

10 TOP TIPS

Not only negative reviews need a response.

When appropriate, make sure to respond to positive reviews also.

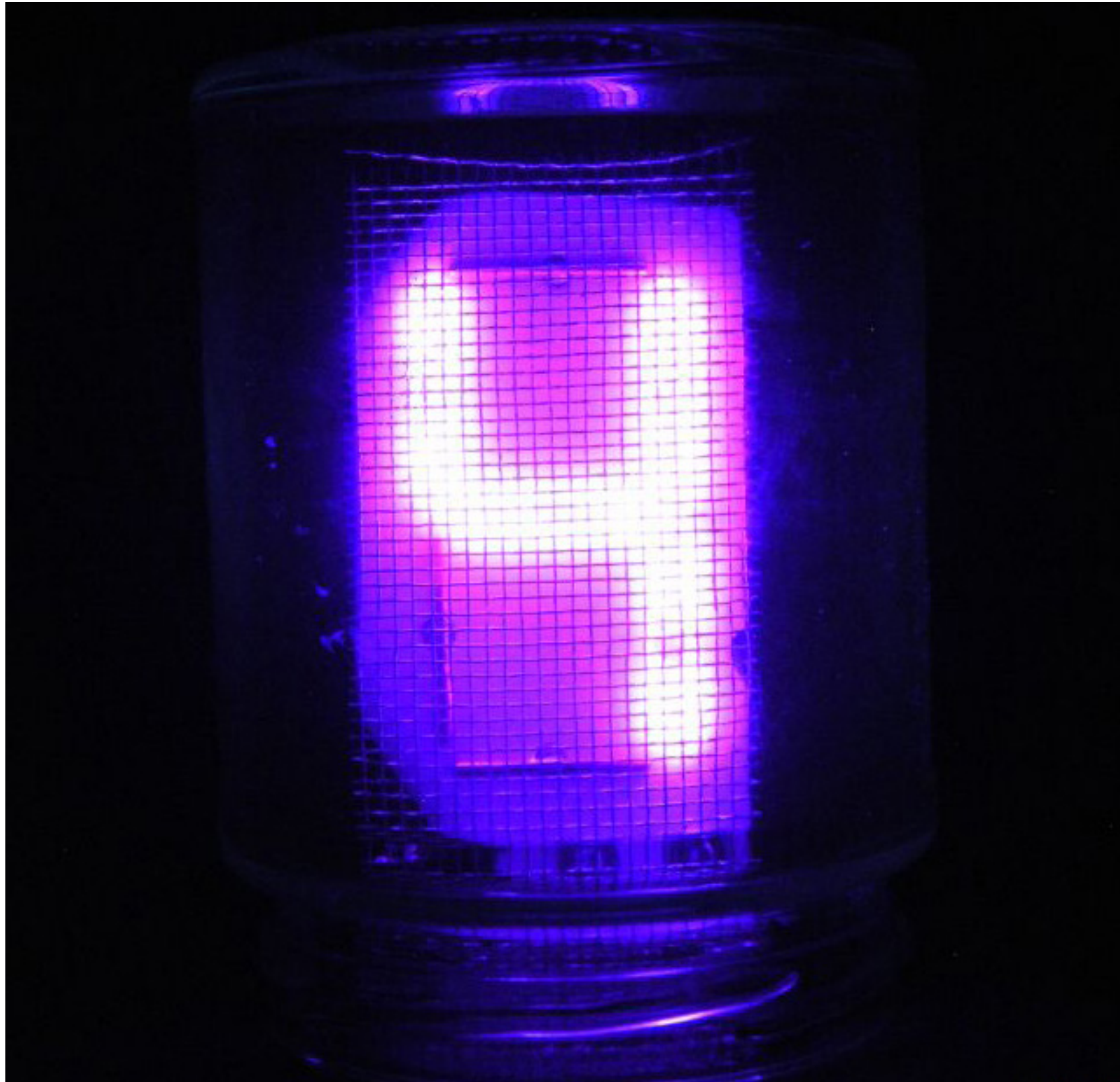




Respond quickly, the sooner the better, but make sure someone checks the response before it is sent; this avoids errors and checks tone.

If you have enough information from their name and the product/service they mention to find their order details, then look them up beforehand. You may already have their details so you could continue the conversation offline, but **DON'T** forget to go back to their online message (e.g. Amazon) and say 'Hi Joe Bloggs, We have found your details on our system and we are contacting you to find a solution to this.'





If it is a complaint, always apologize, even if you feel it's not your company's fault, you can at least say 'We are sorry you feel that way'.

Always thank them for their feedback, it is valuable to you.

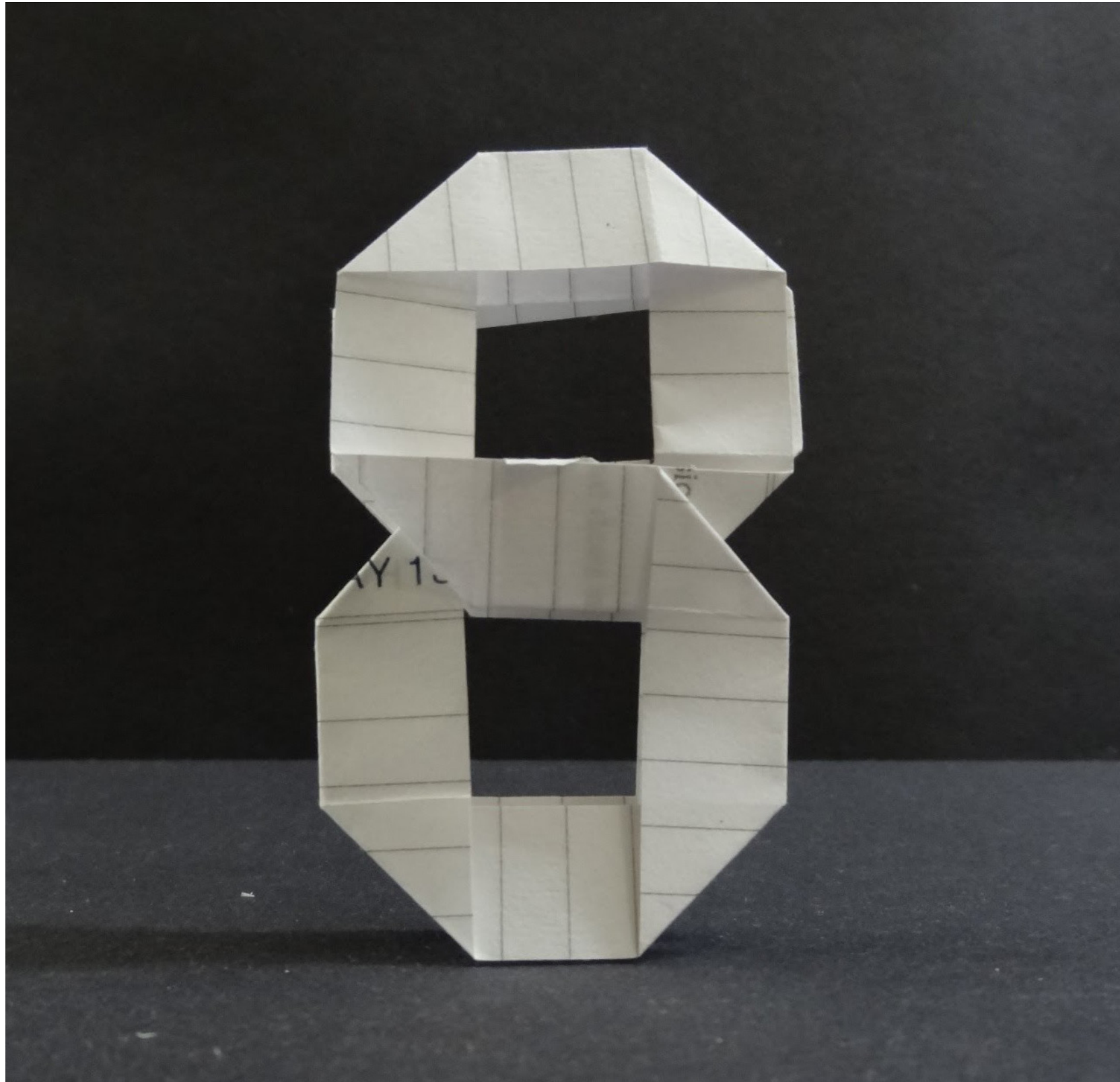




Always use their name if given,
'Thank you for your comment,
Tom.'

Always use your name, this makes it personal: 'We are working to find a solution you are happy with. Many thanks, Laura at Company'.





If appropriate, link to useful things already on your website that could help the customer, e.g.,

the size guide, the sustainability policy, the latest news.

If it's a question about a product or service, try and answer simply, and direct them to any information online.

Alternatively, offer to contact them over the phone.





***GOLDEN RULE - take the conversation offline as soon as possible if the client is unhappy, but always clarify online after you have reached a solution.**

How to track mentions:

Make sure your amazon account details are set to notify you with an email when you receive a comment.

Set up google alerts

<http://topsy.com/>

<http://socialmention.com/>

<http://www.icerocket.com/>

<http://gofishdigital.com/com->





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