

REVIEW MANAGEMENT

Review Response Templates

Professional templates for responding to all types of reviews

- ✓ 25+ templates
- ✓ Positive & negative
- ✓ Brand voice

Review Response Templates

Professional templates for responding to all types of reviews

50+ Review Response Templates

Copy-Paste Responses for Every Type of Customer Review

How to Use These Templates

1. **Find the review type** that matches your situation
2. **Copy the template** and paste into your response
3. **Customize** the bracketed sections [like this]
4. **Review** for tone and accuracy before posting
5. **Respond within 24-48 hours** for best results

Pro tip: Personalize at least 2-3 elements per response to avoid sounding robotic.

Part 1: 5-Star Review Responses

Template 1: The Grateful Response

```
Thank you so much for the wonderful review, [Name]! We're thrilled to hear that [specific th  
- [Your name], [Title] at [Business]
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Template 2: The Specific Appreciation

```
[Name], thank you for taking the time to share your experience! We're so glad [specific serv
```

Template 3: The Team Shout-Out

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What a fantastic review, [Name]! I'll make sure to share your kind words with [employee name
```

Template 4: The Relationship Builder

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[Name], reviews like yours remind us why we do what we do! Thank you for highlighting [speci
```

Template 5: The Loyalty Acknowledger

[Name], we're so grateful for your continued support! Knowing that loyal customers like you

Template 6: The Short & Sweet

Thank you, [Name]! We loved having you and can't wait to see you again!

Template 7: The Premium Experience Response

[Name], thank you for this wonderful feedback! Providing [exceptional service/quality product]

Part 2: 4-Star Review Responses

Template 8: The Appreciative Improver

Thank you for the great review, [Name]! We're thrilled you enjoyed [positive aspect they men]

Template 9: The Confident Response

[Name], thanks for sharing your experience! We're glad [specific positive] hit the mark. We'

Template 10: The Curious Improver

Thank you for the positive feedback, [Name]! We appreciate you taking the time to review us.

Template 11: The Gracious Accept

[Name], we really appreciate your 4-star review and kind words about [specific thing]. Thank

Part 3: 3-Star Review Responses

Template 12: The Balanced Response

Thank you for your honest feedback, [Name]. We're glad [positive aspect] met your expectatio

Template 13: The Problem Solver

[Name], thank you for sharing your experience. We appreciate you highlighting both what work

Template 14: The Accountability Response

We appreciate your candid review, [Name]. A 3-star experience isn't what we aim for, and we

Template 15: The Direct Outreach

Thank you for the feedback, [Name]. We're sorry your experience wasn't exceptional. I'd pers
- [Name], [Title]

Part 4: 2-Star Review Responses

Template 16: The Sincere Apology

[Name], we're truly sorry to hear about your disappointing experience. This isn't the standa

Template 17: The Ownership Response

Thank you for bringing this to our attention, [Name]. We're disappointed we fell short with

Template 18: The Action-Oriented Response

[Name], I'm [Name], [Title], and I want to personally apologize for your experience. What yo

Template 19: The Understanding Response

We hear you, [Name], and we're sorry. Your experience with [issue] should never have happene

Part 5: 1-Star Review Responses

Template 20: The Full Accountability

[Name], I'm deeply sorry for your experience. This is not who we are or who we strive to be.

Sincerely,
[Name], [Title]

Template 21: The Genuine Concern Response

[Name], reading your review genuinely upset me. You deserved so much better than what you re

Template 22: The Professional Resolution

Thank you for taking the time to share this feedback, [Name]. We're truly sorry your experie

Template 23: The Empathetic Response

[Name], we understand your frustration and we're truly sorry. What you experienced with [iss

Template 24: The Investigation Response

[Name], thank you for bringing this to our attention. We take this matter very seriously. We

Part 6: Specific Situation Templates

Service/Wait Time Complaints

Template 25: Long Wait Times

[Name], we sincerely apologize for the wait you experienced. We know your time is valuable,

Template 26: Slow Service

We're sorry the service wasn't as quick as it should have been, [Name]. That's not the exper

Staff/Employee Complaints

Template 27: Rude Employee

[Name], we're deeply sorry for how you were treated. This behavior is completely unacceptabl

Template 28: Unhelpful Staff

We apologize that our team wasn't more helpful, [Name]. Customer service is our priority, an

Product/Quality Complaints

Template 29: Product Quality Issue

[Name], we're sorry [product] didn't meet your expectations. Quality is something we take ve

Template 30: Wrong Order

We sincerely apologize for the mix-up with your order, [Name]. That's frustrating and should

Pricing Complaints

Template 31: High Prices

Thank you for your feedback, [Name]. We understand price is an important factor. Our pricing

Template 32: Hidden Fees

[Name], we apologize for any confusion about pricing. Transparency is important to us. We'd

Cleanliness Complaints

Template 33: Cleanliness Issues

[Name], thank you for bringing this to our attention. Cleanliness is a top priority, and we'

Booking/Reservation Issues

Template 34: Reservation Problems

We apologize for the issues with your reservation, [Name]. That's incredibly frustrating, es

Part 7: Industry-Specific Templates

Restaurant/Food Service

Template 35: Food Quality Complaint

[Name], we're sorry your meal didn't meet our usual standards. As a [restaurant type], quali

Template 36: Positive Food Review

Thank you for the delicious review, [Name]! We're thrilled you enjoyed [specific dish]. Our

Healthcare/Medical

Template 37: Medical Practice Response

Thank you for your feedback, [Name]. We take patient experience very seriously. Due to priva

Retail/E-commerce

Template 38: Shipping Delay

We apologize for the delay in receiving your order, [Name]. We understand how frustrating wa

Template 39: Return/Exchange Issue

[Name], we're sorry the return process was difficult. That's not the experience we want for

Professional Services

Template 40: Service Quality

Thank you for your feedback, [Name]. We're sorry our [service] didn't meet your expectations

Hospitality/Hotels

Template 41: Room Issues

[Name], we sincerely apologize for the issues with your room. Your comfort is our priority,

Part 8: Handling Tricky Situations

Fake/Suspicious Reviews

Template 42: Suspected Fake Review

We don't have any record of your visit, [Name]. We'd like to address your concerns, but we c

Competitor Reviews

Template 43: Suspected Competitor

Thank you for the feedback. We'd like to learn more about your experience, but we're having

Unreasonable Demands

Template 44: Unreasonable Request

Thank you for your feedback, [Name]. We always strive to find fair solutions for our custome

Already Resolved Issues

Template 45: Issue Already Resolved

[Name], we're glad we were able to resolve this issue when you contacted us. We apologize ag

Old Reviews

Template 46: Responding to Old Review

[Name], we recently came across your review from [timeframe] and wanted to reach out. We're

Part 9: Follow-Up Templates

After Resolution

Template 47: Post-Resolution Check-In

Hi [Name], following up on our conversation about your recent experience. I wanted to make s

Encouraging Updated Reviews

Template 48: Request to Update Review

[Name], thank you for giving us the opportunity to make things right. We hope your experience

Part 10: Proactive Templates

Requesting Reviews from Happy Customers

Template 49: Review Request Email

Subject: How was your experience with [Business Name]?

Hi [Name],

Thank you for choosing [Business Name]! We hope [product/service] exceeded your expectations

If you have a moment, we'd love to hear about your experience. Your review helps other custo

[Review Link Button]

Thank you for your support!

[Your Name]

[Business Name]

Thank You for Updating

Template 50: Thanks for Updated Review

[Name], we noticed you updated your review, and we can't thank you enough. Your willingness

Quick Reference: Do's and Don'ts

DO:

- Respond within 24-48 hours
- Use the reviewer's name
- Be specific about their feedback
- Take responsibility when appropriate
- Offer to take the conversation offline
- Thank them regardless of rating
- Keep it professional and genuine

DON'T:

- Be defensive or argumentative
- Make excuses
- Reveal customer private information

- Use generic copy-paste responses
 - Ignore negative reviews
 - Promise things you can't deliver
 - Get emotional or sarcastic
-

Response Time Guidelines

Review Type	Response Time	Priority
1-Star	Within 2-4 hours	URGENT
2-Star	Within 24 hours	HIGH
3-Star	Within 24-48 hours	MEDIUM
4-Star	Within 48 hours	MEDIUM
5-Star	Within 48-72 hours	NORMAL

Want to Automate Your Review Responses?

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