

ERIC D. GARCIA

@EricGarciaFL

- IT Expert
- Digital Marketer
- Industry Thought Leader



DEALING WITH NEGATIVE REVIEWS

I want to help you manage bad reviews by giving you proven techniques designed to mitigate any negative effects of a review before they become a thorn in your side. Here are 3 simple steps for resolving conflict and restoring online confidence in your practice.

STEP 1: STOP!

Do NOT respond right away! Take time to review the comment, and let the initial shock wear off. This will allow you to respond with a level-headed and compassionate response.

STEP 2: CONTACT THE PERSON

Do a bit of research by pulling the client's record. Contact the client with an understanding of where the experience could have taken a turn for the worse. If the client does not contact you, or you are unable to reach the pet owner, at least you responded personally & showed your commitment to resolving the issue. *(Responding to reviews online should be considered an extension of your customer service efforts.)*

STEP 3: FIND OUT WHAT WENT WRONG

During this step, make sure you are open to feedback and criticism. Also, make sure you are discussing this situation with the appropriate departments. **Ask yourself... can you learn from this?**

SAMPLE REPLIES

These are two ways you could reply to negative reviews, please use at your best discretion.

We apologize for your experience. Due to client/patient confidentiality laws, we are unable to discuss this medical case in a public forum. We highly encourage you to contact us to discuss this case on a one on one basis with our medical director. We want to review your pets medical record and review this case in further detail. Our medical director can be reached at XXX-XXX-XXXX

We apologize about your experience. We have not been able to reach you by telephone. We would like to make this situation right with you. Please call our medical director directly at XXX-XXX-XXXX

CLICK HERE to learn more on how to turn a negative into a positive.