**Review Responses – Upset or Negative Customer**

1. **Apologize & Offer Amends**

Dear (insert customer name), I’m so sorry, and we sincerely apologize for (review detail). Please reach out to us at (contact information) so we can make it right.

1. **We Didn’t Meet Your Expectations**

Thank you for sharing this honest feedback, (insert customer name). We apologize for not meeting your expectations. Please know that our team is working to prevent (review detail) from happening again.

1. **You’re Making Us Better**

Dear (insert customer name), thank you for taking the time to share your experience. This is not how we aim to run our business. We’re currently making adjustments to make sure (review detail) doesn’t happen again. We appreciate your feedback, as it’s helping us to improve and ensure a better experience for you next time.

1. **Own it**

Dear (insert customer name), we messed up. We appreciate your honest feedback about (issue), and we apologize for the way things went. If you’re willing to give us another shot, we’d appreciate the opportunity to give you the (experience/product) you deserve.

1. **Thank You for Taking the Time…**

Thank you for taking the time to share this experience with us, (insert customer name). Details like these are vitally important to us so we know what we can do to make it better next time. If you have any additional suggestions for how we can improve your experience, please don’t hesitate to reach out to us at (contact information).

1. **We Couldn’t Improve Without You**

We would not be able to grow and develop without feedback like yours, (insert customer name). Although we’re disheartened by your experience, we’re grateful for your feedback so we can work to prevent (review detail) from happening again.

1. **Anything Else You Need, Let Us Know**

Dear (insert customer name), thank you for sharing your experience with us here at (insert company name). We’re working to resolve (issue/review detail) right away. If there’s anything else we can help you with in the meantime, please contact us here: (contact information)

1. **Keep Them In the Loop**

(Insert customer name), thank you for bringing this to our attention. We have taken the following steps to ensure this doesn’t happen again: (insert what you’ve done so far)

1. **How Can We Make it Better?**

(Insert customer name), we appreciate you sharing your experience with us and would like to get in touch with you about how we can improve your experience next time. Please get in touch with us here (insert contact us link page).

1. **Ask for Clarification**

Dear (insert customer name), we’re sorry to hear that we didn’t meet your expectations. We’d like to learn more about what issues you’re experiencing so we can resolve them. Please contact us at (contact information) so we can help.