

The Ultimate Responding to Online Reviews Cheat Sheet

Why?

Your **primary** goal is to show travelers searching for reviews that your hotel cares about its guests and all problems are fixed. Your **secondary** goal is to reach out to the guest who wrote the review.

When?

A negative review on the top of your profile can harm your bookings significantly, so reply as quickly as possible, at least daily.

How often?

Research says, only reply to 40% of your reviews, more and travelers don't perceive it as genuine. Reply to all negative ones (3 stars or 7.0 and below) and some positive ones.

Tips

- ✓ Don't use canned responses
- ✓ Prioritize long reviews
- ✓ Try to respond wherever you get reviews, not just one website
- ✓ Don't offer compensation for problems in your response
- ✓ Show understanding & compassion if you cannot resolve an issue
- ✓ Ask the guest to contact you by email/phone in case of serious allegations
- ✓ Reply to foreign-language reviews, even if it's in English
- ✓ Add little suggestions for the next stay (e.g. "try our spa next time")

What to write?

Salutation	<i>Dear John</i>	<ul style="list-style-type: none">• set the tone for the review• use the reviewer's name
Thanks	<i>Thank you for your review.</i>	<ul style="list-style-type: none">• thank the guest for the effort or for staying at your hotel
Apology	<i>I'm sorry to hear that you couldn't use the WIFI</i>	<ul style="list-style-type: none">• show compassion even if you're not at fault
Consequence	<i>We will look into improving the instructions.</i>	<ul style="list-style-type: none">• don't explain why the problem occurred, but tell how you will avoid it in the future.
Highlight	<i>It's great to hear you liked our breakfast.</i>	<ul style="list-style-type: none">• draw attention to the positive aspects• this also personalizes your response
Invitation	<i>Try the fresh pancakes we're adding from next week.</i>	<ul style="list-style-type: none">• invite the guest back• make a personal suggestion for the next visit
Closing	<i>Kind Regards, Peter Smith, General Manager</i>	<ul style="list-style-type: none">• add your name and title• not necessary if the website adds this automatically (e.g. TripAdvisor)