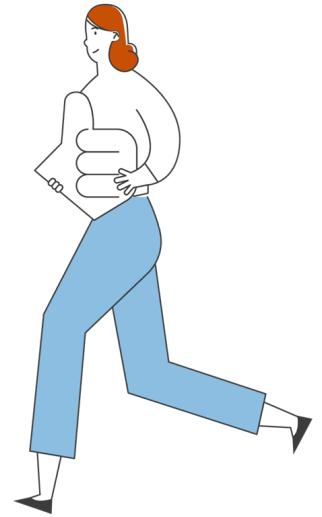




How to Handle Bad Reviews

Bad reviews happen (even to great companies), but how you handle them can actually boost your credibility and even win future business. Here's what you can do when facing a negative review:



1. Don't Panic or Get Defensive

- Relax and take a deep breath. A bad review isn't the end of the world.
- Resist the urge to argue or take it personally—even if the reviewer is way off base.
- Step back and collect your thoughts.

2. Respond Promptly and Professionally

- Respond publicly and calmly, showing empathy and a willingness to resolve the issue.
- In your response include the following:
 - Thank them for the feedback and an opportunity to make it right.
 - Acknowledge their frustration or experience.
 - Offer to resolve the issue offline (via phone or email).
 - Keep it short, respectful, and helpful.
 - Be willing to make it right.

3. Move the Conversation Offline

- Follow up by phone or email to get the full story and offer solutions.
- Sometimes fixing the issue leads to the reviewer updating or removing the review.

4. Learn from the Experience

- Determine if the bad review was a one-off mistake or a pattern.
- Look at the complaint carefully. Was it about customer service, product quality, speed, communication? Implement clear changes and improvements.
- Share the feedback with your team and use it to tighten up processes or customer communication.



5. Load up on Positive Reviews

- Keep requesting reviews from happy customers to dilute the negative one.
- A steady stream of great feedback shows that the bad review was an exception.
- Post updates about improvements you've made (new processes, better training, new offerings).
- This shows you're proactive and serious about quality.

Best Practice

- Never ignore bad reviews. They will not go away and ignoring them implies you are not willing to work to resolve the issue.
- Never fake reviews or try to "push down" a bad one dishonestly.
- Use negative reviews as part of your transparency—show you care and want to improve.
- If the review violates platform rules (false, spam, abusive), report it to Google, Yelp, etc.
- Rebuilding trust takes time. Keep showing up consistently with professionalism and quality.
- Most people are willing to give a second chance if they see real change.

Sample Replies

Here are a few replies to bad reviews that you can use or modify to better fit your needs.

General Example

"Hi [Name], we're sorry to hear about your experience. That's not the standard we aim for, and we appreciate you bringing this to our attention. We'd love to learn more and make it right; please reach out to us at [contact info]."

Unhappy with Installation Example

Hi [Reviewer's Name],

We're truly sorry to hear that your experience with our installation didn't meet expectations.

That's never the kind of experience we want our customers to have, and we take your feedback seriously.

Our goal is always to deliver high-quality solar solutions and a smooth process from start to finish.

We'd love the opportunity to make this right and understand more about what happened.



THRYVE

Please reach out to us directly at [your phone number or email] so we can work toward a resolution. We value your trust and hope to turn this around.

Thank you for bringing this to our attention,
– The [Your Company Name] Team

Installation Delay Example

Hi [Reviewer's Name],

Thanks for your feedback—and we're genuinely sorry to hear about the delays you experienced during your solar installation.

We understand how frustrating delays can be, especially when you're excited to get your system up and running. While some timing issues can stem from permitting or utility approvals that are out of our hands, we take full responsibility for keeping our customers better informed throughout the process.

We truly value your business and would appreciate the chance to speak with you directly so we can make things right. Please reach out to us at [phone/email] and we'll do our best to address your concerns quickly.

Thank you again for your patience—and for helping us improve.
– The [Your Company Name] Team

Poor Sales Experience Example

Hi [Reviewer's Name],

We're really sorry to hear that your experience with our sales process didn't meet your expectations. That's the opposite of what we aim for.

At [Your Company Name], we believe in honest, helpful, and pressure-free conversations to help customers make the best decision for their home or business. If that wasn't your experience, we want to understand what went wrong—and learn from it.

We'd be grateful for the chance to speak with you directly and make things right. Please reach out to us at [phone/email] whenever it's convenient.

Thanks for your feedback—it helps us grow and improve.
– The [Your Company Name] Team



THRYVE

Solar System Not Performing Example

Hi [Reviewer's Name],

Thank you for sharing your feedback. We're really sorry to hear that your solar system hasn't been performing the way you expected.

Our goal is to deliver systems that are both reliable and efficient—and if you're not seeing the results you were promised, we want to get to the bottom of it. There could be a number of factors involved, and we'd love the opportunity to review your system, check the data, and ensure everything is working properly.

Please reach out to us at [your phone/email] so we can investigate and find a solution. We're committed to making this right and helping you get the full value from your investment in solar.

Thanks again for bringing this to our attention,
– The [Your Company Name] Team