

NEGATIVE REVIEW RESPONSE PLAN

Bad Reviews Got You Down? This guide empowers you to turn negativity into powerful customer connections. Learn to respond, rebuild trust, and thrive online.

MONITOR



Designate a dedicated Review Monitor: They are your eyes and ears on the web, spotting potential issues and flagging them for prompt action.

CHAMPION

This is the dedicated team member who will be personally addressing every review, building bridges, and fostering trust.



RESPONSE



Have an agreed-upon script written out. Own it head on, validate their voice, minimize damage, and point them to a real person.

INTERCEPTOR

The team member who will receive the upset customer. Their job is to make it right, and then ask for a better review upon improvement.

