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Ways to Transform Negative Reviews Into a Positive Experience (Seriously!)

Eighty-six percent of online consumers would like (or love) to hear from a company regarding a complaint or negative review.¹ The truth is, your practice's response to negative reviews is almost as important as the review itself.

Use the following tools to help you respond appropriately to negative online reviews.

1

Determine the Facts

Unfortunately, if your practice receives several negative comments about a service or member of your staff, it's likely that they contain some truth. Before posting your response, investigate what happened and verify the information mentioned by the reviewer.



2

Address the Reviewer's Concern

If you or someone in your staff was in the wrong, apologize directly for their experience and recognize what you could have done differently. Provide the reviewer with a personal office number or email address, so they can contact you directly and feel confident that their complaint will be addressed quickly.

If their complaint is not valid, respond politely with your side of the story, apologize for the misunderstanding and ask what you can do to resolve the situation.



3

Consider Comments as Free Research

Not all clients will tell you directly what they think you could improve. However, many of those who do actually offer valuable information that you and your staff can use to improve your patients' overall experience. Make note of any problems or recommendations people mention and try to see which suggestions are valuable, implementable and could benefit your practice.



4

Use SEO Keywords

While not all negative reviews can ultimately be made positive ones, you can at least use your responses to encourage an improved ranking on Google's search results page. Try to incorporate industry-specific keywords *naturally* into your review responses to further improve your likelihood of ranking first on Google's first page when someone searches Yelp or Google+ for related services.



5

Be Genuine

Do not copy and paste the same generic answer as a response to every review you receive. Instead, recognize the reviewer directly, and encourage them to contact you and stop by your practice again for an improved experience, even if it is just to say hello. This small gesture could be the difference in attracting onetime patients and guaranteeing lifelong ones.

