign with a Name

This adds a human, accountable touch and shows a real person is handling the problem.



<https://khacreationusa.com/>
+1 (925) 338-9117
info@khacreation.com