

HOW TO RESPOND TO A **BAD ONLINE REVIEW**



FIRST THINGS FIRST

- ✓ **Stay calm.** Don't respond immediately. Take time to calm down so your response is not based on a knee-jerk reaction.
- ✓ **Acknowledge your mistake.** Doing this will show others that you are making an effort to correct the problem.
- ✓ **Plan further contact.** Make arrangements to contact the client outside of the review forum if the issue is more complicated or requires discussing specifics about the case.



FIRST THINGS FIRST

- ✓ **Know your policy.** Be familiar with all client relations issues, even if other staff members are handling them.
- ✓ **Take ownership.** Be "the manager" when clients insist that they "want to speak to your manager." Be empowered to extend discounts, complimentary services, or other offerings along with a mea culpa. At the same time, recognize when a phone call from a partner, leadership member or principal of the firm would help to de-escalate a conflict.



CRAFT A RESPONSE

- ✓ **Respond professionally.** Keep your response short and to the point. Be courteous and avoid getting personal.
- ✓ **Explain** what your firm's policy is in these circumstances and what you are willing to do above and beyond your normal policy. Reassure the client that you are committed to his or her satisfaction. Explain the steps you are taking to correct the problem.
- ✓ **Ask** the client's input on how to resolve the situation and how to avoid the same problem in the future. This is a perfect time to reframe the conflict. Instead of client versus firm, the discussion is now focused on how the client can work with your firm to improve the process.
- ✓ **Thank** the client for his or her help in resolving an unfortunate issue (even if the help was minimal or given grudgingly!) and follow up with an email or a brief note. Mention any additional goodwill gestures, if applicable.

Are you ready to supercharge your marketing efforts and get your firm the business it de

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