ELEVATIE

TACKLING NEGATIVE REVIEWS

A HOW-TO GUIDE TO TAKING ACTION ON NEGATIVE REVIEWS.

INTRODUCTION

No one likes negative reviews! Sometimes we have to humble ourselves and admit that not all of our customers we have are going to leave happy – despite everyone's best effort. In addition, it's hard not to take some constructive criticism personally. Having a plan in place to take action, however, is extremely crucial in the realm of online presence.

We know negative reviews and not being prepared to respond to them can do irreparable damage to your business!

Especially if you respond to negative reviews unprofessionally. There are several cases we found[1] where business owners were critiqued on their handling of their responses. Unfortunately, most of them were an emotional response that didn't even address the real issue but put the blame back on the consumer. Some responses belittled and even insulted their customers publicly.

In this eBook, we will outline a proven how-to process to respond to negative reviews, discuss ways that negative reviews can impact your business, help you improve your business operations, and review the benefits of having an online review management platform like Elevatie.

1 http://www.seerinteractive.com/blog/help-with-yelp-for-businessresponding-to-negative-reviews/

I HAVE NEGATIVE REVIEWS, WHAT DO I DO?

In our experience here are some great pointers on what you should do when faced with negative reviews. Negative reviews aren't all that bad as they could shed some light onto issues within your organization.

1. **Take them seriously, but remain calm.** It's easier said than done, to not let negative reviews get the best of you, especially your emotions. We recommend that you have someone that can respond to these negative reviews without being defensive. It's also recommended that they remain distant from the situation. Some businesses may have a public relations person who is in charge of social media and negative reviews.

2. **Don't let one Negative Nancy ruin your day.** Let's say you have a high rating on Yelp/Google and lots of positive reviews. One Negative Nancy posts a poor review. Message that person privately and apologize – even if it wasn't your fault. Choosing to apologize to the dissatisfied patient and letting her know she has been heard and acknowledged might just solve your problem. He/She might even give you a second chance. According to Yelp 17% of consumers pay attention to the quantity of positive reviews you have versus the amount of negative commentary.[1]

3. **Respond when appropriate.** Reviewers just want to be heard. If you have a Positive Polly that has left you a review, respond and show some love. She might be an influencer and by responding it shows that your company cares about their customers. If there is a Negative Nancy, apologize and explain how your employees were working diligently to serve everyone as efficiently as possible while providing world class service.

4. **Be preemptive.** Tackling negative reviews before they even happen is crucial. Be aware of your operations and have an eye of a hawk on the customer experience. Are they being cared for; are the consumers' expectations being met? Work with your team to develop strategies to close the feedback loop. Then, good reviews will certainly come.

A saying that we have adapted at Elevatie is
"we are in the business of building relationships."

SEE NEGATIVE REVIEWS AS AN OPPORTUNITY

...AN OPTIMIST SEES THE OPPORTUNITY IN EVERY DIFFICULTY

There is nothing I love more than being able to enjoy the great outdoors. Being able to get away from the city, take in the sites of the Rocky Mountains, tall pine trees, and fresh air. I wonder to myself the process that Mother Nature must have undergone to become so vibrant, peaceful, and beautiful.

So why am I talking to you about the Rockies, tall pines, and the outdoors in this eBook about negative reviews? This beautiful view has taken probably thousands of years to become something that we all can enjoy. With a lot of effort and a little love, land can turn into something beautiful to be enjoyed.

The same can be said of negative reviews. Try to stop seeing negative reviews as the customers' fault, or some horrible plot against your business. They are something that a business wouldn't want – some might say they leave a bad image – but they can be an important stepping stone in improving your business operations.

A negative review can shed some light on a problem employee or a process that isn't working so well, and give you the insights you need to correct that problem and improve your business. It's not only important to respond to negative reviews, but also use them to enact positive change in your business. If you put in a little work, show the customer a little love, you can turn a negative experience into a positive one.

THE FEEDBACK LOOP

It's easy for businesses to be passive in collecting consumer feedback. Sending out a short survey, seeing which customers are unhappy, fixing the problems, then rinse and repeat some months later. Seems simple and straight forward right?

The plan is flawed! The end goal is to retain customers.

THE FOUR PHASES:

1. The Experience
2. The Medium
3. The Analysis
4. The Refinement

THE EXPERIENCE

THE MEDIUM

THE ANALYSIS

THE REFINEMENT
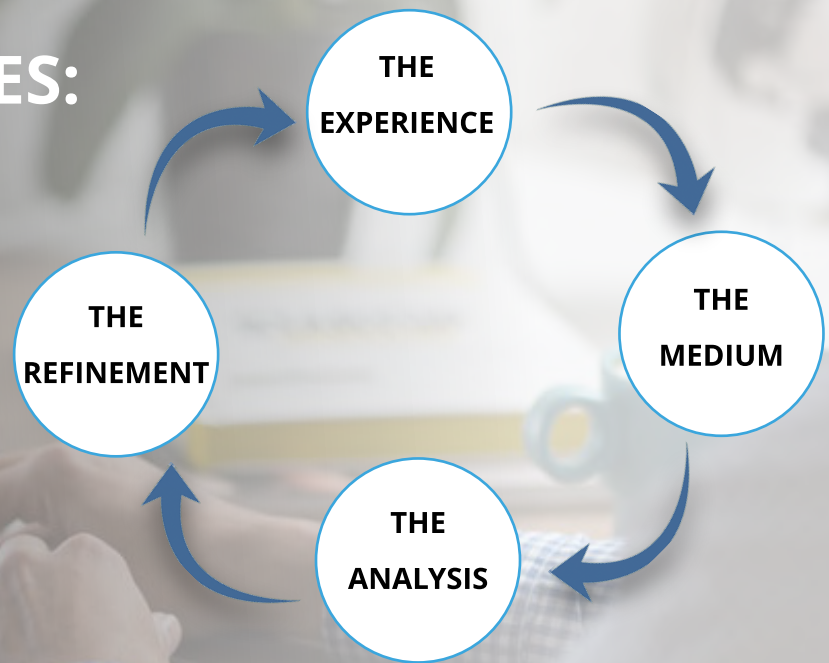
1.The Experience: The point of first contact or interaction between a company and customer. You provide your customer with a product or service, and the customer either has a satisfactory experience, or finds it lacking.

2. The Medium: A pathway for feedback, usually by sending a digital form in which you ask the customer to rate his or her experience in a series of agree/disagree statements and to provide other written comments.

3.The Analysis: Now that you have gathered your data, it is time to initiate an analysis of all the data collected. You learn more about the customers feedback and any problems in the relationships that may exist.

4.The Refinement: Take the data analysis to educate your team, while reinforcing your core customer service values in the process. Use this new information to further improve the customer relation experience in the future.

84%
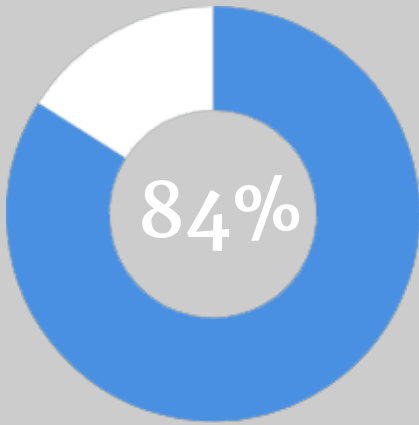
84% of people trust online reviews as much as a personal recommendation[1]

91%
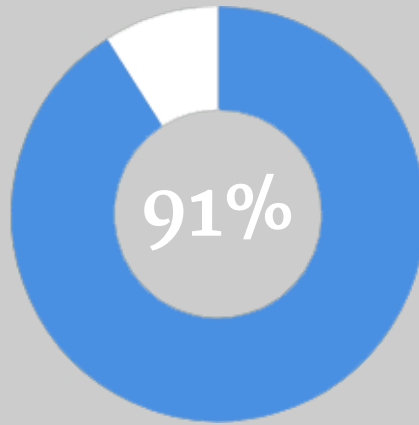
91% of consumers regularly or occasionally read online reviews[1]

90%
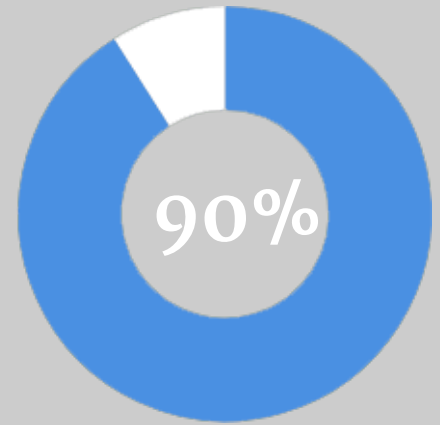
90% of consumers read 10 reviews or less before they feel that they can trust a business[1]

BUILDING TRUST

In business, its all about rapport, building trust, and the lasting relationship you develop with your consumers. After all, you want them to rave about your business and continue coming back.

Through our platform, not only are you able to integrate with review sites that matter most to you, you are able to see all the reviews from those sites.

This platform helps you generate more positive reviews. It invites your happiest customers to leave reviews as a positive statement about your business.

BUILDING BRAND

A company that recognizes the importance of branding is a company that cares about its image and perception. Negative reviews can have an adverse affect on branding. We live in a world where perception is everything and that's why companies like Nike, Coca Cola, BMW, etc... have spent hundreds and millions on branding to protect their identity and brand.

Our platform integrates with several review sites and provides businesses a tool to help them not only build their brand, but protect it as well.

Reviews have an impact on your brand. They drive more traffic to your business as they are left on industry specific sites that matter most to you.

MARKETING

Like they say "There is no such thing as bad publicity". We at Elevatie like to think that is a **MYTH**. There is such a thing as bad publicity especially on a global level. For example, when Volkswagen's emission scandal came out it cost them **$18bn**[1].

As result, Volkswagen will be spending millions if not billions on rebuilding their brand and marketing their product.

Negative reviews affect your bottom line!

The beauty of this platform is that it provides businesses a second chance to address any negativity.

1 https://www.usatoday.com/story/money/cars/2016/04/22/

volkswagen-emissions-scandal-cost/83379520/
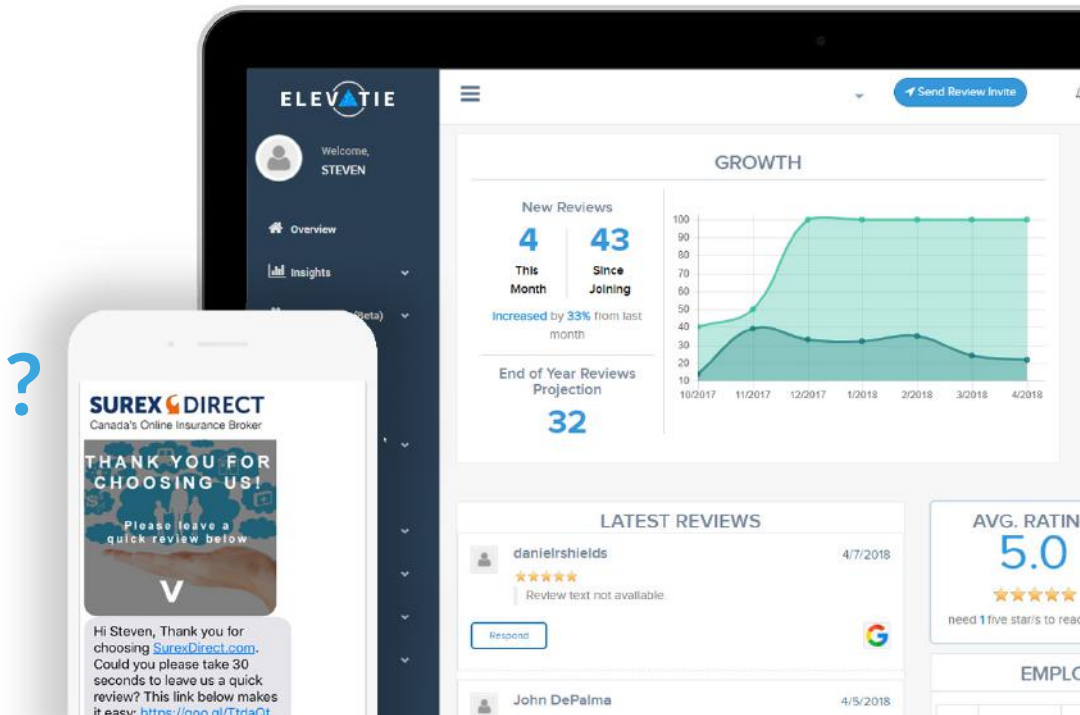
WHY ELEVATIE?

Elevatie's platform gives you the ability to fully fine-tune your business and utilize the power of online reviews. This platform is seamless and can easily convert your customers into online advocates for your business in a matter of clicks.

This is accomplished by:

• Promoting a balanced online presence across several review sites.

• Connecting you with your online reputation to monitor, track, and respond in real-time. With real-time notifications, we have made it easy for you can respond quickly to any problems that may arise.

• Elevatie is improving business by continuously integrating   with industry-leading software platforms, fostering partnerships, and allowing you to collect and report on new reviews as they come.

Kristin Smaby, a leader in customer service, commented in a recent article that businesses should no longer shy away from online interactions with their customers. She said, *"It's time to consider an entirely different approach: building human−centric customer service through great people and clever technology. So, get to know your customers. Humanize them. Humanize yourself. It's worth it."*[5]

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5 http://www.conversity.com/save-reputation-sanity-customer-

service-mattersnow-time-become-human-centric/#axzz4ahloTAlZ

CONCLUSION

Elevatie's platform provides businesses a second chance and tools to generate up to 20 times more in positive reviews. Empowering businesses to tackle negative reviews in real-time and closing the feedback loop sooner than before . The platform notifies and alerts you of any negative experiences before they become larger problems.

KEY TAKEAWAYS:

- Positive brand recognition is of the utmost importance when it comes to online reputation management. Our platform helps you build your brand, and to protect it.

- Improved customer relations by closing the feedback loop sooner than ever before. You get real-time feedback on actionable items.

- Use your happiest customers as the new marketing engine by asking them to leave reviews on sites that matter most to you. 60% of consumers say that negative reviews make them not want to use a business.[1]

1 https://brightlocal.com/learn/local-consumer-review-survey

E L E V A T I E

Learn how Elevatie's software can help improve your customer service, while also enabling you to increase revenue, increase traffic, build loyalty with potential customers, and improve your business operations.

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