



## Managing Bad Reviews

People who've had a bad experience are probably more motivated to post a review than those who've had a great time. So what do you do about bad reviews?

Good business practice should ensure that you don't get any! You should identify any dissatisfied customers before they leave, put things right if you can, at least placate them and keep the dialogue open so the first thing they do when they get home is not write you a stinking online review. Make sure you get lots of good reviews!

### 10 tips to help you manage Bad Reviews

- 1 Don't get them!**  
Absolutely the best way to deal with bad reviews!
- 2 Identify and deal with problems immediately and keep talking**  
If someone is unhappy, keep talking to them till they calm down.
- 3 Anticipate likely problems**  
If you know of a problem deal with it or at least warn your clients.
- 4 Keep as many customers happy as you can**  
They can help offset the problem reviews.
- 5 Meet expectations, don't oversell**  
Reviewers usually judge by value for money, so don't oversell.
- 6 Don't ignore them, do respond or comment**  
Most review sites allow the business to respond or make comments.
- 7 Show you listen and learn**  
People like to be listened to, and we all like to see improvements being made.
- 8 Object if they are unfair**  
Object if you really feel the reviews are vindictive, unfair or out of date.
- 9 Bury bad reviews beneath good ones**  
Get lots of good reviews, get the bad ones off the first page of the search engines.
- 10 Make bad reviews seem exceptional or unfair**  
We all expect people to have a variety of views and will ignore some.

**Do something NOW, not next month or next season when it may be too late.**

Get help from our expert team at Canal Junction. We've a lot more information online:

[www.canaljunction.com/webservices/](http://www.canaljunction.com/webservices/)

or call us **01691 623126**

