

# 19 Real-World Examples

Google Review Response Techniques for 2021





# Negative Examples

Let's start with reviews 3-stars or less. Here are 8 examples, the responses we wrote, and the techniques we recommend.



### Reviewer A



Incredibly unprofessional from the moment I walked in the door. Roberto was my salesperson. I took my business to a competitor.

### Response from the owner

Reviewer A - We pride ourselves on our professional service and I'm very sorry that we lost your business. I'd like the opportunity to learn the details of what happened here and how we can improve. If you're interested, would you please reach out at your convenience? Thank you, General Manager, (XXX)-XXX-XXXX.

## Learn why business was lost



If you are unable to locate the customer's contact information, politely request that they give you a call, leaving a direct phone number at the end of the response.

Reviewer A feels as if they were treated in an unprofessional manner throughout the duration of their experience. They've also admitted to taking their business elsewhere, so there is likely no opportunity to win back the deal.

In cases like this one, the business should use this shopper's experience as a learning opportunity.

The response starts off by firmly establishing that professionalism is important to the business and they regret having lost Reviewer A as a customer. Note the response does not explicitly apologize for the cited unprofessional behavior, but simply acknowledges the reviewer's frustration. The response is completed by offering the reviewer an opportunity to discuss their experience further.

If the shopper follows up, great! The business will have the chance to address their concerns. If not, future shoppers will see that the business is open to customer feedback.



### Reviewer B



Good service. Didn't like something when I asked them for a ride. I have to use my personal car that meant to leave there for repairs. Even it was missing some safety features like a horn was not working. The guy didn't care at all. Gave attitudes we use your car or no ride. They fixed my car. They didn't call me until the end of the day I had to call and wait service to call me back like 30 minutes later to go pick up my car around 5 supposed to be ready by noon, 8am appointment.

### Response from the owner

Reviewer B - I'm sorry to hear you had a frustrating experience, this is certainly not the level of service I expect for my customers. There are several concerning details in your review that I would like to learn more about. If you are willing to share more information regarding your visit, would you please consider giving me a call at (XXX)-XXX-XXXX? - Name, Service Manager.

## Empathize with frustration

Although what Reviewer B has written is a bit confusing, it's easy to understand that they are unsatisfied with the service they received and the delay in their repairs. This perspective may or may not be accurate, but as responders, it's not our job to get to the truth. Our goal is to empathize with the customer's frustration, which is undeniably true, and then request to move the conversation offline.

The response begins by acknowledging the customer's frustration and affirming that this treatment is not acceptable by the standards of the business. It's important to identify the negative scenario as an isolated event so that future readers will understand the situation described in the review is not the business's normal operating procedure.

By using the phrase, "concerning details," the business demonstrates that it is taking the review seriously without unnecessarily diving into specifics. It's best to avoid repeating details from the review, as this provides Google with content that is detrimental to your reputation.

The review ends by inviting the customer to share more information about their situation via the contact information provided.



**If the business has Reviewer B's phone number, a more proactive approach would be to say, "I'm going to give you a call" in place of "please consider giving me a call."**



Reviewer C



#### Response from the owner

Reviewer C - A 1-star experience is not what we expect for our customers. We'd like the chance to make this right. If you'd like my help, would you please consider giving me a call? Thank you, Name - General Sales Manager - (XXX)-XXX-XXXX

## 1-star, no comment

Talk about a slap across the face. This one hurts.

On one hand, future customers won't have much information to assess the business, and they may even question the validity of the review. On the other hand, they may speculate why this customer is upset.

First, we recommend that whoever handles review responses look up the customer's name in their database and check in with their team. They may glean enough information to reach out to the customer directly or provide a specific response. If after researching they are still left in the dark, the best option is to investigate with the customer directly.

The response starts by recognizing that a 1-star experience is unacceptable. What follows is an offer to address the reviewer's concerns. The business provides contact information for their General Sales Manager in hopes that Reviewer C will give them another chance.



**“Make this right” is a proactive phrase that will come in handy when responding to negative reviews.**



#### Reviewer D



They do their job. You go there to get your vehicle maintain, and they do their job. Of course the waiting section cannot compare to Brand A's waiting section. I have both a Brand B and Brand A. On a scale of 1 thru 10, Brand A being a 10, I have to give Brand B a 2 and that just because they tried to have a semi waiting room.

#### Response from the owner

Reviewer D - I'm sorry that you weren't completely satisfied with your visit. We appreciate your feedback about our facilities and if there is anything further you would like the share, I'm available to take your call. I hope we have the opportunity to deliver a five-star experience next time. Thank you, Name - Service Manager - (XXX)-XXX-XXXX

## 4-stars, but negative



While one complaint about facilities shouldn't cause concern, a pattern of similar feedback could prompt upgrades.

Although this is a 4-star review, it contains a healthy amount of negative information. This is a great opportunity for the business to engage with Reviewer D in a positive manner. If they can do that, they might encourage Reviewer D to give them another shot.

Right away, the response acknowledges Reviewer D's feelings and apologizes for their less-than-perfect visit. The business doesn't make a promise to improve their facilities, but they do recognize the feedback.

As always, a good move is to open a communication channel if the reviewer would like to share more details. The last sentence expresses that the business hopes to work with this customer again and provide a better experience in the future.



### Reviewer E



I had a 2013 Buick Verano towed. It wouldn't start in our apartment parking lot but did start once it got to this dealership. They spend a few hours checking everything and supposedly fixed it. 7 days later it wouldn't start again so had it towed to a Buick dealership.

Buick dealership did determine it was the ECM and replaced it. It would have cost \$1,000 but it was under warranty. I talked to the manager of Chevrolet and he said he wasn't going to refund any of my money for their charges. \$162.00. He said I should have taken it back to them. I am glad I didn't since they would not have honored my warranty since it is a Chevy dealership and not a Buick dealership.

### Response from the owner

Reviewer E - I'm sorry to see that you're still frustrated. I'm happy to review the repairs that we made and the warranty coverage with you if you'd like to reach me directly. Thank you, Name - Service Manager - (XXX)-XXX-XXXX

## Handling refund requests

Online requests for refunds can be tricky. While businesses may be eager to demonstrate that they do right by their customers, each situation needs to be considered on a case-by-case basis.

The response to Reviewer E acknowledges the customer's frustration and then offers to review the situation in more detail. Although it may not be possible for the Service Manager to find a solution that satisfies Reviewer E, at the very least they may learn information that could help them approach a similar situation differently in the future.

From the lens of reputation management, the response demonstrates that the business monitors their feedback and communicates with their customers.

85% of consumers trust Google reviews as much as a recommendation by friends or family.



### Reviewer F



Lost my only car key and called to order a replacement. All went well took a few days to get a new one from TX. The girl told me to just come pick up the key and it's good to go. I asked multiple times if that's correct and if there was anything further that had to be done for the key work. She very confidently kept telling me "nope, good to go!". And that theres a "1 in a million chance it won't work." Well, what do you know, you need to bring the in to have the key programmed. I called to explain to the girl and she said "no problem just drive it over and we'll do it." Ok drive my car with the key that doesn't operate it. So another trip to Kia along with a tow. I wish your workers knew what they were talking about so they could give customers the correct information when they ask. Obviously if I knew this I would make sure to have a tow set up and only make the trip once. I complained to management and they said oh she is new. No excuse if she was unsure she should have asked and double checked with a superior instead of causing such a headache.

### Response from the owner

Reviewer F - I'm sorry to hear that you had this experience and I completely understand why you are frustrated. This will be a training opportunity for us as we strive to provide the best possible service for our customers. I sincerely apologize for the inconvenience we caused you but appreciate you sharing this feedback so we can improve for future guests. Thank you, Name - Service Manager - (XXX)-XXX-XXXX

## "Training opportunity"

Reviewer F's situation certainly sounds frustrating. At the same time, it's understandable that staff turnover could lead to mistakes and miscommunications. This response benefits from a gracious perspective - "appreciate you sharing" - and an apology.



The phrase "training opportunity" demonstrates that your business takes feedback seriously and proactively addresses customer concerns.



### Reviewer G



Don't buy a Kia! We bought a brand new Sorento. We need a camera. Thats it! Car will not run without the camera since it is part of the safety system. So now we have a brand new car we can't drive the past 6 months. We have been waiting 6 months on Kia to get us a camera! We keep getting lied to and dates switched! They keep letting us pay our expensive car payments while doing nothing to fix our car! No rental is being offered. They sell cars they can't provide replacement parts for. I was going to buy a new Telluride. Not now! We only had the car a week and the glass just broke driving down the road. Same window my daughters car seat is in. After doing research I found out this is a common problem with Kia glass. Do yourself a favor and buy from another automaker. Rant over!

### Response from the owner

Reviewer G - We have no record of a "Steve Cooper" visiting our store nor do we recognize the situation you've described here. I would be happy to assist if you would please contact me. Thank you, Name - General Manager - (XXX)-XXX-XXXX

## Hold your ground

Always be polite when speaking for your business online, but don't be afraid to hold your ground if the information presented does not align with your experience. In this example, a firm and straightforward response casts doubt on the review while maintaining a professional tone.

In 2020, reviews are the #2 Google ranking factor behind Google My Business elements.



Reviewer H



Response from the owner

Reviewer H - a three-star experience is not what I expect for my customers. I would like to learn more about what happened during your visit to make things right. Would you consider calling me so that I can help? Thank you, Name - General Manager - (XXX)-XXX-XXXX

## 3-star, no comment

When a customer leaves a negative no-comment review, Widewail recommends that businesses request additional information.

The first line in the response above is one approach, while something like "I'm sorry you were not completely satisfied with your visit," is also appropriate. This response is a great template to have readily available as a reference for negative no-comment reviews.

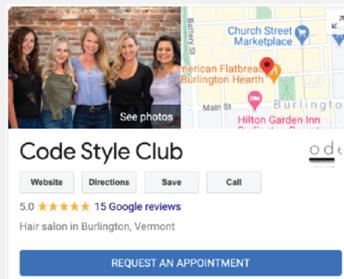
Local Hair Salon Grows Google Reviews 573% in First 60 Days with Widewail Invite

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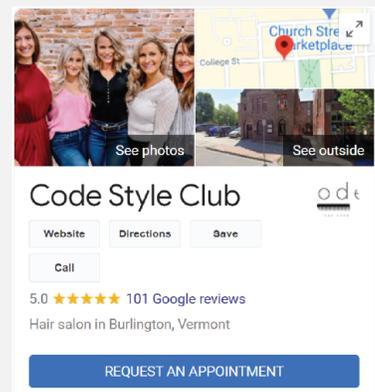
60 days on >> Invite

15 → 101 reviews

Before



After



Call 844.259.9238



# Positive Examples

We've collected 11 examples of responses to positive Google reviews. These examples are real customer reviews and responses sourced from Google.

We've selected a variety of scenarios to reflect what your business can expect to encounter.



#### Reviewer I



Great experience with Brand X. I found the car I was looking for on their website. They quickly confirmed that it was available and set up an appointment for a test drive. I worked with Justin. Justin was very professional, helpful, and easy to work with. Car was detailed and registered at the time of scheduled pickup. Process was easy and smooth.

#### Response from the owner

Thank you so much for sharing your positive experience working with Justin! We pride ourselves on timely communication, professionalism, and providing a detailed and registered vehicle for pickup. Thank you for choosing Brand X and we hope to see you back for your first oil change!

## Emphasis on thank you



### What you should steal:

The line **“thank you so much for sharing,”** is an awesome way to acknowledge the extra effort this customer put forth on the business’s behalf.

This response checks the boxes for almost all the positive review response tactics:

- It’s personal, repeating the name of the employee listed in the review.
- It reiterates the company values mentioned by the reviewer, such as timely communication and professionalism.
- It includes the store name and a prompt for the reviewer to come back for another service.

Finally, the responder shows gratitude by saying thank you.

Remember, customers with positive experiences have limited motivation to post a review, so it is important to show your appreciation.



**Reviewer J**



My wife and I just purchased a 2019 Audi A8 from Brand Y. It was the best car buying experience I have had. The whole process was customer focused, engaged, and transparent. Our sales rep was James and he made the whole experience very customer focused. His knowledge of the vehicles, options, and approach to the buying process was outstanding. Would highly recommend both James and Brand Y for your car buying needs.

**Response from the owner**

Hi Reviewer J, for you to say “it was the best car buying experience I have had” makes our day! Thank you for such a fantastic review and for recommending James. All of us at Brand Y are grateful for your business and wish you and your wife safe driving in your 2019 Audi A8.

## “Makes our day”

As you can see in this response, commenting on how a positive review “makes our day” is a nice personal touch.

Most importantly, all the basics are covered: the customer name, the store name, and the product name are all mentioned.



### What you should steal:

The words “**fantastic**” and “**grateful**” are descriptive adjectives to consider.



Reviewer K



We had a great experience from the moment we came in! Luis (definitely recommend to anyone, he's a sweetheart) greeted us immediately! He had knowledge and showed a real compassion for what he was doing and for his customers. He made the buying experience easy and we feel gret about the purchase. 10/10 would definitely recommend! Thank you Luis and Brand Z!

Response from the owner

Hi, Reviewer K! Congratulations on your new car! Luis is exactly as you described. He has a passion for assisting clients and he is packed with knowledge. Enjoy your new car and thank you for your business from your friends at Brand Y!

## Purchases can be emotional

When customers make a successful purchase, especially a large purchase such as a car, they often have a sense of accomplishment. Engage with this emotion by offering your congratulations.

If a customer offers praise of a specific employee, use it as an opportunity to repeat their compliments and reinforce that, yes, this person is great.

It's not a stretch to assume that future customers will look at Luis as an example of the customer service they can expect from this business.

Consistently responding to reviews can increase review volume 12%.

Source: HBS



#### Reviewer L



As soon as I sat down in the comfortable waiting room, I received a text from my guy in the service department telling me that if I had any questions while I was waiting that I could reply to that text and he would answer right away. The service was finished ahead of the promised time, and the fancy coffee machine will make any kind of coffee you can dream of...delicious! The whole team is incredibly efficient and courteous, and the whole system works flawlessly.

#### Response from the owner

Hi, Reviewer L! We appreciate you sharing your experience in our Service and Tire Center. It is validating to our team knowing we are providing this level of service and care to you, our client, as it is our daily goal. Thank you for your business from your friends at Brand M.

## Tell the world you have goals

In their response, the business suggests that they have a daily service goal.

This is an excellent way to reinforce that future customers can expect a similar experience, no matter when they choose to patronize the business.



### What you should steal:

**“Validating”** is a great word to suggest that positive reviews are more than a sign of financial success; they are a personal success as well.



### Reviewer M



1000% would recommend. If you're not from the Spartanburg area, it's definitely worth the drive. I spoke to Jeff, no pressure and really wants to get to know you to ensure you're getting the car you want. I left around 12:30am on Thanksgiving and I drove 1.5 hours to the dealer, he called me 1/2 way home to make sure I didn't fall asleep at the wheel. Best customer service I have ever had. Super helpful and knowledgeable.

### Response from the owner

Reviewer M, "best customer service I have ever had" makes for a fantastic review! Thank you so much for making the trip to see us at Brand N. We love to hear that Jeff helped you get into the car you wanted. We are grateful for your business and wish you safe driving this holiday season.

## Acknowledge the time of year

Starting your response with a quote from the original review is a great way to highlight the most flattering piece of the review.

Because this business answers reviews on a consistent basis, they can conclude with the note, **"this holiday season."**



### What you should steal:

Time-specific sign-offs are a good way to personalize responses.



Reviewer N



My salesman Scott was great to work with. He made it very easy for me - coming from out of state to look at a Tundra. In & out in just a few hours with a good trade in value for my vehicle! I would recommend Scott to deal with and I would do business with them again. Thanks!

Response from the owner

Hi Reviewer N! Thank you for your 5-star review of Brand S. We are delighted to know it was worth the drive to purchase your new Toyota Tundra truck from Scott. It's great he made the process easy as that is what we strive to do every day. Have a great day and enjoy your new truck!

## Praise extra effort

This customer mentions they traveled a long distance to visit the business and the response acknowledges their additional effort.

No training. No turnover.  
No software installs.

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"Our online presence is spread out over many platforms and Widewail keeps us connected to our customers in real time! Responding in a timely manner is no longer a worry for our organization. This software allows us to move our focus to bettering our processes which is increasing our customer satisfaction across the board. 10 out of 10 would recommend to any organization that is on social media."

*Matt Vitaliani, Social Media Leader, JT's Automotive Group*



#### Reviewer O



Had the best experience working with everyone at Brand O. We were looking for a 2020 Telluride that are very hard to come by and Jeff was able to accommodate all of our needs and find us the perfect vehicle!

#### Response from the owner

Reviewer O, thank you for the kind review! We are so proud that we earned your business here at Brand O. We will be sure to let Jeff know that you appreciate him! Enjoy your 2020 Kia Telluride!

## Humility is a good bet

The phrase “earning your business” helps to portray the business as humble. Nobody wants to deal with arrogance.

On average, prospects read 10 reviews before trusting a business.

Source: Brightlocal



### Reviewer P



Last week we purchase a Stinger GT 2 and couldn't be happier. I had been shopping for Stingers in my area (Long Island NY) for a few weeks but nobody had the color I wanted and all the dealers were overpriced in my opinion. After searching the web I came across Brand T's web site not only did they have the color I wanted they were \$7k cheaper, definitely worth the drive. Everyone at the dealership was great especially my salesperson Ouafaa Kouhaila who at our request sped us thru the buying process and even took the car herself to be detailed on her lunch hour so we could avoid the rush hour traffic going home, she was awesome. I would highly recommend Brand Y they have the best prices and people by far.

### Response from the owner

Happy customers make us happy so this is fantastic to read! We are so glad that you were able to find exactly the Kia Stinger GT2 you wanted at the best price around. We especially love that Ouafaa helped the buying process go quickly so you could head back home. Thank you for making the trip out to visit us at Brand Y! We wish you many safe and happy miles in your new ride.

## Sell without being salesy

This response does a good job of communicating the business's great prices, but doesn't come off overly salesy.

Ending with a personal statement of well-wishes adds a nice touch.

Review factors used by Google to determine rank: volume, quality, frequency, and response.



**Reviewer Q**



**Response from the owner**

There's nothing like seeing a great review on our page, thank you!

**Reviewer R**



**Response from the owner**

We are grateful to have you as a Brand L customer. Thank you Reviewer R!

**Reviewer S**



**Response from the owner**

Thanks so much, Reviewer S. We look forward to your next visit with us!

**Reviewer T**



**Response from the owner**

Randy, we are thrilled to see the positive feedback. Thank you for choosing Brand H!

## Templates add efficiency

The most common Google reviews are five-star, no-comment. To make responding easy and ensure a diversity of answers, this business has created a list of response templates.

They update the template with the reviewer's name and the business's name before publishing.



Reviewer U



I needed a flat tire fixed - at 4:45pm! I went to my dealer and they were able to take care of me in less than an hour! What else can you ask for? Quick and excellent service and reasonable price.

Response from the owner

Reviewer U, I am happy to hear that our team sorted out your vehicle's flat tire! On behalf of everyone at Brand U, we wish you safe driving!

## Be specific

The customer mentions a specific problem the business solved: addressing a flat tire.

This information forms the basis of the response.

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“The results speak to your amazing technology and willingness to work through obstacles to help us both become better! Thanks again for your partnership!”

*Thomas E. Eggers, Platform Digital Director at Nyle Maxwell Family of Dealerships*



### Reviewer V



Thank you Michael for everything. He really went in detail before the service was done, and after the service was done. He explained to me very clearly what the vehicle needs in the near future and the things they had fixed. I will definitely go back to see him for future services.

### Response from the owner

Reviewer V, it was our pleasure to provide you with a clear explanation of our services. Thank you for the 5-star review and your endorsement of Michael! We appreciate your business and look forward to working with you again in the future!

## Variety is the spice of life

Rather than repeating, “thank you for the recommendation,” this response employs a great alternative: “we appreciate your endorsement.”

Several phrases are interchangeable:

- “we appreciate”
- “thank you”
- “recommendation”
- “endorsement”
- “rating”
- “review”
- “honored that”
- “grateful for”

Even simple word changes like these make responses seem more unique and more human.



Switching up perspectives, like swapping “we” with “I”, will add variety to responses.

# Tools and services to engage with your customers and grow your business



Invite

## Automated Review Generation

Generate hundreds of reviews a month automatically, using SMS and personalization.



Engage

## Review Response Managed Services

Brand-reinforcing, fast, reliable responses to all your reviews across the web by our professional response team.



Engage Plus

## Social Media Engagement Managed Services

Thoughtful and timely responses by the Widewail response team to all your social interactions on Facebook, Instagram, and Google My Business Q&A. Monitor and remove negative commentary on Facebook Ads.

# The Widewail team has responded to 250,000 reviews on behalf of our clients

Learn more about how Widewail's automated review generation software and review response managed services can help your business generate hundreds of reviews a month and rank at the top of local search on Google.

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“At Lexus we have always held guest experience as our top priority. Now, more than ever, our customers are interacting with our dealerships online. With thousands of customer interactions happening each day, we need a solution for our dealerships that is of the highest quality, personal, and cost-effective.

Widewail, with its thoughtful approach to engagement management and unique focus on conversational SEO, is the best choice to provide Lexus guests with personalized, impactful online experiences.

*David Telfer, National Manager of Digital Marketing, Lexus*