



# Guide: How to bounce back from your worst customer reviews

Create meaningful conversations  
and make your team engagement experts

# How to bounce back from your worst customer reviews

Reviews have become essential in deciding whether or not consumers want to purchase a product or service. Glowing recommendations positively influence the decision-making process. Bad recommendations make people question your product or service. Consumers are most likely to leave a review if they are blown away by your business or had a terrible experience. Blown away, great! But what if the review was bad, how do you bounce back from your worst customer reviews?

**This guide helps you to turn negative customer experiences into positive ones.** Proactively seeking engagement creates meaningful conversations that pave the way to customer loyalty, business growth, and improvement.



## The importance of reviews

Reviews are important. But how powerful are they really? BrightLocal published their [Local Consumer Review Survey 2024](#). Here are some interesting numbers of consumers to keep in mind.

**97%**

**depend on online reviews for purchases**

**87%**

**say that a business's response to a review is important**

**81%**

**use Google for online reviews**

**55%**

**are more likely to feel positive about your business if you respond to reviews**

**48%**

**are more likely to feel positive about your business if you respond with your name instead of anonymously**

**48%**

**expect to see responses to their reviews within 1 to 3 days**

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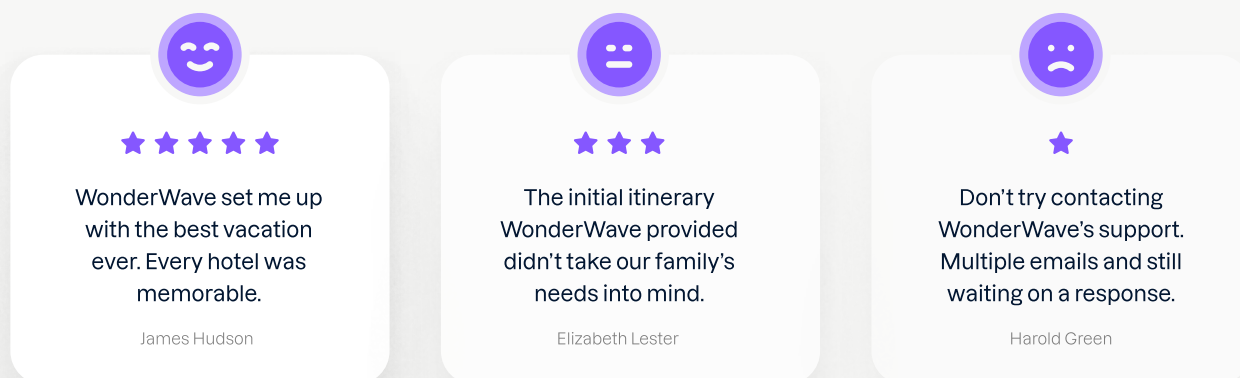


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# 1 Accepting negative reviews

There's no business out there that only receives positive feedback. Solely five-star ratings may even make your business look questionable. A few negative ones make the reviews of your business look trustworthy. However, how you handle your reviews makes a huge difference.



Star Rating	Review Text	Reviewer Name
★★★★★	WonderWave set me up with the best vacation ever. Every hotel was memorable.	James Hudson
★★★	The initial itinerary WonderWave provided didn't take our family's needs into mind.	Elizabeth Lester
★	Don't try contacting WonderWave's support. Multiple emails and still waiting on a response.	Harold Green

## Why negative reviews shouldn't be ignored

Responding to reviews shows potential customers that you care, value their opinions, and are committed to giving the best possible experience. Especially if it's a bad review. When you ignore a negative review you send out the message that you're not willing to listen, learn, or improve your product or service. So while it's easy to respond to positive feedback, it's even **more** important to respond to negative feedback.

### The top 5 review sites consumers use\*

Google

facebook

yelp

Tripadvisor

Apple Maps

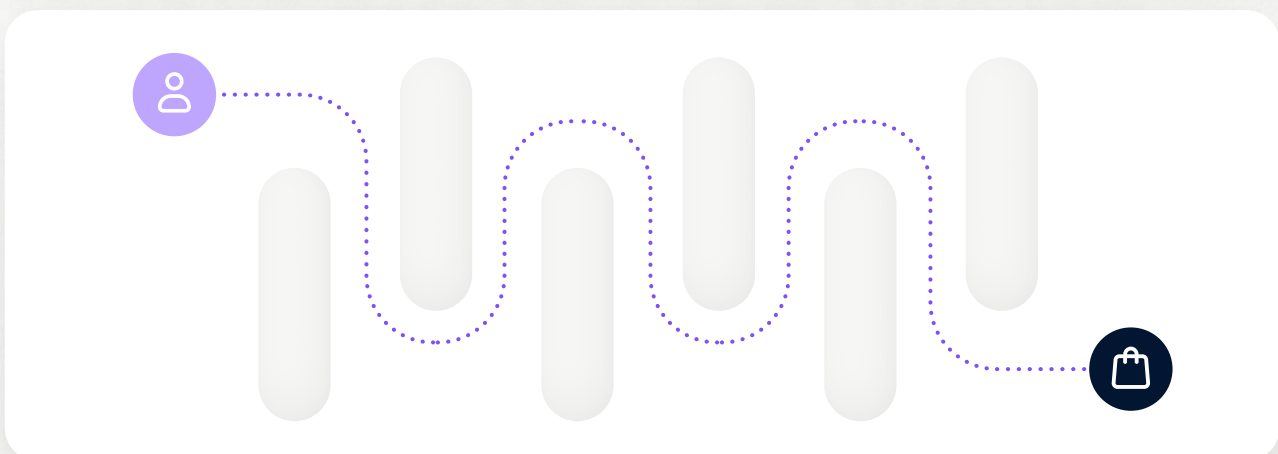
\* Research BrightLocal

## 2 Analysing negative feedback

If you want to bounce back from your worst customer reviews, it's essential to understand why the feedback is negative in the first place. If one customer had a bad experience, maybe it's a coincidence. But when you have multiple negative reviews, you have to analyse why and learn from your mistakes. So gather your team of customer engagement experts and start analysing!

### 7 steps to turn negative reviews into positive ones

- 1 Collect all your negative reviews from all platforms
- 2 Identify common themes and underlying issues
- 3 Leave unjustified complaints or one-of-a-kind reviews out
- 4 Go through your customer journey and underline the obstacles
- 5 Define the next steps you are willing to take to improve the customer experience
- 6 Make multidisciplinary teams to improve each step
- 7 Use tools like **Trengo** to speed up the process and minimise repetitive tasks



## 3 Training your team

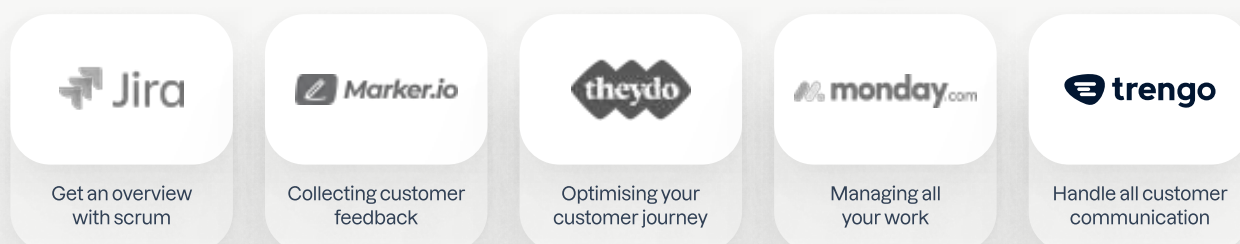
The thing with negative reviews is that they can spread quickly if you don't act right away. When multiple bad reviews build up, people tend to jump in and agree — then your brand has to work really hard to back from all the negativity. Just like people, businesses have to build resilience. You need to learn to handle negative reviews positively.

### Turning negative reviews around (per industry)

1. Travel and leisure: provide a seasonal discount or free seat upgrade
2. Restaurants and hospitality: offer a complimentary drink or free room upgrade
3. Real estate and housing: offer a lower purchasing price or additional service at a discounted rate
4. Utilities and energy: provide compensation
5. Automotive: offer complimentary maintenance

### Tools to improve your teamwork

Luckily there are plenty of tools that help you improve your teamwork when managing your reviews. Depending on your business and way of working, the right tool varies. What kind of tool do you need?



### The impact of negative reviews on your team

Keep in mind that not only your business suffers from bad reviews. Chances are your customer engagement experts also get stuck in the negativity. A way to turn this around is to include your team in the process of improving the customer experience.

## 4 Crafting effective responses

Now you know the importance of responding to negative reviews, it's time to dive into how to respond. How you react can make all the difference in the world. Communicate with empathy, transparency, and honesty. The customer is king and you need to go above and beyond to make them happy.

### 5 steps to respond to negative feedback effectively

- 1 Take ownership and accountability (yes even if it's not your fault)
- 2 Apologise for their experience
- 3 Explain the situation, but don't excuse yourself
- 4 Offer a solution to make up for their bad experience
- 5 Follow up on your solution and ask about their recent experience

### Daily to-do's for handling reviews

- ✓ Monitor your reviews on all platforms
- ✓ Delete fake reviews
- ✓ Respond to every review
- ✓ Personalise your response
- ✓ Collect valuable customer feedback



## 4 Crafting effective responses

No need to spend too much time crafting effective responses. We've got you covered with a list of the most used responses to negative feedback. Make sure you make it personal, explain the situation and offer a solution.

### 5 ways to respond to negative feedback

1

Dear [name], thank you for sharing your feedback. We value your review and we'll do our best to ensure this doesn't happen again. Our sincere apologies on behalf of our team.

2

Thank you for your review [name]. We're very sorry to hear you had a bad experience. Our team works very hard to ensure all our customers have a better experience in the future. Maybe you want to give us another try soon?

3

Dear [name], thank you for your honest review. We're very sorry you aren't happy with the product. We hope to resolve the problem soon. Please know that your feedback helps us become better and we hope to see you again.

4

Thank you [name] for your review. Our apologies for the bad experience. We didn't meet your expectations and we completely understand why. Our team works on improving our service daily, so we'll do our best to ensure this doesn't happen again.

5

Thanks [name] for your feedback! We're sorry for your experience and we would like the opportunity to talk with you so we can come to a solution.

## 4 Crafting effective responses

### The worst reviews

What if the experience of a customer wasn't just bad, but it was disastrous? A kind message won't do the trick. It could even make the customer angrier. If you get the worst of the worst reviews out there, you have to do a lot more than meet the customer halfway.

#### Terrible one-star reviews



Extremely rude staff. The service was terrible. We had to wait three hours for our food and it was disgusting.



The absolute worst experience I've ever had in my entire life. Don't go here.



Horrendous experience. I would never go to this place again and I wouldn't recommend it to my worst enemy.

### 5 steps to handle the worst of the worst reviews

- 1 Get your facts straight. Make sure you know all the ins and outs to understand the complaint.
- 2 Get in touch with the customer privately. Let them vent while you listen.
- 3 Thank the customer for their feedback. Let them know you want to make things right.
- 4 Ask the customer for a solution. What would it take to make them happy again? Make this happen!
- 5 After a while, ask the customer to update the review based on their current experience.

One thing to avoid? Never ask customers to take down their reviews. This could make things a lot worse.

## 5 Rebuilding trust and reputation

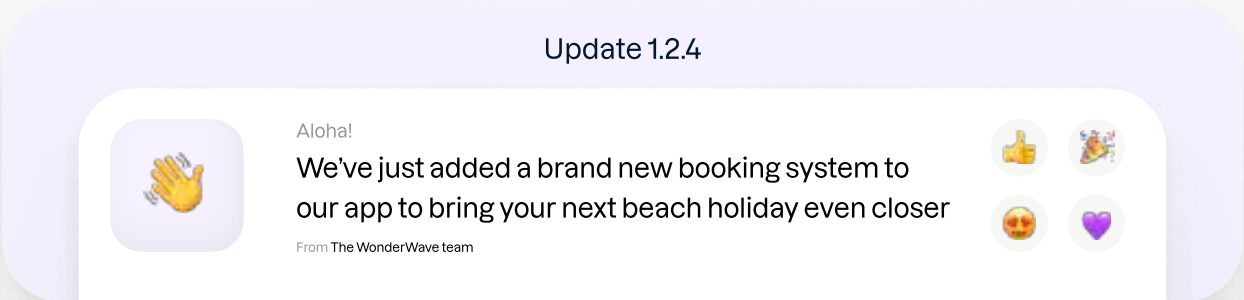
To rebuild trust, you continuously have to keep on improving. Adapt the product or service to valuable feedback, communicate change and encourage positive reviews.

### Improve the product or experience

If you want to bounce back from your worst customer reviews, ensure you're working on changing your products or services. Know that customer feedback is a good thing. It allows you to improve your product or service and make unhappy customers happy.

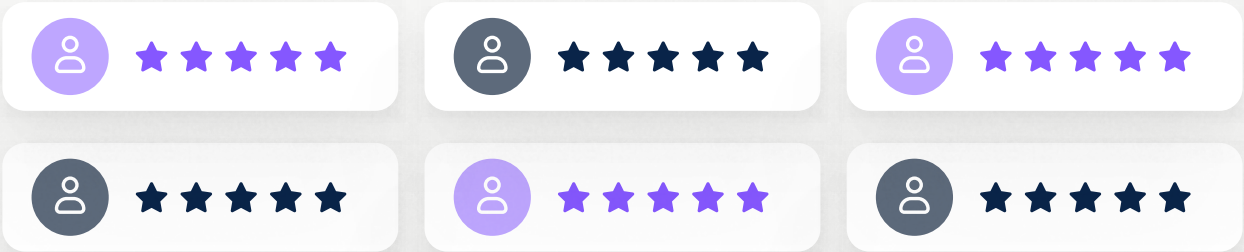
### Communicate change

Do you have a new product or service? Let your customers know! Let customers know you've changed the product or service. You can do this via app store updates, newsletters, or other online channels.



### Encourage positive reviews

Always look on the bright side. Encourage happy customers to leave a review. If you balance out the good and bad, you can minimise the impact of your worst reviews. So frequently send surveys and follow-up emails, preferably within 3 days after they've received your product or experienced your service.

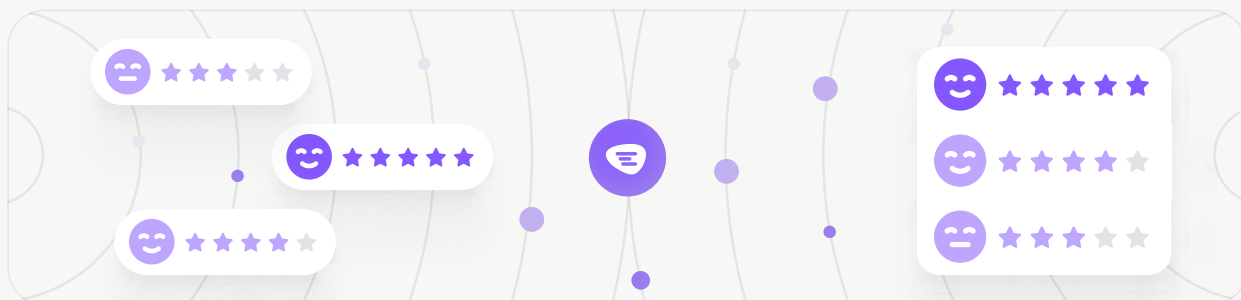


## 6 Setting up your team for success

Negative feedback can directly impact your team spirit as well as your revenue. So if you want to set up your engagement team for success, focus on the good.

### 5 ways to set up your team for success

- 1 Make a list of pre-written responses that help your customer engagement experts deal with negative feedback
- 2 Foster a culture of continuous improvement and make multidisciplinary teams work on issues
- 3 Let team members share their feedback on the product or service
- 4 Celebrate successes and wins such as several good reviews
- 5 Manage all your reviews in one platform like **Trengo** to stay in control



### Manage all platforms

Consumers not only depend on review sites. They also frequently use social media to investigate your brand. That's why you have to make sure that your customer engagement team has a good overview of all reviews coming in.

#### Top 3 most popular social media platforms consumers use for reviews\*



\* Research BrightLocal



## Are you ready to make a comeback from your worst customer reviews?

There's no need to dwell on the past. Bad reviews allow you to improve the customer experience and create loyal customers. Responding to reviews shows **you care** about their opinion, no matter how good or bad. And improving your product or service helps you turn negative reviews around. Follow the steps in this guide to improve your online reputation, attract more customers, and build a solid business.



## Create meaningful conversations

Trengo helps you to transform your reactive communication into proactive engagement, with little additional effort from your team. This way, you spend more time on your business strategy and less time worrying about bad reviews.

Do you want to know more? [Our team is always happy to help.](#)

Plan a demo





Stadsplateau 30, 3521 AZ  
Utrecht, Netherlands

