

# Post-Launch Review Response Templates

REVIEW RESPONSE TEMPLATES FOR [GAME NAME]

Generated: [Date]

## NEGATIVE REVIEWS - BUG REPORTS

Hi [Username], thanks for the detailed feedback! We're tracking the [specific bug] issue and targeting a fix in the [timeframe] update. I've added your report to the ticket. If you're willing to help test the fix, join our Discord at [link] - we'd love your input!

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ALTERNATE VERSION (if bug is already fixed):

Hi [Username], thanks for reporting this! Good news - we actually fixed [specific bug] in the [version number] update that went live [date]. If you're still seeing this issue on the latest version, please let us know on Discord at [link] so we can investigate further!

## NEGATIVE REVIEWS - FEATURE REQUESTS

Hey [Username], appreciate you taking the time to share this. The [feature] request has come up from several players and is on our roadmap. We're prioritizing [current focus] first, but this is absolutely something we're considering for [timeframe].

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ALTERNATE VERSION (if feature is coming soon):

Hey [Username], great minds think alike! We're actually working on [feature] right now and targeting [timeframe] for release. If you want to see progress updates or give early feedback, we post roadmaps in our Discord at [link].

## **NEGATIVE REVIEWS - PRICING/VALUE**

Hi [Username], thanks for the honest feedback. We hear you on the pricing - we're a [team size] team and priced at \$[XX] based on [content amount]. That said, we participate in all major Steam sales (typically [XX]% off) and are adding [upcoming content] at no extra cost. Hope you'll give us another shot during a sale!

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ALTERNATE VERSION (if they bought at full price and regret it):

Hi [Username], appreciate the feedback. We do participate in Steam sales every [frequency] - you can add us to your wishlist and Steam will notify you when we go on sale next. We're also adding [upcoming content] for free, so there'll be more value by then!

## **NEGATIVE REVIEWS - PERFORMANCE ISSUES**

Hi [Username], sorry you're experiencing performance issues! This is definitely not the experience we want. Can you share your specs on Discord at [link]? We're tracking performance on [specific hardware] and your data would help us optimize. In the meantime, try [temporary workaround if one exists].

## **MIXED REVIEWS - HESITANT BUT FAIR**

[Username], thanks for the balanced review! You're right that [their valid criticism] could be better - we're working on [your plan]. Would love to hear if the upcoming [update/feature] addresses your concerns. Feel free to reach out on Discord if you want to chat more!

## **POSITIVE REVIEWS - REINFORCE & ENGAGE**

[Username], this made our day! 🎉 So glad you're enjoying [specific thing they mentioned]. If you want to see what's coming next, we post our roadmap in Discord at [link] - would love your input!

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ALTERNATE VERSION (for super enthusiastic reviews):

[Username], wow, thank you so much! Reviews like this keep us going during long dev nights. We're working on [upcoming feature] next - if you want sneak peeks or to help beta test, join us on Discord at [link]!

## **NEGATIVE REVIEWS - REFUND/ANGRY**

Hi [Username], really sorry we didn't meet your expectations. If you're willing to share what specifically didn't work for you, we'd love to learn and improve. No pressure to change your review - we just want to understand what went wrong. You can reach us at [email] or Discord [link] if you're open to chatting.

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ALTERNATE VERSION (if they misunderstood the game):

Hi [Username], thanks for giving us a shot! It sounds like [game] might not have been what you expected - totally fair. For anyone else reading: this is a [accurate genre description], not a [what they thought it was]. We know it's niche, but if that's your thing, you'll love it!

## **POSITIVE REVIEWS - EARLY ACCESS/BETA TESTERS**

[Username], thank you for sticking with us since [early access/beta]! Players like you helped shape what the game became. We've got [upcoming content] on the

roadmap - would love to get your thoughts in Discord at [link] before we ship it!

## NOTES FOR USING THESE TEMPLATES

1. ALWAYS personalize - use their actual username and reference specific things they mentioned
2. Keep responses under 200 characters when possible (shows up better in Steam UI)
3. Respond within 48 hours of review posting for maximum visibility
4. Never argue or get defensive - even with unfair reviews
5. Don't ask people to change their review - Steam will remove your response
6. Use emojis sparingly (1 per response max)
7. Link to Discord/community for deeper conversations (keeps Steam reviews clean)

### PRIORITY ORDER:

1. Recent negative reviews (stop the pile-on effect)
2. Detailed/constructive negative reviews (show you're listening)
3. Positive reviews from influential reviewers (encourage word-of-mouth)
4. Mixed reviews (easiest to convert to positive)

TARGET: Respond to 50%+ of reviews within 30 days