Review Reply Toolkit

Reply calm. Fix it. Earn honest reviews every week. · Customers & Retention · Episode 063

These are examples, not promises. Figures are illustrations for learning, not results you should expect. General education, not financial, legal or tax advice. Currency is USD.

Planned download: https://loftybiz.net/free/review-reply-toolkit — not confirmed live. Systex: https://loftybiz.net

How to use

1. Reply in public. Use the Reply template: wait, check the facts, three or four lines, own the fair part with no "but", take it offline, and say what you changed. Never pressure anyone to edit or remove a review.

2. Log every complaint. On the Complaint list, tag each one (food, noise, staff, price, cleanliness or other). Assign an owner. Status and overdue flags are live formulas.

3. Find the root cause. Look at the tag counts every week. If the same problem keeps appearing, fix the system, not only the last review.

4. Ask every customer. Use the Ask tracker. Review gating (asking only happy customers) is not allowed. Make it one tap with a QR card and a same-day link. Never reward or fake a review.

5. Reply to every review. Thank people by name for the good ones. Use the calm short reply for the bad. Report only spam, abuse, or someone who was never a customer, through the official process.

6. Check every Friday. The Weekly habit tab totals unanswered reviews, overdue complaint follow-ups, and how many customers you asked.

The public reply, in short

Wait, then check the facts. Thank them, name the specific problem, and apologise with no “but”. Take the conversation offline. If you made a change, add one true line about it. Never pressure anyone to edit or remove a review. Draft the reply, wait an hour, then post. Write each one fresh.

Live formulas in the spreadsheet

Complaint status is Reply overdue, Follow-up overdue, or Closed or on track. Tag counts use COUNTIF. Ask rate = asked ÷ customers served. Review rate = reviews left ÷ customers served. The Friday habit tab pulls live overdue totals from the complaint list.

Worked examples (illustration only)

Khamla’s guesthouse in Vientiane: rooms about $30 a night, meals about $6. Rating about 3.9 to 4.5 in six months; occupancy around 55% to 70%. Kossi’s phone repair shop in Lomé: typical repair about $25. Reviews about 9 to 160 in eight months; rating about 4.1 to 4.6; map-found new customers about 3 to 12 a week. These are examples, not promises.