

## CUSTOMER CARE

### HOW TO RESPOND TO NEGATIVE REVIEWS

There may be a time when your business receives a negative review and having a plan in place to manage this can help turn it from a headache into an opportunity for learning.

Not taking the issue personally but rather dealing with it professionally and rationally is key.

Treat your upset customer with empathy, compassion and a genuine commitment to making things right and you'll likely be back on track.

We think that the 'HEARD' technique, originally pioneered by The Walt Disney Company, is a useful approach when dealing with any sort of customer;

#### **H HEAR**

Let the customer tell their entire story without interruption. Sometimes, we just want someone to listen.

#### **E EMPATHISE**

Convey that you deeply understand how the customer feels. Use phrases like "I'd be frustrated, too."

#### **A APOLOGISE**

As long as it's sincere, you can't apologise enough. Even if you didn't do whatever made them upset, you can still genuinely be apologetic for the way your customer feels (e.g., I'm always sorry that a customer feels upset).

#### **R RESOLVE**

Resolve the issue quickly, or make sure that your employees are empowered to do so. Don't be afraid to ask the customer: "what can I do to make this right?" It's often helpful to offer a couple of choices as this makes people feel empowered.

#### **D DIAGNOSE**

Get to the bottom of why the mistake occurred, without blaming anyone; focus on fixing the process so that it doesn't happen again and let the customer know you're doing this.

### AN OPPORTUNITY TO SHINE

Ironically, sometimes a negative review can be an opportunity to shine. If you recover well you can actually use it as a way to build a stronger relationship with your customer.

This has been called the 'service recovery paradox'; the result of a very positive service recovery, causing a level of customer satisfaction or loyalty ever greater than that expected if no service failure had happened so bear this in mind and keep positive!

For more information on this topic visit <https://www.groovehq.com/support/deal-with-bad-online-reviews>