

Your first aid kit for negative reviews

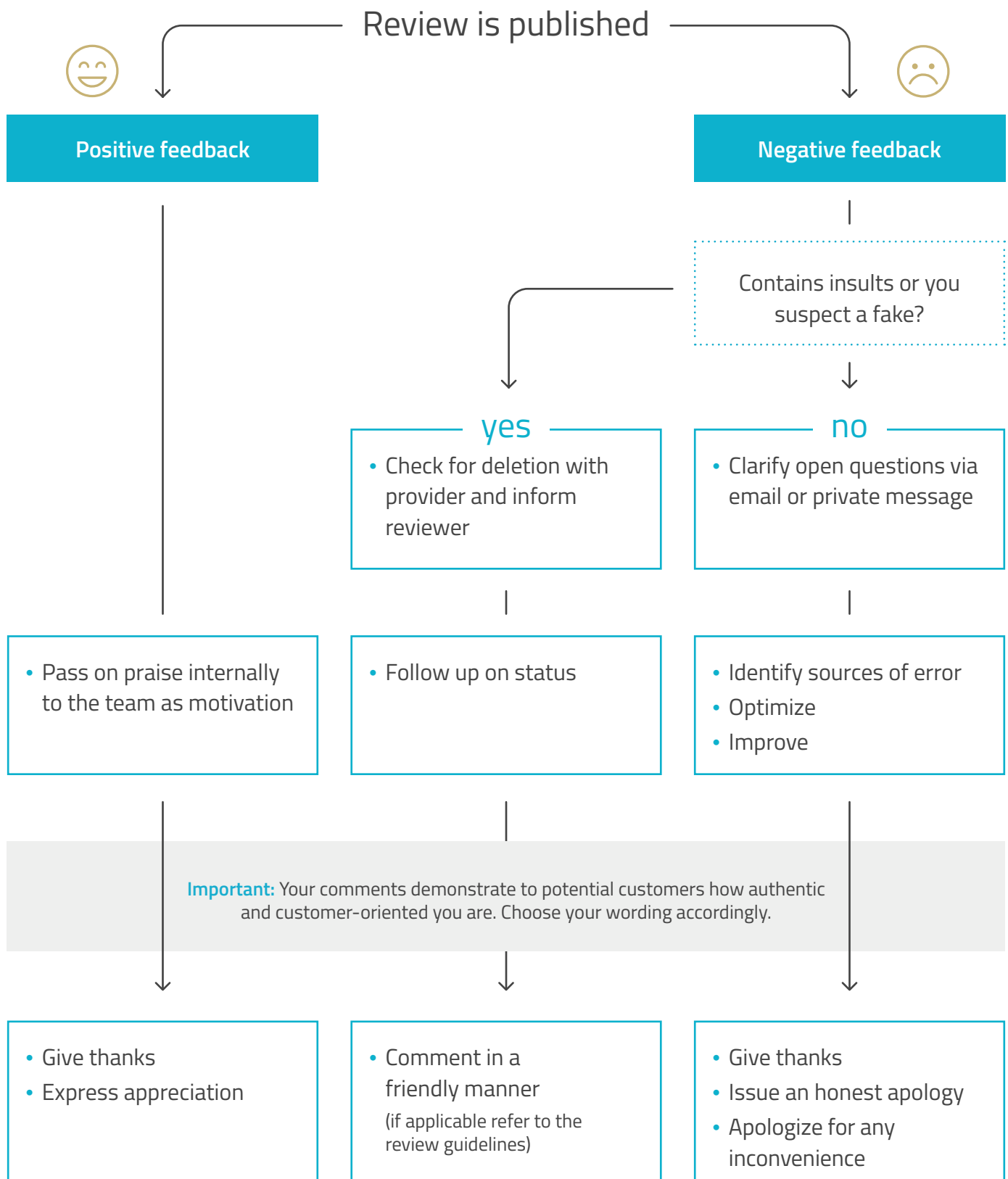


Content

- Reviews: Make them work for your reputation
- Negative review, now what? Don't panic! Checklist
- Response guide for negative reviews
- How do I handle defamation and libel?
- Your reputation insurance: Positive reviews

Reviews:

Make them work for your reputation



Easily manage all reviews now

Negative review, now what? Don't panic!

Checklist

This is how you get a grip on your reputation

1. Use the comment feature

☐ **Express appreciation & give thanks**

Your customer invested time. That's worth a thank you!

☐ **Have & show sympathy**

Put yourself in your customer's shoes and apologize for mistakes.
Your understanding paves the way for a conversation at eye level.

2. Seek dialogue outside the public sphere

☐ **Causal investigation**

Does the review leave you with any questions? Check back and ask for details.
This conversation should not be conducted publicly. Send the reviewer a private message or email and mention this in the comment.

☐ **Suggest solutions**

In any case, offer to improve services that have not been performed or have been performed poorly. If necessary, demonstrate your goodwill.

3. Have a review deleted?

Suspecting a fake or a personal insult?

☐ Check whether legal steps are available and sensible to pursue.

☐ Collect proof, contact support, report review.

4. Ask the customer to revise

You solved the issue and turned a critic into a fan?

☐ Ask the customer to revise their review.

You can find the
„Ask reviewer to revise“
function as a text link
under each ProvenExpert
review (the review must
be unfolded for this)

5. Invite more customers to provide feedback

Good reviews are the best weapon against negative reviews

☐ Ask your satisfied customers for a review.

Collect positive reviews now

Response guide for:

Negative reviews

Get inspired and customize the templates to your specific case. In some cases, reviews can be deleted (for example, if they are proven to be false). Report reviews in question to the provider or check with specialist lawyers in your region.

React confidently to

1. Constructive criticism

Version A

"Thank you for your review. We take your criticism very seriously and have forwarded your comments to the specialist department/were able to directly implement the necessary changes."

Version B

"Your case is the perfect example of what we do NOT stand for. We sincerely apologize and take your criticism very seriously. We addressed your remarks in our last team meeting in greater detail and briefed our entire team. We hope to welcome you back with us again soon."

2. Insults

"We regret that you are not satisfied with our service. Due to your choice of words, we have asked the support team to delete this review. We'd be happy to engage in a civil conversation."

3. Fake reviews

"Caution. This review appears to be a fake review because... In light of the review guidelines, we have reported your review to the support team."

Only if you're sure. Otherwise:

4. Reviews that require a solution or more info

For example reviews with no comment, misunderstandings and follow ups

"Thank you for your review. We apologize for any negative experiences and would like you to remember us differently. Therefore, we would like to find a solution together with you. We have sent you an email for this purpose and are looking forward to your reply. / Please contact our support (email, phone)"



Email to clarify open issues



"We are happy to attend to your matter, however, we need your support to do so. Would you like to describe in more detail what has bothered you so that we can find a joint solution?"



Comment in case of successful settlement

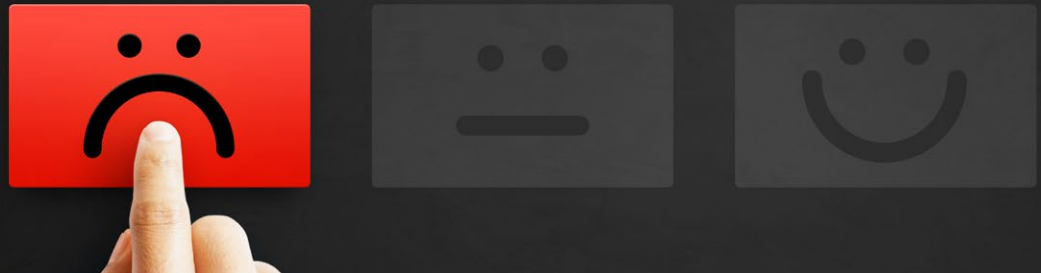
"We are glad that we have found a solution together with you! We look forward to welcoming you again soon."

Comment if no consensus is reached

"We regret that you did not respond to any of our proposed solutions. We wish you all the best."

Deleting a review?

How do I handle defamation and libel?



Four simple steps to protect yourself



Take a screenshot of the review

In case the reviewer changes or deletes their review you will have **solid evidence** in case of legal action.



Involve a lawyer

Show your lawyer all available evidence that could help to clarify the situation.



Report the comment

Ask the platform to delete the comment, pointing out the legal issues. Of course, you can also contact the reviewer directly and ask for a deletion.



Formulate your own statement

Regardless of whether the review is deleted or not: Do not let the review stand for itself. **Take a stand** by referring to the review guidelines and the legal violation.

Your reputation insurance:

Positive reviews



The path to success with a top image

1. Collect positive reviews



Proactively ask excited customers

Send out a survey directly after a purchase or when a contract has been signed. This way, your customers can express their enthusiasm in the form of stars. Best of all, it's up to you to decide who should review you.



Offer different channels for reviews

Your customers are all over the internet. Offer different platforms (Facebook, Google, etc.) and keep an eye on everything with ProvenExpert.

2. Showcase your reviews with ProvenExpert



All reviews in one place

You do great work - show it! Showcase your reviews from all channels on one profile.



Your seal for more trust

Prove that your customers love you. Share your seal on your website to let your reviews shine.



Stand out with Google stars

Your customers use Google before making a decision. Easily display your review stars directly in Google search results on your profile and website.

[Collect positive reviews now](#)