

QUICK TIPS FOR RESPONDING TO CUSTOMER FEEDBACK

Three (3) Simple Steps to compose an effective written response

1 - 'The Opening'

SALUTATION

- Open the response with a personalized greeting. Use the person's name – *and spell it correctly!*
- Always say thank you for the feedback (*even if it wasn't what you wanted to hear*)

Examples: "Hi Kristen, Thank you for posting a review of our community."
"Hello Shannon, We really appreciate you sharing this feedback with us."
"Sam, Thanks so much for responding to our survey."

TIP: Don't rely on a canned response – you want to sound natural and be 'real'.

2 - 'The Story'

BODY

- Accentuate the positive! Restate any compliments mentioned in the review
- Acknowledge any concerns and apologize for their experience (*After discussing with your manager or team, explain how you are going to resolve the problem or what will happen now*)
- Be sincere and truthful – say what you mean and always mean what you say

Examples: "We're excited to hear that you are enjoying our resort style pool!"
"We are sorry you've been experiencing noise issues late at night. We've contacted you privately for more details so we can resolve this right away."
"We understand rent increases are no fun, but we're working extra hard to make the living experience here worth every penny. Have you seen our....[fill in with property benefits!]"

TIP: Need help finding the *right* words? Check out [Thesaurus.com](http://thesaurus.com).

3 - 'The Ending'

CLOSING

- Wrap up politely and professionally
- Don't hesitate to say thank you (or apologize) again
- Remain respectful in negative situations

Examples: "Again, we appreciate your time and the feedback you've provided."
"We look forward to working through this to ensure you the best resident experience in the future."
"Your comments have been extremely helpful. We are very sorry to see you leave and hope you will consider living here again at some point in the future."

TIP: Remember! You ARE your brand. What you say online is there **forever!**

GENERAL TIPS

BEFORE YOU SEND/SUBMIT

- Re-read your comments
Does your response make sense? Is it professional in tone? Did you address any relevant issues?
- Check for proper capitalization
Your community name, the poster's name, the first letter of each sentence, etc.
- Make sure there aren't any missing words
Forgetting a 'not' could be a big deal!
- Run a final spell check

TIP: Try this free online resource!
[GrammarSlammer](http://grammar.slammer.com)