



TRUST & PROOF ACCELERATOR

Review Response Templates

HOW TO USE THIS GUIDE

Responding to reviews quickly and professionally:

- Improves your Google ranking (response rate is a ranking factor)
- Shows potential customers you care about feedback
- Gives you a chance to control the narrative
- Can turn negative experiences into positive outcomes

Best practices:

- Respond within 24-48 hours (sooner is better)
- Keep responses under 100 words (brief and professional)
- Always use the customer's name if available
- Never argue or get defensive
- For negative reviews: apologize, take it offline, offer to fix it

Choose the template that matches your situation, customize it, and post your response.

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5-STAR REVIEWS

Goal: Show gratitude, reinforce what you did well, and invite them back

Template 5A: Basic Thank You

Thanks [Name]! We're so glad you had a great experience with [specific service/visit]. We appreciate your business and look forward to serving you again!

Template 5B: Specific Appreciation

Thank you [Name]! We're thrilled you're happy with [specific thing they mentioned - the speed, the quality, the price, etc.]. That's exactly what we aim for with every customer. We appreciate you!

Example:

Thank you, Sarah! We're thrilled you're happy with our same-day service and upfront pricing. That's exactly what we aim for with every customer. We appreciate you!

Template 5C: Team Recognition



Thanks so much, [Name]! I'll make sure [team member's name] sees your kind words about [what they did well]. We're lucky to have [him/her/them] on our team. We appreciate your trust!

Example:

Thanks so much, Mike! I'll make sure Carlos sees your kind words about explaining everything so clearly. We're lucky to have him on our team. We appreciate your trust!

Template 5D: Community Connection

Thank you [Name]! We love serving [neighborhood/city], and customers like you make it rewarding. We appreciate your support and look forward to helping you again!

Template 5E: Reciprocal (when they mention recommending you)

Thank you [Name]! We're honored you'd recommend us to friends and family. Word of mouth from happy customers like you is how we grow. We truly appreciate it!

4-STAR REVIEWS

Goal: Thank them, acknowledge the room for improvement, and stay positive

Template 4A: General Appreciation

Thanks [Name]! We appreciate your feedback, and we're glad we could help with [service]. If there's anything we can do to make your next experience even better, please let us know at [phone/email].

Template 4B: Acknowledging Minor Issue



Thank you [Name]! We appreciate your feedback about [thing they mentioned]. We're always looking for ways to improve, and we'll take this into account. We're glad we could help with [the main service]!

Example:

Thank you, Tom! We appreciate your feedback about the wait time. We're always looking for ways to improve our scheduling, and we'll take this into account. We're glad we could help with your drain repair!

Template 4C: Invite to Discuss

Thanks [Name]! We're glad we could solve your [problem/need]. We'd love to hear more about how we could have made it a 5-star experience. Feel free to call us at [number] - your feedback helps us improve!

3-STAR REVIEWS

Goal: Acknowledge concern, show you care, offer to make it right

Template 3A: General Acknowledgment

Thank you for your feedback, [Name]. We appreciate you letting us know about [the issue they mentioned]. We'd like to understand what happened and make it right. Please call us at [number] so we can follow up with you directly.

Template 3B: Specific Issue Mentioned

Thanks for your review, [Name]. We're sorry to hear about [specific issue - the delay, the communication, the pricing confusion, etc.]. This isn't the experience we want for our customers. Please reach out to us at [number] so we can address this.



Example:

Thanks for your review, Jennifer. We're sorry to hear about the scheduling confusion. This isn't the experience we want our customers to have. Please reach out to us at 512-555-1234 so we can address this.

Template 3C: Mixed Review (some good, some bad)

Thank you [Name]. We're glad we could help with [positive thing they mentioned], but we're disappointed to hear about [negative thing]. We'd love the chance to make this right. Please call us at [number].

Template 3D: Vague Review (no details given)

Thanks for taking the time to review us, [Name]. We'd love to know more about your experience and how we can improve. Would you mind giving us a call at [number]? Your feedback helps us better serve our customers.

2-STAR REVIEWS

Goal: Apologize sincerely, take responsibility, and offer a resolution

Template 2A: Service Issue

We're very sorry to hear this, [Name]. This falls short of the standard we hold ourselves to. We'd like to understand what went wrong and make it right. Please call us directly at [number] or email [email] so we can resolve this.

Template 2B: Acknowledging Their Frustration



[Name], we sincerely apologize for [specific issue]. We understand your frustration, and we want to fix this. Please contact us at [number] so we can make this right. We take full responsibility.

Example:

Tom, we sincerely apologize for arriving 2 hours late without calling. We understand your frustration, and we want to fix this. Please contact us at 512-555-1234 so we can make this right. We take full responsibility.

Template 2C: When They've Already Contacted You

Thank you for bringing this to our attention, [Name]. We apologize that your initial experience wasn't what you expected. [If you've resolved it: "We're glad we had the chance to make it right."] [If unresolved: "We're still committed to resolving this - please call [number]."]

Template 2D: Pricing Complaint

We apologize for any confusion about pricing, [Name]. Transparency is important to us, and we're sorry we didn't communicate clearly. We'd like to review the invoice with you and address your concerns. Please call us at [number].

1-STAR REVIEWS

Goal: Stay professional, apologize, offer to fix it, take it offline

Template 1A: General Apology



[Name], we sincerely apologize for this experience. This is not acceptable and not reflective of our standards. We'd very much like to make this right. Please contact us directly at [number] or [email] so we can address this immediately.

Template 1B: Serious Service Failure

We are deeply sorry, [Name]. What you've described is unacceptable, and we take full responsibility. Please call [owner/manager name] directly at [number] so we can resolve this and make it right. This is our top priority.

Template 1C: When You've Already Made It Right

[Name], we're so sorry about your initial experience. We're grateful you gave us the chance to make it right [and we hope the resolution met your expectations]. We've used this feedback to improve our [process/training/communication]. Thank you for holding us accountable.

Template 1D: Misunderstanding/Miscommunication

We're sorry to hear about this experience, [Name]. It sounds like there may have been a miscommunication about [the issue]. We'd like to clarify and resolve this. Please call us at [number] so we can review what happened.

Template 1E: Acknowledging Multiple Issues

[Name], we are truly sorry. The issues you've described - [list briefly] - are not up to our standards. We want to understand what happened and make it right. Please contact [owner/manager] at [direct number/email] immediately.

SPECIFIC SCENARIOS



SCENARIO: Customer Mentions a Competitor

Thanks for your feedback, [Name]. We're sorry we didn't meet your expectations. We appreciate you letting us know, and we'd love another chance to serve you in the future. [If they mention competitor positively: "We're glad you found a solution that works for you."]

SCENARIO: Pricing Seemed Too High

Thank you for your review, [Name]. We understand pricing is important. Our rates reflect [licensed professionals, quality materials, warranty, years of experience, etc.]. We're always happy to explain our pricing breakdown - feel free to call us at [number] if you have questions.

SCENARIO: They Mention Wait Time/Scheduling

We apologize for the wait, [Name]. We know your time is valuable. We're working to improve our scheduling to serve customers faster. Thank you for your patience and for choosing us.

SCENARIO: Employee Behavior Complaint

We're very sorry about this, [Name]. The behavior you've described is not acceptable and not representative of our values. We will address this with our team immediately. Please contact [owner/manager] at [number] so we can discuss this further and make it right.

SCENARIO: Work Quality Issue

[Name], we're sorry the work didn't meet your expectations. Quality is our top priority, and we want to fix this. Please call us at [number] so we can come back and make it right at no additional cost.



SCENARIO: They Wanted Something You Don't Offer

Thank you for the feedback, [Name]. We appreciate you reaching out to us. Unfortunately, we don't currently offer [the service they wanted], but we'd be happy to recommend [an alternative or referral]. We hope to serve you in the future!

SCENARIO: Review Seems Fake or Mistaken Identity

Hi [Name], we don't have any record of serving you, and we're not sure where this review is coming from. If this was meant for another business, we'd appreciate it if you could update it. If you were a customer, please call us at [number] so we can locate your service record. Thanks!

Note: If truly fake/malicious, flag it with Google as well.

SCENARIO: They Loved It But Had One Small Complaint

Thank you so much, [Name]! We're thrilled you're happy with [the main service]. We appreciate your feedback about [small issue] - we'll make sure to improve that going forward. Thanks for choosing us!

SCENARIO: They Changed/Updated Their Review After You Responded

Thank you for updating your review, [Name]! We're so glad we could resolve this and turn your experience around. Customers like you help us improve every day. We appreciate your patience and understanding!

SCENARIO: No-Show/Cancellation Misunderstanding

We're sorry for any confusion, [Name]. Our records show [what happened from your side]. We'd like to understand your side and clear this up. Please call us at [number]. We want to make sure we're communicating clearly with all our customers.



SCENARIO: Weather/Emergency Delay

We sincerely apologize for the delay, [Name]. [Weather event/Emergency] impacted our schedule that day, and we should have communicated better. We appreciate your understanding, and we're glad we could still help with [service]. Thank you for your patience.

SCENARIO: They Mention Your Competitor Did It Better/Cheaper

Thank you for your feedback, [Name]. We're glad you found a solution that works for you. We stand behind our [quality/pricing/service], and we hope you'll give us another chance in the future if your needs change.

Don't badmouth competitors or get defensive. Stay classy.

SCENARIO: Family Member/Friend Left the Review

Thanks [Name]! We're so glad [family member/friend's name] was happy with our service. We appreciate you taking the time to share your feedback. Word-of-mouth from happy customers means everything to us!

WHAT NOT TO DO

✗ Don't argue or get defensive

NOT: "That's not what happened. You're remembering it wrong."

YES: "We're sorry you felt that way. We'd like to discuss what happened. Please call us."

✗ Don't overshare private details

NOT: "We have records showing you cancelled 3 times and..."



YES: "We'd like to review the details privately. Please call us at [number]."

✗ Don't blame the customer

NOT: "If you had told us about this issue earlier..."

YES: "We're sorry we didn't catch this sooner. Let's fix it."

✗ Don't make excuses

NOT: "We were really busy that week and short-staffed, so..."

YES: "We apologize for the delay. We're working to improve our scheduling."

✗ Don't write a novel

NOT: 500-word explanation of everything that happened

YES: 50-100 words acknowledging, apologizing, and offering to resolve offline

✗ Don't ignore negative reviews. Even if you can't make them happy, respond professionally. Silence looks worse than a bad review.

RESPONSE TIMING GUIDE

5-star reviews: Within 24-48 hours (shows you're paying attention and grateful)

4-star reviews: Within 24 hours (shows you care about improvement)

3-star or below: Within 12-24 hours (shows urgency to fix the problem)

The faster you respond to negative reviews, the better. It shows potential customers you take complaints seriously.

PRO TIPS



- ✓ **Personalize every response:** Use their name, mention specifics from their review
- ✓ **Keep it short:** 50-100 words max. Long responses look defensive.
- ✓ **Take it offline:** For anything negative, invite them to call/email to resolve privately
- ✓ **Don't over-apologize:** One sincere apology is enough. Don't grovel.
- ✓ **End positively:** Even negative responses should end with hope to make it right
- ✓ **Use keywords naturally:** If they mention "fast service," echo that in your response for SEO
- ✓ **Track patterns:** If 3+ reviews mention the same issue (wait times, pricing confusion, etc.), fix the root problem
- ✓ **Respond to ALL reviews:** Even simple 5-star reviews deserve a thank you. It shows you're engaged.

WHAT TO DO AFTER RESPONDING

For positive reviews:

- Consider featuring them in a Google Post
- Thank the customer again privately (email/text) if appropriate
- Note what they loved and do more of it

For negative reviews:

- Follow up privately via phone/email
- Document what went wrong internally
- Fix the process/training issue
- Follow up again after resolving to see if they'll update the review

For all reviews:



- Track themes (what people love, what they complain about)
- Train your team based on feedback
- Celebrate the wins with your team