

Small Business Brown Bag Series 2018



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ONLINE REVIEWS: HOW TO MAKE THEM WORK FOR YOU

— dianthe harris skurko —



User Generated Content



Yelp Reviews

Amazon Reviews

Blog Entries

Complaint Communities

Customer Tweets

Google Reviews

Facebook Comments

Youtube Videos



Percentage of Customers Who Trust Online Channels for Online Business Reviews

84%



The Truth About Online Reviews

Consumer reviews are trusted nearly 12 times more than descriptions that come from businesses.

     8/5/2017

We walked in and waited for 40 minutes for breakfast and we were the only people here. All three of us ordered eggs Benedict and it was awful. The ham was cold. The egg wasn't poached. The hash was old and we were all nauseous.

It was just gross

PANIC!



A business owners typical response to a negative review

What To Do When You Get a Negative Review

Stay calm

Investigate

Consider a few reasonable solutions

Privately reach out to the customer

Take actions to remedy the situation

Politely ask the customer to update their review to reflect the outcome

Follow up with a thank you



Why You Should Respond to Negative Reviews



You're not interacting with just one person. Your reply is visible to all who reads this review, including potential future customers.

Negative reviews can actually help your business

Negative reviews highlight positive reviews

Bad reviews lead to informed purchase decisions

Negative reviews help build trust

Bad reviews are opportunities to engage customers

Negative reviews help you learn from your mistakes



Embrace Your Bad Reviews

Resist the urge to remove negative reviews.

It's natural to have some unhappy customers, and posting your negative reviews shows you have nothing to hide.

Negative reviews actually make people trust your positive reviews more.



Learn From Negative Product & Business Reviews

Is there anything you can learn about your products or service from the negative feedback?

Are the bad reviews addressing any core issues you are unaware of?

Issues can be as simple as refining the content on your product pages or as drastic as discontinuing a product.

Responding to Negative Reviews

Reach out to the customer to see if you can reach immediate resolution.

Acknowledge receipt and restate customer concerns.

Provide facts, not opinions.

Address specific issues, not the entire complaint.

Respond promptly.



Responding to Negative Reviews Publicly

Show that you care about the issue and have resolved it with a public response if appropriate.

Customers pay attention to how you react to mistakes and problems, and they remember the results.

Follow Up

Make sure to follow up after you have engaged the customer to ensure they are happy with the resolution of their issue.

Your customers will be grateful for your commitment and ultimately remember a positive shopping experience instead of the negative one.



The Realities of Negative Reviews

A majority of reviews stay up forever on the web.

Not all negative feedback reaches resolution.

Be prepared for extortion - it happens.

We all make mistakes and need to correct them.

What Not To Do

Compensate for reviews

Argue with customers

Offer inauthentic responses

Publish responses immediately

Disclose private customer info

Ignore your happy customers



Take It Easy.

Data Shows

...that only 14% of reviews aren't 4 or 5 stars.

So you don't have to worry too much about getting bad ratings and reviews.

Do you need a different perspective?

86% of reviews are 4 stars or more.

Switching Gears

You Can Combat Negative Reviews

Make the review process mobile-friendly



If you want to more reviews, you're going to have to make sure it's easy for customers to write reviews on the go.

If you make the review process super-easy for your customers to write, submit and share reviews from their phone or tablet, you'll get more reviews.

Offer Incentives For Reviews

When your customers write a review for you, they're doing you a favor, so it only makes sense to repay them.



Ask For What You Want

To ensure you're getting as many reviews as possible, make sure you're asking for reviews on your products and services.

If a customer buys multiple products in an order, increase the chances of getting reviews by asking them for feedback.

What If Things Get Really Bad?



There is still a solution.

Reputation Management



Reputation Management is a social media tool that ...

- Monitors (gathers)
- Listens (analyzes)
- Responds to mentions about your brand on the Internet to improve the way people see your brand.



What You Can Do

Listen to customers and promote happy ones.

Seek out critical reviews and respond with compassion, but have a backbone.

Be professional and clear when responding to your customers.

Use surveys to detect and resolve risks before they start.

Think about your responses to bad reviews in the past. What were the results?

Negative reviews aren't necessarily bad.

When you know how to use them effectively, they can impact your business in positive ways.



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