



GUIDES / FREE PDF

The Review Response Playbook

Build a thoughtful routine for reading, responding to, and learning from feedback.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Read before you respond

Reviews are individual accounts of an experience. Start by understanding the feedback and identifying what your team can verify.

1 **Separate the facts from assumptions**

Note the issue described without filling gaps in the story. Ask the relevant team for context before stating what happened.

2 **Choose the right responder**

Assign someone who can coordinate the next action. Where a specialist is needed, keep a clear handoff rather than several people replying at once.

3 **Protect private details**

A public response should not reveal account, order, health, or other personal information. Direct specific follow-up to your designated service channel.

4 **Keep the response proportionate**

Acknowledge the experience, share useful verified information, and offer a realistic next step. Avoid arguing about the reviewer's motives.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.

02 / Use feedback constructively

The aim is a considered response and a useful learning loop, not a generic reply under every rating.

1 Positive feedback

Thank the reviewer for a specific detail without adding claims they did not make. Keep the response brief and human.

2 Mixed feedback

Recognize both what worked and what could improve. Explain how the customer can continue the conversation if a practical issue remains.

3 A service problem

Acknowledge the concern and identify the appropriate contact or next step. Do not promise a remedy before the responsible team has confirmed it.

4 Review marketing

Before reusing feedback in a social post, confirm permission and context. Keep the wording accurate and avoid presenting a sample or illustration as a real testimonial.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Review theme and source

● Facts to verify with the team

● Response owner

● Public reply draft

● Private follow-up route if needed

● Improvement or content idea to record
