

RESPONDING TO REVIEWS



WHAT'S INSIDE



PAGE 2

WHY REVIEWS ARE IMPORTANT



PAGE 3

POSITIVE REVIEWS



PAGE 4

NEGATIVE REVIEWS



PAGE 5

WHAT NOT TO DO?



PAGE 6

EXAMPLE NEGATIVE REVIEW RESPONSE



PAGE 7 - 8

FAKE OR MISLEADING REVIEWS

WHY REVIEWS ARE IMPORTANT

An increasing number of clients are turning to reviews to assist in their decision-making process. Clients today have much more control over where they will focus their attention, and actively “pull” information helpful to them.

Our goal should be to reach them at the moments that most influence their decisions. Research shows that clients look at online reviews as part of their evaluation of whether to visit or use a business. Google reviews are an important part of your marketing strategy and in turn, will enhance your online presence which is a crucial element of any search engine optimisation (SEO) strategy.

It is very important to respond to **ALL** reviews left on your social media pages or google review page, regardless if they are negative or positive. Taking the time to respond to reviews demonstrates care, interest in your clients and initiative. Reviews can also be responded via Birdeye if your clinic has signed up.

It is okay to receive a bad review - it is how you respond to it that matters.

The following tips will help you respond to reviews and build a positive reputation for your clinic.

FOR POSITIVE REVIEWS

Always address the reviewer by name

This ensures that you will grab the client's attention and shows an effort to personally acknowledge their thoughts.

Reference details left in the review

Mentioning things the client has discussed in their review shows that you have taken on board what they have to say and have taken the time out to write a genuine response. Avoiding a generic response to reviews will create a better customer service experience for your clients.

Thank them and hope to see them soon

Make sure to thank them for their review and hope to see them again soon.

Signing off

Sign off your review from the whole team, or if the reviewer mentions a team member you can personalise the reply and sign off from the specific team member.

FOR NEGATIVE REVIEWS

Always address the reviewer by name

Acknowledge the clients experience

If a client has had a negative experience at your clinic, you should start by acknowledging that fact e.g *We are sorry to hear that you were not happy with the service you received at the clinic.*

Respond promptly

It is important to try and resolve a dispute quickly without it spreading online, clinics can call the client up and try to resolve the negative review.

If you're dealing with a recent negative review, it's also important to respond quickly so that other people reading can see that you are taking the time to rectify the issue. However, it is important not to reply if you are frustrated or angry at the situation - take some time to cool off.

Important to note;

Whether you're dealing with positive or negative reviews, engaging with your clients will pay off for your client loyalty and Google ratings.

This will affect your business directly as it will improve its visibility and increase the likelihood that a potential client will visit your location. Not only does this build trust with clients, it also builds rankings with Google which in turn helps to improve local search engine optimisation (SEO).

WHAT NOT TO DO



Do not try to solve the issue through your reply. Take the conversation offline.



Do not try to reply to a bad review while you are angry or frustrated. While they should be answered in a timely matter, taking a day to cool down is okay.



Do not include any private medical information in your reply. You can be vague and refer to clinic standards of practice but nothing directly related to the patient. If in doubt, stick to the standard response.



Do not reply in a sarcastic way or try to joke even if you feel that you are in the right - this will not look good to others.



Do provide feedback to your clients as soon as possible, most typically expect feedback within 24 hours especially if this is a negative complaint.



Do look at your reviews to listen and not to argue. Reminder don't defend the complaint.



Do create an easy and seamless process for your clients to review your business.

EXAMPLE NEGATIVE REVIEW RESPONSE

When dealing with a complaint acknowledge it publicly, apologise and offer to handle the matter further off-line. We do not recommend you engage in defending the complaint in an online environment.

Some example responses:

Example 1

Hi John, thank you for your feedback. We sincerely apologise for the inconvenience caused. We don't have your contact details on file, please would you kindly contact us on xxx xxxx so we can resolve this matter soonest. Warm regards <insert clinic name>

Example 2

Hi Sam, thank you for your comments. We are sorry you had this experience. We'd love to speak to you about this, we have your details on file and will give you a call shortly to discuss. Regards <insert clinic name>

Example 3

Hi [reviewer name], We are sorry to hear that you have had a negative experience at our clinic. We pride ourselves on maintaining a high level of care for our patients and thank you for your feedback. If you would like to discuss this matter further, we would be happy to chat to you on [clinic number]

*Note that this is a guide. If you copy and paste this reply for every bad review your clients will notice. Try to change it up.

FAKE OR MISLEADING REVIEWS

If you know that reviews are fake or misleading, they can be removed by Google. Google uses automated spam detection measures to remove reviews that are probably spam. One of the reasons you can cite for removal could be that the review is “off topic”.

For example, a client should only post content based on their experience or questions about experiences at the specific location. It is not meant to be a forum for general political, social commentary, or personal rants. Content that does not meet this standard will be removed by Google.

Other examples of misleading reviews could be those written by a competitor, someone paid to write the review who has not used your services or a disgruntled member of staff. It's important to note that you should not flag a review for removal because you disagree or don't like the comments made, Google has very strict policies on this.

STEPS TO FLAG A REVIEW FOR REMOVAL

Follow the below steps if you want to flag a review to Google for removal

- Sign in to Google My Business. If you don't know your login email IT helpdesk ([helpdesk@vetpartners](mailto:helpdesk@vetpartners.com.au)) and they can provide you with the details
- If you have multiple listings, open the location you'd like to manage.
- Click Reviews from the menu.
- Find the review you'd like to flag, click the three-dot menu , then click Flag as inappropriate.



If you have any questions related to support with Reviews, please
email marketing@vetpartners.com.au