

Rad Libs

How to respond to a negative review

Your Name:

Date of Negative Review:

Review Location:

Text of Negative Review:

Should You Respond? Check all that apply.

- Addressable Issue
 Legal Counsel Not Needed
 Review Not Personal
 No Promises Required

If you checked all 4, you should respond to the review.

Response to a Negative review (General):

We _____ that you have taken the time to voice your _____. On behalf of _____ we
Appreciation Reaction Company
 sincerely apologize for _____. We _____ that we did not meet your expectations and
Issue Affirmation
 we take these concerns _____. _____ is a priority at _____. As a result, we have
Degree Solution Company
 thoroughly evaluated _____. To prevent this from happening again, we have _____,
Issue Remedy
 and anticipate that these _____ will address your concerns for others. Please do not hesitate
Actions
 to contact us at _____. We are always available to provide support. We _____ this
Email/Phone Reaction
 happened to you and are happy to discuss this further if you have any additional questions or concerns.
 We are _____ to ensure that _____ does not happen again and _____ remains one of
Position Issue Solution
 our top priorities.

Response to Negative Reviews (Service-Based):

We _____ for your _____ concerning _____. We _____ apologize
Appreciation *Type of Review* *Issue* *Reaction (adv)*

for _____ and the trouble it has caused you. We try to _____ from these types
Issue *Learning*

of situations and we take the _____ we receive very seriously. Our investigation of this
Type of Reviews

matter has led to us implementing _____ that we expect will prevent this from happening
Remedy

again. We understand that your _____ in our _____ services have been eroded, but
Assessment *Service*

I hope that our _____ to do better will give you some reassurance. We _____
Position *Reaction*

this happened to you. If you have any further questions do not hesitate to contact us at
_____. Clearly our _____ services did not meet your expectations, but we _____
Email/Phone *Service* *Assurance*

you that we take these concerns very seriously and expect the highest _____ for all of our
Expectation

clients in the future.

Need more help responding to negative reviews?

Download our [Negative Response Checklist here.](#)



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