



Responses for Online Reviews

*Please refer to the responses below when communicating with a customer. **Note:** feel free to personalize the messaging. The responses **below are meant as a starting point only**, however, the general context should be adhered to.*

Immediate Generic Response: (online)

My name is *(insert your name and title here)* and I'm sorry to hear about your circumstances surrounding Swingle services. Please be assured that your concerns have been heard and are currently being addressed. If you have any immediate concerns I can be reached at *(insert your phone number/email)*. Thank you for your continued patience and you'll be hearing back from us shortly.

Cannot Find Customer in System: (online)

We're sorry to hear about your circumstances surrounding Swingle services. Unfortunately I'm unable to find your account in our system. Resolving this matter is important to us, therefore please provide me with your name and phone number so I can better assist you. My name is *(insert your name and title here)* and I can be reached at *(insert your phone number/email)*. Thank you for your continued patience.

Response to Positive Review: (online)

Everyone at Swingle would like to thank you for expressing your honest feedback regarding Swingle services. We continually strive to satisfy our valued customers, and feedback (both good and bad) provides us with an opportunity to learn ways to improve our business. We look forward to our continued relationship.

Asking Customer To Update Review: (offline)

Dear valued customer,

Swingle has researched the matter further, and are pleased to have been able to rectify the circumstances surrounding services to your satisfaction. Thank you again for your continued patience in achieving a resolution. If possible, we would appreciate you updating your online review to include the positive outcome you received. If you have any additional issues going forward, please don't hesitate to contact me. My name is *(insert your name and title here)* and I can be reached at *(insert your phone number/email)*.

After Swingle Has Reached a Resolution: (online)

Swingle has researched the matter further, and are pleased to have been able to rectify the circumstances surrounding your services to your satisfaction. Thank you again for your continued patience in achieving a resolution. If you have any additional issues going forward, please don't hesitate to contact me. My name is *(insert your name and title here)* and I can be reached at *(insert your phone number/email)*.

No Response But Have Reached out to the Customer: (online)

We're sorry to hear about your circumstances surrounding Swingle services. We'd appreciate the opportunity to resolve this matter to your satisfaction. Please feel free to contact me anytime. My name is *(insert your name and title here)* and I can be reached at *(insert your phone number/email)*.

Online Review Process

Goal: To resolve an online review/complaint in a timely manner. The ultimate goal is to provide **impeccable customer service, while maintaining their business and brand loyalty.** Additionally, the negative review should be updated or removed entirely.

Strategy – *once you've been notified of OR identified a negative online review:*

1. Immediately respond with a personalized, generic response
 - a. Shows customer their circumstances are valued and being addressed
 - b. Speaks to Swingle's commitment to customer service with other visitors seeing the review
2. Locate the customer's account in Evergreen
 - a. If the customer cannot be found, respond with "cannot find customer in system" response
 - b. If customer is found, proceed to #3
3. Enter "complaint" in Evergreen system
 - a. Address complaint to appropriate Swingle representative based on the account history and submit
 - b. Be sure to check off "send email" so the representative is notified that a "complaint" has been entered in Evergreen
4. Research
 - a. Look through the "notes" in Evergreen to determine if a dialogue has already transpired with an LCC or other Swingle team member for a resolution
 - b. Communicate with associated Swingle team members to gain further insight for a proper and timely response
5. When to reply to review
 - a. Initial review should be responded to immediately (see #1)
 - b. A resolution should be provided to the customer in 24-36 hours
 - c. Check the account in Evergreen, after 24 hours, to see if a resolution has been reached and entered into the system...if not...
 - i. Follow up personally with the appropriate Swingle representative to check on the status of the complaint
6. When a positive resolution has been reached, ask the customer to update or remove their review online

Notes on writing a response:

1. Directly address the customer's concern
2. Take ownership of what may have gone wrong
3. Personalize the message – include your name and contact information
4. Conversations should be taken off-line (email/phone)