

## How to respond to comments online.

Respond to all feedback: Whether the review is positive or not-so-positive, thank your customers regardless for taking the time to help your business grow in the right direction.

Here are handy response examples so you can get the best outcome out of any review!

### Tips:

- » **Every message deserves a response !**
- » **Setup automatic response for private messages**  
( Easy to do with FB chatbot )
- » **Try to keep your response time as short as possible** ( Max 24hours )
- » **Respect your company tone of voice**
- » **Refer to the house rules whenever it's needed**  
Publish your house rules on FB (many examples online)

## 2 types of messages

### Private

- » Only CCV can see it
- » Direct messages

### Public

- » Everybody can see it
- » Company reviews
- » Post on page
- » Comment on post
- » Post on third party page with CCV tag



## Response Templates



### Positive messages

Example:

*Thank you for your great service!*

Dear \*customer name\*, thank you for reaching out to us. We are thrilled you enjoy your experience. We are working hard to put customer satisfaction as our priority, so thank you for your kind words. We look forward seeing you again, \*name\* (OR Your \*company name\* Team)



### Positive messages

Example:

*I would like to have your price list*

Custom response



### Negative messages

Example: *My product is not working, could you help me?*

Dear \*customer name\*, thank you for reaching out to us. We are sorry to read about your experience. Customer satisfaction is a high priority for us. Please share your contact details through direct message and we will contact you shortly in order to find a solution. We would love to make things right. Thank you, \*name\* (OR Your \*company name\* Team)  
Negative emotional (crisis)

Example: *I am very disappointed with your product and services, I will never work with CCV again, etc*  
Custom response