



# 10 Ways to Say “I’m Sorry” & Ways to Say “Thank You”



“Social Proof” is a crucial aspect of marketing. As prospective clients go online to learn more about your product or service, they pay close attention to what your current and past customers say about your business. They notice if you ignore praise and pay even closer attention to how your brand responds to criticism.

If there is a problem, it's also important to publicly acknowledge it and handle the resolution outside public view. The general public doesn't need to see all of the details, plus you don't want to share private information, such as the person's contact information or medical information, publicly.

About 86% of consumers read reviews for local businesses which is why reviews should be your top priority. An engaged, involved, and helpful company will always have the upper hand over an absent one. It helps to build trust and demonstrates good customer service.

As an example of how to respond to an online complaint, let's look at how we handled it when one of our clients had received a negative review with false claims.



Originally I was happy with the end product till I realized that where I had the transplant seems to be uneven. Once the doctor was finished taking the follicles he left the room and the assistants were left to put the follicles in place. One seemed to be rather experienced while the other seemed to be just learning. As a result I have a bald spot on the side where the trainee was working. I was originally told it may take a year for results. I had the procedure done March of 2020 and I'm still very dissatisfied. I'm considering getting an estimate from bosley to fix this mess now. Please do your research!

## How to Respond to a Bad Review

Situations like this require a well-rounded response while remaining professional, caring, and responsive. Let's dive into the basics of how to respond to something like this:

**1.** Begin by addressing the reviewer and taking the time to appreciate the review. That may sound strange, but this is what builds you a great reputation.

*"Hi, Robert. Thank you for taking the time to leave us a review as all of our customers' experiences are important to us."*

**2.** Then, you should address the problem at hand while giving a brief explanation of why the customer may not be happy. In this particular case, our client checked their records and found that the patient had not returned for any follow-up appointments and ignored all of the messages left for them. However, it's important to not sound accusatory or get into a “he said/she said” argument online.

*"We're sad to hear you are not happy with the end product. Procedures are not one size fits all because each person requires personalized care and treatment. Some people take longer than a year to see results so it's important to keep in touch along the way. Since you have not come in for any follow-up appointments, we would love to have you in."*

**3.** Next, you should de-bunk whatever false claims have been made without being aggressive or pointing fingers.

*"We want to start by saying we can assure you that procedures are not, and never have been done, by trainees. This is not something we practice so we hope this clears up any confusion."*

**4.** Offer a resolution to the reviewer's problem. Make it known that you care about your customer and are willing to work on a solution.

*"We would love to make things right with you and ask you to call our office for a follow-up visit so we can evaluate you and see how we can move forward to give you the result you are looking for. Our appreciation and care for our patients doesn't end at the door. We're here you and are dedicated to making this right."*

**5.** And you're done! It is now in the hands of the reviewer to take the information you provided and follow up with you.

In case you need a push in the right direction, here are a few of our favorite ways to say 'Thank You' and 'I'm sorry' when responding to reviews online.

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## 10 ways to say “thank you.”

1

You made our day! Thank you so much for the great review.

2

A big thank you for taking the time to leave an excellent rating! We really appreciate your business. Please let us know what we can do for you in the future.

3

Hi Sam! Thank you for taking the time to provide a great rating. Your opinion is valued greatly, and it helps us maintain an excellent standard of service to our customers.

4

Many thanks for your 5-star review! We will share this with the team to let them know to keep up the amazing work.

5

Thank you so much for this 5-star review. We really appreciate you being a customer and helping to share the word about us. We're here for you anytime.

6

We are so grateful for your 5-star review. Thanks for sharing your rating with us and the community!

7

We're thankful that you took the time out to leave us a review. Your feedback helps us to improve service for everyone!

8

Thank you for the kind rating. We're so happy your visit with us went well. Until next time!

9

We're happy to see that you had a 5-Star experience with us. Thanks for sharing so we can continue to give our customers the best service that they deserve.

10

We are so delighted that you rate our service as 5 Star since we strive to provide just that for all our customers. We look forward to seeing you again soon. Best Wishes.

## 10 ways to say "I'm sorry."

1

We sincerely apologize that our service was not satisfactory for you. We aim to provide the most excellent customer service and carry our business with high standards. Please give us a call so we can make things right for you.

2

We're sorry to hear this. It is of deep concern that our standards were not met in your customer experience. Your satisfaction is important to us, and we will ensure this does not happen again. Contact us so we can help.

3

We're sorry to hear your experience was anything less than 5 Stars. We appreciate you sharing this with us so we can continue to learn & make sure we're giving our customers the best experience. Contact us today so we can make things right for you.

4

We are so sorry for the inconvenience caused. We pride ourselves on our delivery time and quality of service, and regret to hear that standard could not be met here.

5

Thank you for taking the time to provide us with your feedback. Your satisfaction is invaluable to us. We are certainly disappointed to hear that we did not meet the mark, but going forward will ensure this does not repeat itself.

6

We're sorry you had a poor experience. We will investigate this issue and get back to you shortly.

7

We would like to investigate and provide a solution that works for you. If you're open to discussing further, please get in touch with us as soon as possible. Your happiness is our priority, and we would love the opportunity to make things right.

8

On behalf of everyone here, we apologize for your poor customer experience. We aim to provide the best service to all our customers, and as you can see from the other reviews, your negative experience was truly an exception. You have our word when we promise not to let this happen again. Our staff will commit to improving their delivery and give you the star service you deserve, should you choose us again. Please accept our heartfelt apologies in the meantime.

9

We apologize for what happened. The service you received does not align with our standards or mission. Contact us today so we can make things right for you in any way we can.

10

We never want to hear that our company didn't deliver stellar service. But we pride ourselves on making things right. Please contact us so we can fix this issue for you.

That should give you a good start for handling social media community management and responses to reviews placed online. For more information on Efferent Media's community management and review management services give us a call at (631) 867-0900