

The Ultimate Guide to Customer Review Management



Reviews are more important than ever.

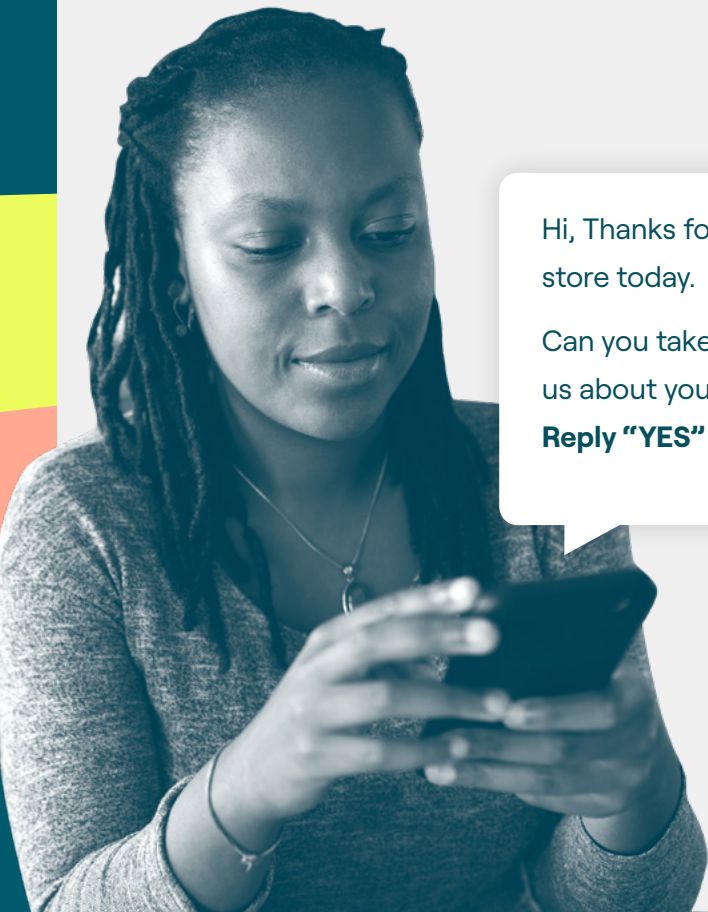
Every business owner knows how important online reviews are. A great and positive review from a genuine customer will always be more influential than anything a brand can say about itself. Unfortunately, fake or negative reviews can destroy a business's credibility.

In this guide, we'll tell you everything you need to know about customer reviews:

- 1** When to ask customers for reviews
- 2** How to handle both negative and positive reviews
- 3** How to deal with reviews on different platforms such as Facebook and Google

1 When to Ask Customers for Reviews

Believe it or not, your team needs a thoughtful strategy when it comes to when and how to ask for reviews. At Reputation, we recommend that companies follow these three tips to get the best results.



Hi, Thanks for visiting our store today.

Can you take a minute to tell us about your experience?

Reply "YES" to continue.

- 1. Collect feedback immediately or soon after customers have completed a purchase or used your services.** Your product or service will be fresher in your customers' minds the earlier you reach out to them. That way, you can receive more thorough feedback that can be operationalized to make notable changes to your product or services.
- 2. Have your customer support team send your review requests by email in the morning.** Our research shows you can see a 5% gain in response rates by timing messages right. You might even see a boost in your conversion rate as well. This can be vital for getting actionable insights to take back to your team.
- 3. Send your email review requests in the middle of the week.** Your response rate could increase by as much as 10% with this tactic, as it's been proven to be the best time to send review request emails.

↑5%

If you send your review request **in the morning** you can see a 5% gain in response rates!

↑10%

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2 Negative vs. Positive Customer Reviews

Your business will inevitably get both positive and negative reviews. You should respond to and analyze the feedback from both types of customer feedback. However, you should have unique strategies for handling both negative and positive customer reviews. Here are a few strategies we suggest:

How to Respond to Negative Reviews

- **Write a non-confrontational response** to the customer's review with some specific keywords that let them know you've read and understood their review. Express sincere regret that the customer had a poor experience.
- **Thank the customer for taking the time** to give you honest feedback.
- **After you've apologized to the customer, make an offer** to discuss the situation further and make things right.
- **Let the customer know** that the issue has been (or will be) resolved.
- **Avoid stating your business name in the review** so that it is less likely to be found in a search engine query.

How to Respond to Positive Reviews

- **Respond quickly** in order to increase the odds of starting a live conversation in order to enhance your business reach and visibility.
- **Add a personal touch to your response** in order to show your customer you care about them.
- **Say thank you within the response at least twice.**
- **Respond to specific points** in the review in order to reinforce personalization and add target keywords to boost your SEO.
- **Leverage those positive reviews** on social media.



Fake Reviews

Sometimes those negative reviews can turn out to actually be fake reviews.

Knowing how to tell if online reviews are fake is important because both positive and negative reviews have a huge influence on customers' purchasing decisions.

Here are a few ways to tell if a review might be fake:



Hi, I can't believe how dismal the service was. BAD!



How to handle Fake Reviews

- **Check the date** — If the review was published before a certain product or service was released, it is likely fake
- **Look for certain words** — Keep an eye out for the overuse of words like “me” or “I.”
- **Watch out for scene-setting** — A Cornell study states that fake reviewers will typically describe a person, a place, or an event.
- **Inspect the profile** — Generic profile names or display names that are random strings of letters or numbers may be fake.
- **Dig into their other reviews** — Look to see if their other reviews repeat the same words over and over.
- **Check the spelling and grammar** — Misspellings and grammar issues are common in fake reviews.
- **Be wary of black and white reasoning** — People typically do not 100% love or hate a product or service, but a fake reviewer typically does.
- **Watch for customer jacking** — A business may pay to have its name spread around on the pages of its competitor's products. Rather than promoting the positives of a product, the fake reviewer will write a negative review and then say how much they loved another business's product instead.

3

How to Handle Negative Reviews from Different Platforms

Your customers will leave reviews all over the internet, so you need to understand how to handle that unique feedback. Here are our suggestions for handling Facebook and Google reviews.



Deleting Facebook Reviews

Facebook typically will only remove reviews if they are fake. The difficulty when it comes to how to delete a review on Facebook is proving that it's fake. Here are some of the top signs that a review may be fake:

- Poor spelling/grammar
- Overuse of verbs
- No profile picture
- The sudden influx of positive/negative fake reviews
- Use of black and white reasoning

What To Do When You Can't Delete Facebook Reviews

Knowing how to delete reviews on a Facebook Business page as a regular user is basically impossible. But the good news is you may not need to remove negative reviews. Automatically trying to get a review deleted on Facebook isn't always your best option because not all negative reviews are necessarily a bad thing. Studies have shown that even potential customers who leave negative reviews can be turned around.



Taking Action on Negative and Invalid Google Reviews

Sooner or later, a customer will torch your business with a negative Google review on your Google Business Profile . You might be tempted to try to remove it, but a bad review may also be an opportunity to turn around a customer relationship and improve the overall customer experience.

A negative review can happen for many reasons. If it is legitimately a customer upset with your business, take the time to listen. Respond quickly, calmly, and with empathy and treat the review as a learning experience.

Other negative reviews are not so legitimate. Google may take down reviews containing off-topic comments, illegal, deceptive, or contain obscene remarks, among other violations. If you identify one of these elements in a review, take one of the following steps:

Flag the Review as Inappropriate

- Go to your Google Business Profiles listing console (or if someone else manages your listing for you, ask them to do so). Choose your business location and click Reviews from the menu.

- Find the review you'd like to flag. Then click Flag as Inappropriate.

Doing this does not guarantee you will get a response in a timely manner or that Google will agree. But it's a necessary step.

Contact Google about Reviews

What happens if Google doesn't respond as soon as you would like? You can always follow up with Google as follows:

On Google Business Profiles, Click Menu in your Business Profile.

- A popup will appear. Look for Contact Us. Click Need More Help.
- Choose Customer Reviews and Photos > Manage Customer Reviews.
- Choose from any of the three contact options: request callback, request chat, or email support.

Interested in learning more about managing your customer reviews? Take a look at Reputation's [Reviews and Review Booster](#) product to get started.

About Reputation

Reputation (formerly Reputation.com), creator of the Reputation Experience Management category, is changing the way companies gather and act on customer feedback to drive decision-making and enhance Customer Experience (CX) programs. Reputation's interaction-to-action platform translates vast amounts of solicited and unsolicited feedback data into prescriptive insights that companies use to learn from and grow. Thousands of global organizations rely on the patented algorithms behind Reputation Score X™ to provide a reliable index of brand performance in order to make targeted business improvements.

Backed by Bessemer Ventures and Kleiner Perkins and trusted by over 250 integration partners, including Google, Facebook, Salesforce, J.D. Power, Amazon, that and Web.com, Reputation turns feedback into the fuel to grow businesses around the world.

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