

5 Steps to Manage Negative Online Reviews

1 Determine if the Review is Legitimate

Many fake reviews lack personal details and specifics about the experience. If you believe it is a fake review, contact the platform where it is posted to report it.



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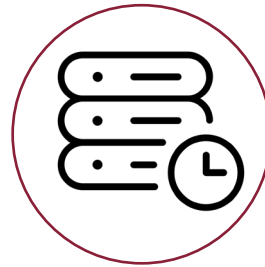


Maintain Your Composure

Remember, how you respond to negative reviews can leave a lasting impression on current and potential clients. Take your time to formulate a polite and effective response.

3 Don't Wait Too Long or Ignore the Review

Responding to posts, both good and not so good, shows clients you value their business. Be certain to respond to online reviews in a timely manner.



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Respond Online, but Handle Offline

Respond with a short, thoughtful comment online. Offer to discuss the experience via phone or in person.

5 Apologize for the Negative Experience

A simple apology goes a long way. Make sure you focus the apology on the experience and your hope to make it right.



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