



The Ultimate Guide To How To Make Bad Reviews Good For Business

by [Anshika](#) / November 24, 2022



You devote your entire being to make your business the best it can be. You are quite pleased with the products and services you provide and the team you've created to make your customers' dreams come true.

At some time, though, you may encounter a customer who is dissatisfied with your service, and they will leave a dreaded bad review online.

Good news travels rapidly. Bad news spreads even faster. Same holds true for online reviews. With review sites such as Google, Facebook, and Yelp, prospective customers have access to an unfiltered list of past customers' experiences with your company.

Your first thought might be to freak out. But a bad review isn't the end of the world, and it can even be good (trust us!). **In fact, if you're smart, you can use a bad review to your advantage.**

How can bad reviews really help you bring former clients back to your business?

A significant number of customers will have a negative experience, but they will not report it to you. Although it may appear to be preferable to a bad review, in reality, it is not because it indicates that you are losing a customer without even being aware of the fact.

When a customer takes the time to post a negative review, it provides you with the opportunity to resolve the issue and win them back. You can do this by addressing their concern, providing some kind of resolution, or offering a refund or discount that will encourage them to return in the future.

Does having more bad reviews result in more profits?

Surprisingly, the answer is yes! According to the findings of one study, users stayed on a website 5x longer when they interacted with bad reviews, which resulted in an increase in conversion rate of 85%.

Some reasons why people write bad reviews:

- 73% of people want to prevent other people from going through the same terrible experience.
- Almost half of respondents want the corporation to be more transparent about its policies and pricing.
- 48% of people demand a refund.
- Not quite 40% think the corporation should alter its policy.
- Almost forty percent of people demand an apology.

6 ways to handle bad reviews:

- One of the best ways to deal with a bad review is to deal with it right away. Don't let days or even weeks go by without responding to a bad review or comment. That sends a clear message that your company doesn't care. 73% of people in the U.S. think that a quick response time is an important part of good customer service. If someone gives you a bad review or feedback, you should respond quickly, preferably within hours.
- Tell the customer that you're sorry and that you want them to have the best experience possible. Take a moment to remind them of what your brand stands for in terms of customer service, and then tell them how you'll fix the problem as soon as possible. Humility and kindness are important here. When you respond to bad reviews, customers can see how you handle a bad situation. By the numbers, most people will read the bad reviews first. They want to know what to do if something goes wrong. Show that you can keep doing excellent work even when things aren't perfect.
- Once you've told the customer you're sorry, you can end the conversation. Don't talk about it in public. We always tell our clients to work out their problems offline. Call your customer, listen to what they have to say, say you're sorry, and offer a solution. Fix the problem and make the customer happy in any way you can.
- If you've really apologized and fixed the problem, get in touch with the customer to see if they'll remove their review. Most of the time, they'll remove the bad review on their own. Asking a customer to take down a bad review is also a great way to keep in touch with them. They might tell you more or even change the review to a good one. Even if they haven't done business with you yet, potential customers will see that you have a good attitude and trust you because of it. That's the power of a review from a customer. And that's why it's important to keep up with them. If you think of the review process as an extension of customer service, you'll handle it like a pro and your customers will keep coming back, both in person and online.
- If a bad review makes you feel very upset, show your response to someone else before you send it. In theory, they should be fair and be able to help you keep it professional and positive. There are many examples of people who made bad decisions when they were angry. Don't do what they do. Take the time you need to calm down and get back to being professional in a world where customer reviews and responses can go viral.
- After you've taken care of the customer's problem or concern, be sure to check in with them to see if they're happy with how it was fixed. Follow up with your customers. This will make them feel like you care about them and may make them feel better about their experience with your business.

Follow our steps for how to respond to bad reviews, and keep in mind these tips:

Your online reputation and your relationship with a customer can both be saved by how you respond to bad reviews.

- Don't get defensive. Even though it might be hard, it's important to stay calm so you don't make things worse.
- Apologise for what they went through. After leaving a bad review, nearly 40% of people say all they want is an apology from the business.
- Try to find a way to solve the problem online. If you don't want to talk back and forth with a reviewer online, give them your phone number, email address, or ask them for their information so you can keep talking in a private way.
- Provide a solution. Offer a discount, a refund, or a promise to fix the problem to let the reviewer and others who read the review know how you plan to fix the problem
- Keep going. Make sure to get back to the reviewer quickly so that you don't make them even more upset.

How to Get Positive reviews?

Good reviews are still essential to the success of your business, so make an effort to obtain them. Create a method for requesting reviews from satisfied customers, and ensure that you consistently provide an exceptional customer experience to boost your chances of receiving positive reviews.

Find a way to turn bad reviews into a business advantage for your company.

No, receiving bad reviews will never be enjoyable in any way. It is possible, however, to turn bad reviews into an asset for your company if you adopt the appropriate mentality and implement an effective approach for managing your reputation.

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