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Take Control of Online Reviews

User reviews play an essential role in the software buying process. After collecting, promoting and leveraging user reviews, it's important to manage them to maintain a strong online presence and elevate your brand's reputation with buyers.

Tips for Responding to User Reviews

☐ **Respond promptly.** Aim to respond within 48 hours. It's a good idea to designate an employee to manage and stay on top of reviews communication.

☐ **Ensure all replies are authentic, polite, professional and on-brand.** Double check for spelling and grammar errors. Avoid canned responses. Instead, opt for a personalized response that includes specific details from each review.

☐ **Recognize the positive and address any concerns.** Always acknowledge positive feedback in your reply. Don't ignore issues; if mentioned, address them transparently or share a specific resource your customer can contact and take the exchange offline.

☐ **Show appreciation.** Reply to all reviews, positive or negative, starting each with a "thank you" to highlight the value and importance you've placed on customer feedback.

☐ **Don't be defensive.** No product is perfect, and constructive criticism can help teams enhance products so that they continue to meet and exceed your customers' expectations.

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The Positive Impact of Negative Reviews

Occasional negative reviews can have a positive impact on your business. Buyers are often skeptical of companies that share only glowing, positive reviews. A variety of genuine reviews — both positive and negative — enhance reviews' validity as well as the trustworthiness of your business.

How to Embrace Negative Reviews

- **Always respond.** The number one rule of reviews communication is to respond promptly. Use the checklist above to craft a professional reply that thanks users for their time and addresses their specific feedback and concerns.

- **Take the conversation offline.** Offer to connect reviewers to your customer service team or an account representative to ensure one-on-one attention to their concerns.

- **Focus on collecting quality reviews.** Review recency, quantity and the quality of your responses leave greater impressions than a few negative reviews. Don't let a negative review derail the broader reviews collection process.

Ready to learn more about reviews?

Talk to an expert

Top Takeaway

All reviews, whether positive or negative, are essential elements of your brand's reputation as well as the software buyer's journey. Treat every review as an opportunity to improve customer experience for your existing users and show potential buyers that you care.

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